



Bark Branding

By: Natalie King, Andrea Fandino and Forrester Sims

Strategic Communication Campaign for ARCH: #ArtForYou





Executive Summary

The following campaign, #ArtForYou, has been compiled for ARCH Design, Artwork and Framing by a team of three people from Bark Branding.

The goal of this campaign is to raise awareness among decision makers in healthcare and senior living facilities that ARCH design is here to provide client-centered design solutions that enrich the places where people live, work and heal.

This campaign includes the creative planning for a LinkedIn advertising campaign, a direct mailer, a media list and press release, and a panel event to take place at Maryville University that combines the health professions with the art and design majors.



Bark Branding

Table of Contents

| | |
|------------------------------|----|
| Situational Analysis | 3 |
| Primary Research | 4 |
| Target Audience | 5 |
| SWOT Analysis | 6 |
| Goal | 8 |
| Objective | 8 |
| Positioning Statement | 8 |
| Creative Strategy | 9 |
| Creative Executions | 10 |
| Media List and Press Release | 19 |
| Budget | 29 |
| Evaluation | 30 |
| Calendar | 33 |
| Acknowledgments | 34 |
| Team Members | 35 |

Situational Analysis

ARCH Design is a St. Louis-based design consulting firm that has clients across the country. They sell artwork to healthcare, senior living, and hospitality clients. For healthcare and senior living, ARCH uses Evidence Based Design (EBD) to provide artwork to these environments that will help the patients heal and feel better. ARCH has a group of design consultants who are qualified in EBD and utilize the theory in every location they design for.

ARCH has a good reach on social media via LinkedIn, Twitter, Instagram and Facebook. LinkedIn gives them the most reach with 3,167 followers. Facebook has the second largest following with 1,390 likes and 1,356 followers. Twitter and Instagram are in the bottom two positions with 446 followers and 298 followers respectively.

ARCH hires local artists in the region in which the building they are working on is located to provide art that evokes the natural landscape and culture around it. This can help in senior living as patients can remember these locations as places they have seen and visited in their lifetime and have memories associated with the pieces. This also helps ARCH give to the local community because they are giving back to the artists who live there.

Primary Research

How to Create Strong Brand Positioning in Your Market-

<http://cultbranding.com/ceo/create-strong-brand-positioning-strategy/>

Answer 4 Questions to Get a Great Mission Statement-

<https://www.forbes.com/sites/patrickhull/2013/01/10/answer-4-questions-to-get-a-great-mission-statement/#38e2cef267f5>

10 Simple Tips How to Create Your Hashtag Strategy-

<https://www.dreamgrow.com/hashtag-strategy/>

The Ultimate List of LinkedIn Statistics That Matter to Your Business-

<https://blog.hootsuite.com/linkedin-statistics-business/>

LinkedIn Announces Fourth Quarter and Full Year 2015 Results-

<https://globenewswire.com/news-release/2016/02/04/807952/0/en/LinkedIn-Announces-Fourth-Quarter-and-Full-Year-2015-Results.html>

LinkedIn Sponsored Content: Build customer relationships by delivering relevant content to prospects in the world's only professional feed-

<https://business.linkedin.com/content/dam/me/business/en-us/marketing-solutions/products/pdfs/LISponsoredContentDatasheet5-2-16.pdf>

Ultimate Guide to Sales Prospecting: Tips, Techniques and Tools-

<https://business.linkedin.com/sales-solutions/b2b-sales-prospecting/techniques-for-successful-prospecting#>

The Ultimate Guide to Writing LinkedIn InMails That Get Results-

<https://blog.hubspot.com/sales/how-to-craft-an-inmail-that-gets-results>

Best Practices for Creating Successful Sponsored InMail Messages-

<https://www.linkedin.com/help/lms/answer/69552/best-practices-for-creating-successful-sponsored-inmail-messages?lang=en>

September Monthly Observations-

<https://nationaldaycalendar.com/september-monthly-observations/>



Bark Branding

Target Audience

The key decision makers for nationwide providers of healthcare and senior living. These decision makers want to improve the conditions of their facilities and know that the artwork in the space can determine how their customers feel. They know that design and consulting firms can help them make the space inviting and friendly. These decision makers may not know much about art, or they may be too busy with other things to care, but they value the importance of a healthy environment and know that art speaks to people and pulls at the mind and emotions of the viewer.

SWOT Analysis

Strengths:

- Expertise—ARCH Design has been transforming interior environments through the visual power of art and design since 1978. ARCH uses evidence based design (EBD) to deliver optimal design solutions for each one of their clients.
- Vertically integrated—the entire process from design to manufacturing takes place in the same location, ensuring seamless project management and customer service.
- Personalized and client-centered service. The art consultants leading each project get to know their clients and provide them with a sense of space and place through art that resonates with each customer.
- Strong digital and online presence on LinkedIn, Facebook and Twitter. Great website that is easy to navigate and provides valuable information about the company's products and services.
- Capability to serve national clients while working with local artists and matching prices from the competition.
- Ranks on the first page of Google for key terms like “framing St. Louis” and “art consulting St. Louis.”

Weaknesses:

- ARCH Design is not as well-known as other framing and art consulting companies nationwide.
- Target audience for sales is too broad and it can be challenging to find strategies to target it.
- Blog page on the website only contains one post.
- ARCH has some negative reviews on Google that make overall score 3.3/5

- “Best kept secret in St. Louis.” Brand awareness locally and nationwide could be better.

Opportunities:

- Targeting clients by using social media platforms and paid social media posts on LinkedIn, Twitter and Facebook.
- Establishing relationships with local and national news publications and strengthening the overall relationship with the media.
- Improvement of SEO for other key terms to reach decision makers in the healthcare sector.
- Creating more blog posts and informative content to share on social media platforms.
- Build relationships in the art and healthcare community that could lead to future contact for business opportunities.

Threats:

- Amazon and other huge internet retailers selling cheap and mass produced artwork and framing services.
- Federal and state regulations that make art pieces be constrained to certain sizes and weights.
- People that are very loyal to their towns and only want to work with local artists and companies.
- Budget constraints for artwork and design on facilities.
- Facility managers and decision makers that will only work with companies that have been referred to them without making exhaustive market research.



Bark Branding

Goal

To raise awareness among decision makers in the healthcare industry and senior living facilities that ARCH provides powerful client-centered design solutions that enrich the places where people live, work and heal.

Objective

By December 31, 2018, we will increase the number of sales-qualified leads by 25 among decision makers for nationwide providers of healthcare and senior living through combined efforts online and in-person.

Positioning Statement

At ARCH Design, we are experts in #ArtForYou. ARCH Design is a vertically integrated company that delivers client-centered design solutions which enhance the places where people live, work and heal. ARCH provides top of the notch art consulting services, framing and artwork through the power of evidence based design (EBD) and expert craftsmanship. ARCH's holistic approach to design makes it easy for organizations to build optimal and lively spaces that suit their needs.

Creative Strategy

ARCH Design is an art consulting, framing and design company that focuses on enriching the places where people live, work and heal through client-centered design solutions. ARCH makes it easy for their customers to create spaces that suit their needs and make people interacting with the space have a sense of place. ARCH's team of experts utilizes their widespread network of local, regional and commissioned artists, and access millions of images in every style from prominent art publishers to create customized art packages for each client. ARCH Design makes art meaningful for each customer, as they are experts on creating art for you.

Through the #ArtForYou campaign, ARCH Design will connect with key decision makers for healthcare and senior living facilities that are or will be looking for a company to help them enhance their spaces through a powerful design solution.

This campaign will strongly connect with several key decision makers through a LinkedIn advertising campaign, direct mailer, a media list, press release, and a panel series called "The Art of Healing.". This campaign will raise ARCH's brand awareness through diverse tools that have been strategically selected to target key decision makers and strengthen ARCH's relationship with the media.

Creative Executions

LinkedIn Advertising

Advertising through social media platforms has some of the highest return of investment (ROI) for organizations trying to reach targeted demographics. Professionals between 30 and 50 are constantly connected and following their family, friends and colleagues through their LinkedIn accounts. LinkedIn has a total of 467 million users and is the only platform where users between 30-64 are more likely to be users than people 18-29. The LinkedIn campaign will consist of three sponsored content posts and a series of InMail messages. LinkedIn sponsored content is a post put on the company's page that is sponsored by the advertiser on a cost-per-mille (CPM) or cost-per-click (CPC) basis. Sponsored InMail makes it easy to target audiences with relevant content delivered through LinkedIn messenger.

LinkedIn said that, "according to a recent study, business to business (B2B) buyers conduct, on average, 12 online searches prior to visiting a specific brand's site. Marketers who are first to provide useful content and insights early during the buyer's journey stand to win mindshare, consideration, and purchase."

LinkedIn is an invaluable tool for finding leads and making sales as it has been reported that 50% of B2B buyers use LinkedIn when making

purchasing decisions. During this campaign, we will achieve the following through LinkedIn advertising:

- Create a strong professional brand with an authoritative voice.
- Connect and engage with prospective customers by targeting key decision makers on the healthcare and senior living industry.
- Build and maintain relationships with key decision makers.

Sponsored Content

ARCH Design will pay for advertisements on LinkedIn to sponsor three posts with content as follows: the company video, 'industry insights' blog post and a podcast of the "The Art of Healing" panel ARCH will sponsor. We will have a total budget of **\$2000** that will go into advertisements on LinkedIn. The advertisements will be managed through the LinkedIn self-service platform tool Campaign Manager.

LinkedIn disclosed in their 2015 report that 57% of traffic is mobile. For this reason, all design and graphics used for the paid posts on this campaign will be mobile responsive. In addition, all posts will rely on visual elements like pictures or video to ensure people engage with our content. To effectively target key decision makers in healthcare and senior living, several steps will be taken for the creation of each post. A/B testing will be done to ensure the



headline, images and content being promoted is optimal for our audience. The option “audience expansion” will be selected when launching the campaign through the Campaign Manager tool on LinkedIn.

Our targeting on the Campaign Manager will be selected through seniority and industry rather than age or geolocation. Selecting healthcare facilities and senior living as our industry and C-level positions as seniority. The rationale behind this is that LinkedIn has reported that seniority is more likely to be accurately reported compared to age. Also, as we have discussed in previous meetings with ARCH, it is challenging to know what is the age or job title from the key decision makers we want to reach. By ensuring we use the seniority targeting option, we will focus on the decision power our target has, rather than the job title, as it is uncertain who oversees design projects within the organization.

Sponsored InMail

ARCH will pay for sponsored InMail to contact high-profile decision makers in a secure and credible way. The targeting will be done through seniority and industry rather than age and job title.

Sample InMail Message:

Subject: Does your company have a design project? Get to know ARCH Design

Dear %LastName%,

My name is Sara Patino and I am the Design Director at ARCH Design. Earlier this year we worked on an exciting project for Barnes-Jewish Hospital that I thought it might be of interest to you.

The artwork selected for Barnes-Jewish Hospital Parkview Tower is meant to inspire a journey of healing, evoke positive memories and create a sense of local pride. Each floor of the facility represents various themes. Some themes include: Road Trip Out West, Great Lakes to Midwest, Celebrating Women's Spirit and Family Time.

Call to action Hyperlink:

<https://www.youtube.com/watch?v=wzNfbzRRa4U&feature=youtu.be>: Here is a video where you can learn more about the artwork and the fantastic work from our designers that went behind this project.

At ARCH Design, we are experts in #ArtForYou. ARCH Design is a vertically integrated company that delivers client-centered design solutions which enhance the places where people live, work and heal. ARCH provides top-notch art consulting services, framing and artwork through the power of evidence based design and expert craftsmanship. ARCH's holistic approach



to design makes it easy for organizations to build optimal spaces that suit their needs.

I am unsure if your organization currently has any upcoming remodeling, design or artwork projects, but I would love to provide my contact information for you in case there are any current or future projects that ARCH Design can help with. We would love to be able to work with your organization. If you would like me to add you to our email list to learn more about the projects ARCH is working on and stay up-to-date with the latest trends in art and healthcare, please respond to this message with the best email to contact you.

Contact Info*

Best Regards,

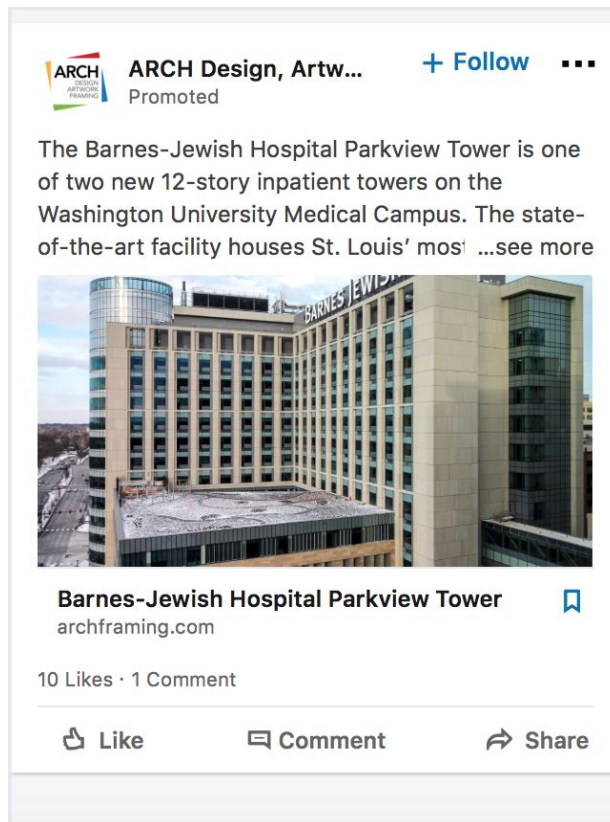
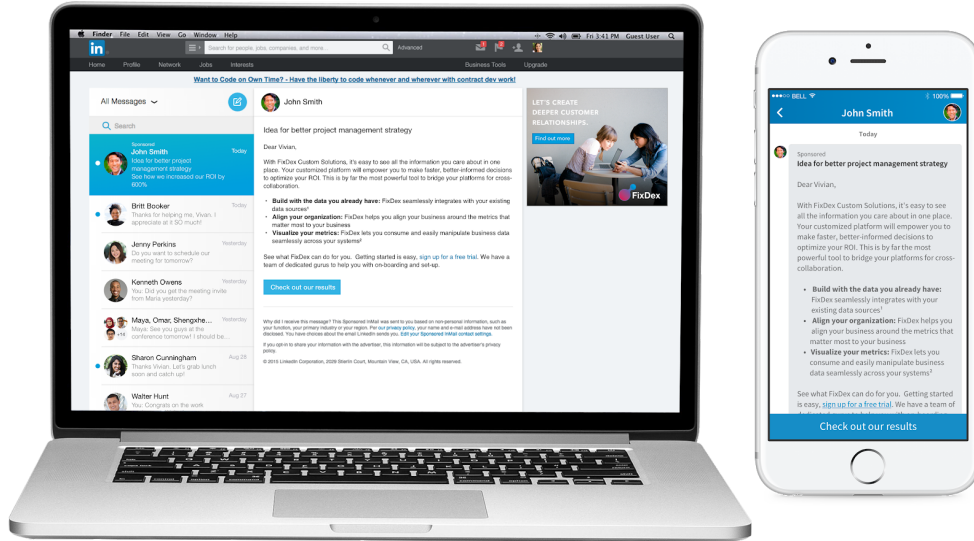
Sara Patino

Design Director

ARCH Design

The sample sponsored content post, sponsored InMail, and Campaign Manager are located on the following pages.

b Bark Branding



Bark Branding. 650 Maryville University Drive. 314.123.4567



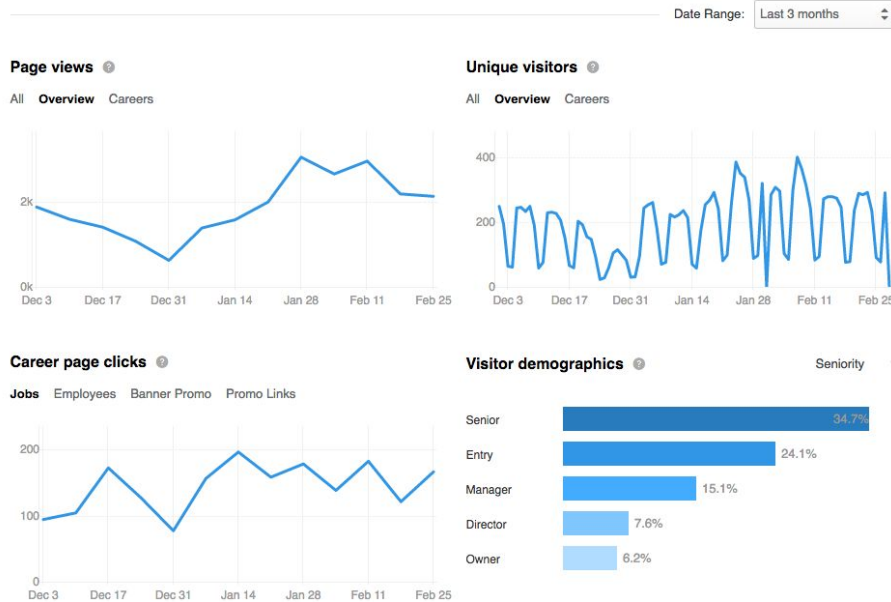
Bark Branding

CAMPAIGN MANAGER | ARCH Design, Artwork & Framing | Andrea's Ad Account

STEP 2 OF 5: BUILD ADS
Select existing content or create new Sponsored Content

Available content (61) | All updates | Content types | [Create Sponsored Content](#) | [Sponsor selected content](#)

| Select | Ads | Likes | Comments | Created | Actions |
|--------|--|-------|----------|------------|---------|
| | <p>We're enjoying day 2 of EFA Environments for Aging Expo & Conference in beautiful Savannah, Georgia. If you're attending #EFACon, make sure to swing by booth #311 to meet the ARCH team and enter our drawing for a chance to win an iPad!</p> <p>image-store.slidesharecdn.com</p> | 17 | 1 | 6 days ago | |
| | <p>If you'll be in Savannah, Georgia for the EFA Environments for Aging Expo & Conference, be sure to visit us at booth 311 to learn how we can transform your senior living environment through the power of art! Expo Hall Hours: Sunday, April 22: 4:30 pm - 6:30 pm Monday, April 23: 11:30 am - 2:30 pm Tuesday, April 24: 9:30 am - 11:00 am</p> <p>image-store.slidesharecdn.com</p> | 6 | | 9 days ago | |
| | <p>When designing for healing environments, it may not always be possible to have a window that overlooks our natural environment. An alternative solution is to select artwork or wall graphics depicting scenes of nature. "Evidence shows that representational images of natural features such as landscapes, gardens and waterscapes can reduce stress and improve results like pain relief."</p> <p>Nature's Cure: How Biophilic Design Can Enhance Healing Nature's Cure: How Biophilic Design Can Enhance Healing mcdmag.com</p> | 7 | | 9 days ago | |





Direct Mailer

After looking at the sample direct mailers provided, the need to set ARCH apart became apparent. We will send the direct mailer in an envelope to add an air of mystery to the package. A graphic with information will be placed inside a picture frame to make it more personalized and make the direct mailer transcend beyond a paper flyer. The frame will have the ARCH logo on the corner, and the decision maker will see this logo on the frame after the information is replaced with an image from their personal collection.

The graphic inside the direct mailer will have information related to Evidence Based Design (EBD), with some statistics on how artwork can help patients in the healthcare and senior living facilities. This tactic connects with ARCH's EBD certified designers that help people heal through their work.

The direct mailer will include a graphic on the back that says "Share how you frame your life with #ArtForYou and tag ARCH on one of our social media accounts for the chance to win a free piece of art." This will help measure the effectiveness of the direct mailers, as will be mentioned in the evaluation section.


The direct mailers would be sent out to people in June as that allows for six months to contact ARCH design before the end of the campaign. The allocated budget for this section is **\$2000**, which includes the price of frames and packaging to ensure they do not get damaged during shipping.




Bark Branding

Direct Mailer graphic to insert on frames:


WHAT'S ON YOUR WALLS?






Statistics show that with the help of evidence based design (EBD) you can:

- relieve patient stress
- help patients heal faster
- lessen pain
- improve treatment outcomes





VISIT US AT
ARCHFRAMING.COM
FOR MORE INFORMATION

Share how you frame your life with
#ArtForYou and tag ARCH on one of our
social media accounts for the chance to
win a free piece of art.



Facebook @ARCHFraming
Twitter @ARCH_Framing
Instagram @ARCH_Framing

Media List and Press Release

Media List

The media list provided contains influential individuals in the world of healthcare, who write and discuss relevant issues and stories about prominent topics in the healthcare industry. Having a media list will help ARCH to connect with the right people for pitching news stories or to utilize as paid partnerships to promote the company among healthcare and senior living key decision makers. The following five individuals have been strategically selected according to the audience they reach as it is the same our campaign is targeting. If ARCH is promoted by any of these individuals, sales will raise and brand awareness will grow.

Kevin Pho is the current top healthcare influencer with over 160.5 thousand followers on Twitter. Pho offers commentary on current issues facing doctors and the healthcare industry. He is a trustworthy physician, book author and keynote speaker.

Jeannette Cooperman writes for the St. Louis Magazine and was named to the FOLIO: 100 as the “best and the brightest” in the nationwide magazine industry. She was also named Magazine Writer of the Year in the 2016, 2014, and 2012 Great Plains Journalism Awards.

Kae M. Petrin works at St. Louis Public Radio. Petrin joined the St. Louis Public Radio as a Digital Reporter in 2017; she writes multimedia and

Bark Branding

web-based stories about health issues facing the community, with a sprinkle of radio. Previously, she worked for St. Louis Magazine and freelanced around Missouri and Illinois.

Justine Brooks Froelker is a mental health influencer and writes for the St. Louis Health & Wellness Magazine. She has previously written stories on relevant topics about health and wellness. One of her most important articles being, “11 Easy Ways to Calm Down”.

Angela Mueller covers health care at the St. Louis Business Journal. She has lately written articles like “SSM rebrands Oklahoma hospitals,” and “Centene receives approvals for \$3.75 billion Fidelis deal.” She would be a great person to promote ARCH in the business side of healthcare.

Media List Contact Information on following page.



Bark Branding

Media List Contact Information

| | | | |
|-------------------------|--|--|--|
| Kevin Pho | Healthcare Influencer | Twitter: @kevinmd | LinkedIn: linkedin.com/in/kevinmd Webpage: www.kevinmd.com |
| Jeannette Cooperman | St. Louis Magazine, Journalists | Twitter: @jcooperman | LinkedIn: linkedin.com/in/jeannette-cooperman-145bab3 |
| Kae M. Petrin | St. Louis Public Radio, Reporter | Twitter: @kmaepetrin | Email: kpetrin@stlpublicradio.org |
| Justine Brooks Froelker | St. Louis Health & Wellness, Writer and Influencer | Twitter: @justinefroelker | LinkedIn: linkedin.com/in/justinefroelker |
| Angela Mueller | St. Louis Biz Journal, Reporter | Twitter: @stlbizreporter1 Phone: 314-421-8320 | Email: amueller@bizjournals.com LinkedIn: linkedin.com/in/angela-mueller-958a6b105 |

Press Release

The press release we have crafted summarizes the collaboration of Maryville University and ARCH Design Artwork & Framing to host a panel discussing how the wellness of patients can be improved through art and design. This panel will be held monthly during four months, starting on September 2018 and ending in December 2018, and will also feature prominent guest speakers including professionals who work in the healthcare industry.

The press release also contains a summary of the services ARCH provides to its clients and positions ARCH as one of the leading providers for interior design projects in hospitals. The press release will be pushed out to the media list we have compiled. In this effort, we will successfully target influencers and reporters that will learn about our student panel and be interested in writing about it. This tactic will put ARCH in the eyes of thousands of viewers resulting in brand awareness, recognition and ultimately client sales.

Sample Press Release on following page.



FOR IMMEDIATE RELEASE

Valerie Burns, ARCH Design

Phone: 314-447-3300

Email: info@archframing.com

THE ART OF HEALING *Where Artwork Meets Healthcare*

ST. LOUIS, MO, September 2018—Maryville University and ARCH Design Artwork & Framing are partnering to create a panel series which connects art and interior design to healthcare. The panel began in September 2018, and will be held on the first Wednesday of the following months at 5:00 p.m. at Maryville’s campus through December 2018.

“The panel showed me how children experience hospitals and how the artwork in the space can have an impact on their healing process,” said Angela Wood, a nursing student at Maryville. “I had never thought about healthcare and art being so tied together. As a future nurse, it was very interesting to see what goes behind the artwork decisions in a hospital and how it impacts the patients.”

The panel series, named The Art of Healing, will cover relevant healthcare issues, as well as discuss how art and healthcare are strongly connected. Relevant professionals working in the healthcare industry will serve as guest speakers for the panel, sharing their insights about the impact design and visual elements can have on the health of an individual.

Creativity is key when addressing ways to help the health and well-being of our communities. It is essential for people going into the healthcare and design industries to understand how healthcare facilities can use art in their buildings to improve their patients wellness and make the experience of being at a hospital comforting.

“This panel has been a great and exciting opportunity to bring together the art and design industry with healthcare,” said Sara Patino, Design Director at ARCH Design. “I look forward to having the next three panels as we will host some great professionals that will share valuable information with the students at Maryville University and the St. Louis community. ARCH is very excited to be sponsoring this panel.”

—MORE—



The strategic use of color, themed floors and wayfinding pieces are some approaches used to provide patients and visitors with direction and familiarity in hospitals. By implementing these techniques, the design industry has found a way to help healthcare facilities comfort and heal their patients through interior design.

One of the leading service providers for interior design in hospital and senior living facilities is ARCH Design Artwork & Framing, as they have been providing client-centered strategic design solutions since 1978. ARCH takes pride in using the work from artists native to the town where a project is taking place, as this gives a sense of closeness to the people living, healing, or working in the environment.

About ARCH Design

Since 1978, ARCH Design has been transforming interior environments through the visual power of art and design. Specializing in healthcare, senior living, corporate and hospitality artwork, we deliver client-centered design solutions that enrich the places people live, work and heal. Our team of experienced art consultants utilize our extensive nationwide network of local, regional and commissioned artists, and access millions of images in every style from leading art publishers to create customized art packages for your project. Our entire process from design to manufacturing takes place in our state-of-the-art 30,000 square foot design and production facility, ensuring seamless project management and customer service.

###

Panel at Maryville University of St. Louis: The Art of Healing

The Art of Healing is a panel series that combines aspects of healthcare with art and design. Because Maryville University has top-notch programs in the health, sciences and design, it would be beneficial to schedule it at Maryville. There is an allotted **\$900** for the panel which will be spent on refreshments for those in attendance.

Each month will have a different theme in regards to healthcare. For example, September is National Childhood Cancer Awareness month, so the topic discussed will be how designing for a children's hospital differs from that of a general hospital.

This panel will invite students and community members to connect design and healthcare in a way they may not have considered before. Those in attendance will leave with new knowledge about the topics presented and an awareness that ARCH provides art consulting and design solutions to healthcare facilities. The students will take such knowledge with them to their future jobs and when they become key decision makers at a healthcare or senior living facility.

The panel will be recorded and edited into a podcast to be released the week after the panel. This allows for time to edit and combine the panel into a cohesive piece that can be listened to and digested by those interested. The podcast will be pushed out on social media. Decision makers who see the

Bark Branding

podcast and the panel will see how ARCH Design is involved in the community and will think about how ARCH could help them. The plan for each panel is as follows:

September 5

- **Topic:** Artwork in children's hospitals
- **Location:** Buder Commons
- **Panel Guests:**
 - Jason M. Edwards, St. Luke's Hospital, Radiation Oncology
 - 314-524-4998
 - [linkedin.com/in/jason-edwards-8515793](https://www.linkedin.com/in/jason-edwards-8515793)
- **Podcast Release:** September 12

October 3

- **Topic:** Physical therapy and artwork
- **Location:** Buder Commons
- **Panel Guests:**
 - Anne T. Christopher, St. Louis Pain Consultants, Pain Management, Physical Medicine, Rehab
 - 314-205-6149
 - [linkedin.com/in/anne-christopher-b853ba148](https://www.linkedin.com/in/anne-christopher-b853ba148)
- **Podcast Release:** October 10

November 7

- **Topic:** Art design in senior living facilities
- **Location:** Buder Commons
- **Panel Guests:**
 - Zaheer Ahmed, St. Luke's Hospital, Neurologist
 - 636-685-7745
- **Podcast Release:** November 14

December 5

- **Topic:** Evidence Based Design in Practice
- **Location:** Buder Commons
- **Panel Guests:**
 - Laura Haller, BJC Healthcare, Senior Design Manager
 - <http://linkedin.com/in/laura-haller-438a0871>
- **Podcast Release:** December 12

Graphic for The Art of Healing panel series:





Bark Branding

Budget

ARCH Design Campaign: Art for You

| | |
|--------------------------|---------------|
| LinkedIn | \$2000 |
| Direct Mailer | \$2000 |
| The Art of Healing Panel | \$900 |
| Contingency | \$100 |
| Total | \$5000 |

Evaluation

LinkedIn Campaign

The sponsored content and InMail on LinkedIn will be assessed through LinkedIn Campaign Manager Analytics. Throughout the social media campaign, formative research will be conducted once so we can learn, adapt and improve from what the analytics are indicating about our sponsored content posts. We will be in constant monitoring of the impressions, clicks, likes, comments, reaches, followers acquired, page views, and engagements of the posts. A plan B will be implemented if we are not obtaining the desired results with the LinkedIn campaign after the first half.

The overall effectiveness of the LinkedIn sponsored content will be measured on metrics, in addition to the question: how many people contacted ARCH Design due to our posts? The effectiveness of the sponsored InMail will be measured by how many people responded to our messages acknowledging awareness of ARCH. Also by how many people provided their contact information. A final evaluation report of this strategy will be delivered by December 2018.

Direct Mailers

The Direct Mailers will be evaluated based on the number sent out compared to the number of interactions on social media that tag ARCH design using the hashtag we have created for this campaign, #ArtForYou. In

addition, we will monitor the traffic the website gets during two weeks after the direct mailer has been delivered to observe if visitors increased. The success of the direct mailers will be measured on December 31, 2018.

Media List and Press Release

For the evaluation of the press release talking about The Art of Healing panel, formative research will be conducted before and during the implementation of the tactic. This assessment will be carried out to see if we are targeting the right journalists and influencers with the media list we have compiled, how many news sources have picked up our article and how efficient the release was. In case the formative evaluation shows the tactic is not being productive half way through the campaign, a plan B will be implemented. A final evaluation will be conducted with summative research to reflect how efficient the press release was. The AVE model will be used to conduct the summative research.

Panel: The Art of Healing

The Art of Healing Panel will be evaluated based on the number of people in attendance at the event, as well as the number of people who sign up for a mailing list at the event. The panel will also be evaluated based on the connections created by having meaningful conversations with the panel speakers.

The Art of Healing Podcast will be evaluated based on the number of listeners and subscribers to the podcast. This will also be evaluated by the clicks generated when a podcast is posted on any social media page for ARCH and the traffic it generates to the website.

Final Evaluation: How Did We Do?

A final evaluation report reflecting on the overall effectiveness of the campaign will be delivered by December 31, 2018. This assessment will be the summative evaluation of the strategic communications campaign for ARCH Design. This report will mainly focus on responding to the question: Did we meet our objective? It will also center on analyzing what were the most successful tactics and what could have been improved. The campaign evaluation will also include a section that will focus on how to keep moving forward and other general observations.



Calendar

| Date | Creative Tactic | What Has To Be Done |
|--------------|--------------------------|---|
| May 30, 2018 | LinkedIn | Send sponsored InMail and sponsored content with company video |
| June | Direct Mailer | Print, create and send out the direct mailers |
| July 30 | LinkedIn | Send second sponsored content with "industry insights" blog post |
| August 30 | LinkedIn | Formative evaluation of LinkedIn campaign |
| September 5 | The Art of Healing Panel | Discuss artwork in children's hospitals for National Childhood Cancer Awareness Month |
| September 12 | The Art of Healing Panel | Release September panel podcast |
| September 13 | Press Release | Send press release to media list about the first panel and the three upcoming panels. |
| September 15 | The Art of Healing | The Art of Healing Panel formative evaluation |
| October 3 | The Art of Healing Panel | Discuss artwork in physical therapy spaces for National Physical Therapy Month |
| October 1 | Press Release | Press Release and Media List formative evaluation |
| October 10 | The Art of Healing Panel | Release October panel podcast |
| October 30 | LinkedIn | Send third sponsored content with "Art of Healing Panel Podcast" |
| November 7 | The Art of Healing Panel | Discuss artwork in senior living facilities for National Alzheimer's Disease Month |
| November 14 | The Art of Healing Panel | Release November panel Podcast |
| December 5 | The Art of Healing Panel | Evidence Based Design in Practice discussion |
| December 12 | The Art of Healing Panel | Release December panel Podcast |
| December 31 | LinkedIn | Final Evaluation |
| December 31 | Evaluation | Final Evaluation for Campaign |

Acknowledgments

We want to thank Dr. Dustin York for giving us the opportunity to work with ARCH for our final capstone project. Also for pushing us to work to the extent professionals do in the best agencies and companies in the world. These experiences will without a doubt set us apart from other communication students trying to start a career on the field.

We want to thank Valerie Burns for being so supportive throughout this project, giving the agency a fantastic tour through the ARCH building and providing us with great material and information to work with.

We want to thank our agency, Bark Branding, for all the hard work and effort to deliver creative and powerful strategic communication campaigns to our clients throughout the semester.



Bark Branding

Team Members

Natalie King - Account Manager

LinkedIn: Natalie King

<https://www.linkedin.com/in/nat-natalie-king/>

Twitter: @Nat_NatalieKing

Andrea Fandino - Account Associate

LinkedIn: Andrea Fandino

<https://www.linkedin.com/in/andrea fandino/>

Twitter: @AndreaFandino

Forrester Sims - Account Associate

LinkedIn: Forrester Sims

<https://www.linkedin.com/in/forrester-sims-57a463a3/>

Twitter: @ForresterSims