

# Fuller Craft Museum Proposal





# Meet The Team



**Maya Meisenzahl**  
Project Manager



**Robby Gessel**  
Media Planner



**Ainsley Basic**  
Public Relations & Earned  
Media



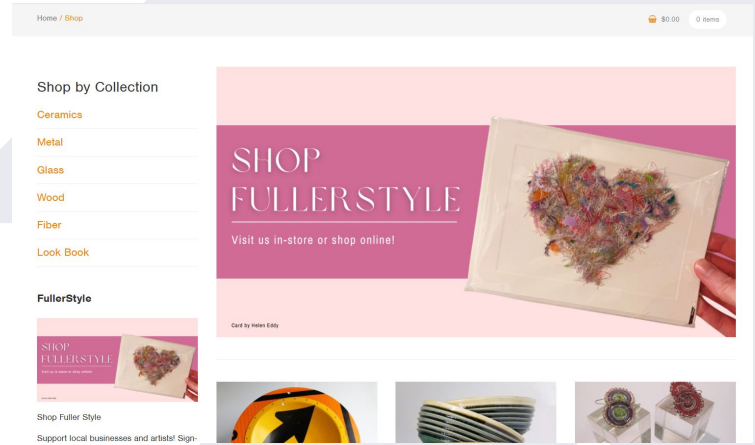
**Francesca Polistina**  
Creative Director



**Cedric Atty**  
Experiential Director

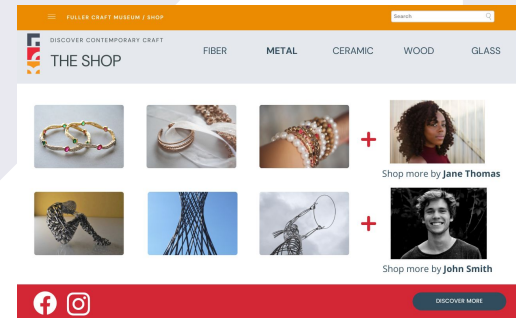


# The Challenges:



# Our Proposal:

- Give the store its own brand
- Revamp in-store experience
- Improve digital presence
- Increase visibility with pop-ups



# Research and Key Insights

- Self-gifting
  - Accessible, individualist, indulgence
- Instagram shop
- A focus on individuality, uniqueness
- Loneliness pushes people to buy gifts for themselves



**Source:** "Consumer Shopping Habits and Loneliness"

# Gen Z and Merch

- Brand authenticity, transparency, and sustainability
- Connection through social media for inspiration and research
- Embrace mobile payments and digital wallets




Source: [SurveyMonkey](#)

# SWOT Analysis

PE|M SHOP

NEW @ PEM SHOP

STYLE READ PLAY



Save 10% off your first order!

Sign up for our email list today and receive 10% off your purchase. Stay up-to-date on future sales, promotions and special events.


Offer for new customers only and cannot be combined with other discounts.

SUBSCRIBE


#shop.pem.org

PE|M SHOP


Filter Sort




James Drummond of Perth Modern Tartan Throw  
\$170



Blue and White Floral Cloisonne Vase  
\$1,200



Transforming Eagle Bowl by Ryan Cranmer - Multiple Sizes  
From \$13




Killer Whale Art Bowl by Trevor Angus - Multiple Sizes  
From \$13

#shop.pem.org


Fuller Craft Museum

Subscribe Donate Today!



Home / Museum Shop / Fuller Style \$0.00 0 Items



Mosaic Pendants by Amy Marks



Kimberly Zane Poppy Plates




#fullercraft.org

Fuller Craft Museum

Subscribe Donate Today!

Home / Museum Shop / For Collectors / Cubed by Michael Alfano \$0.00 0 Items



Cubed by Michael Alfano

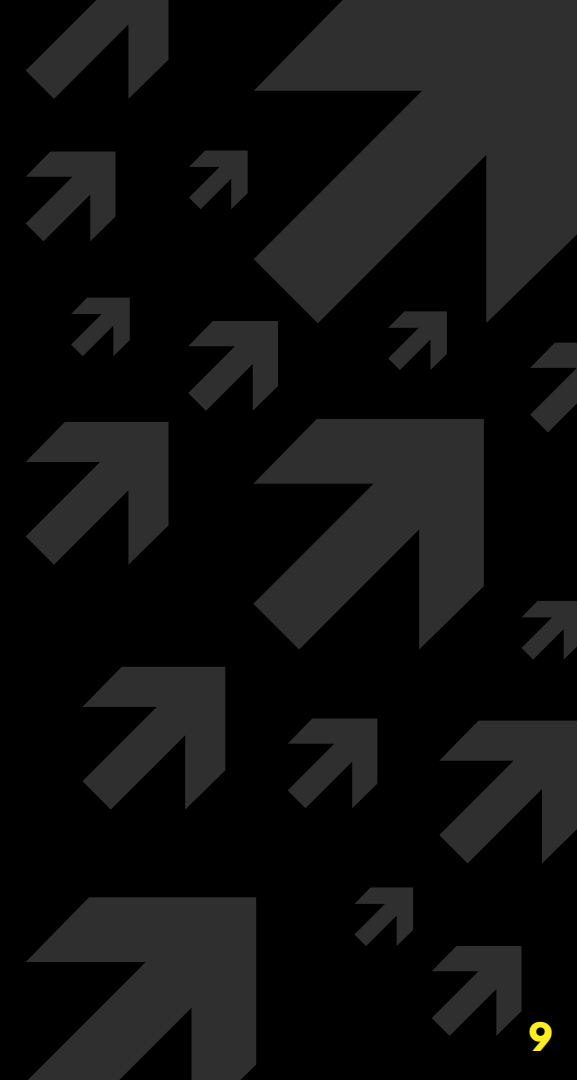
#fullercraft.org



# SWOT Analysis (Cont.)



# Target Audience



# Target Demographic

## Audience Traits:

- Art enthusiasts
- Crafters, artists, creatives
- Museum Goers
- Unique Gift Givers
- Small business/shop local consumers

## Locations:

- Boston
- Providence



# Rebranding: “The Shop” at Fuller

# Brand Kit

Headings, *Angella White*, 31.5

Subheadings, **Alegreya Sans Bold**, 18

Body, *Alegreya Sans Thin*, 12



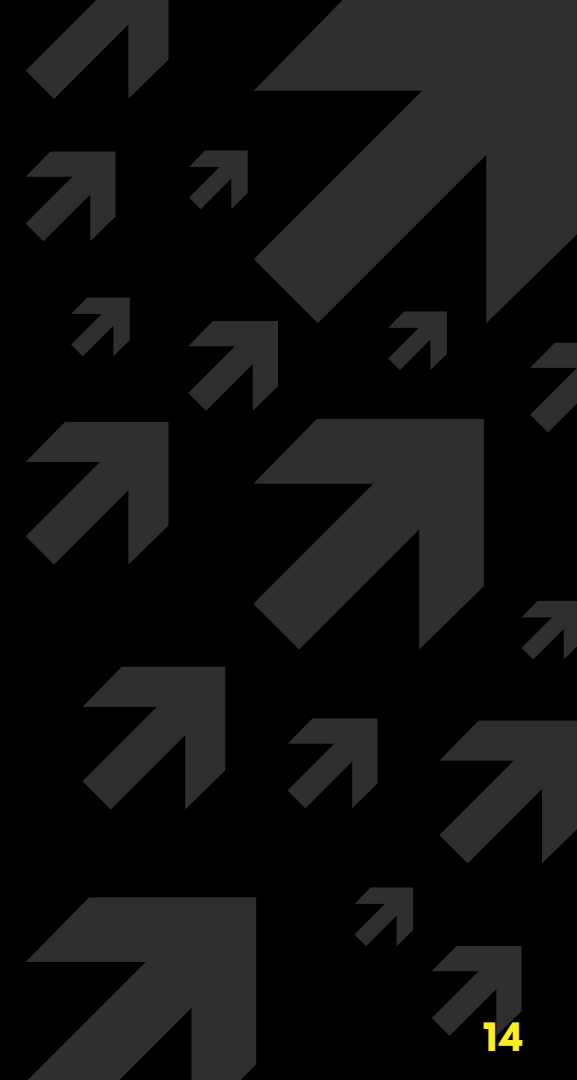



THE SHOP

*The Shop @ Fuller*

 Fuller  
Craft  
Museum


# Sample Digital Content





*The Shop*  
@ Fuller Craft Museum

DISCOVER YOUR OWN PIECE OF CONTEMPORARY CRAFT



Visit us today and mention this post for 10% off!

*The Shop @ Fuller Craft*

BRING CONTEMPORARY  
CRAFT HOME



*Featured Maker*



Marilyn Pappas



Votive Candle Holders

One of a kind Ceramic Necklaces



## FALL GIFT GUIDE

*The Shop @ Fuller*

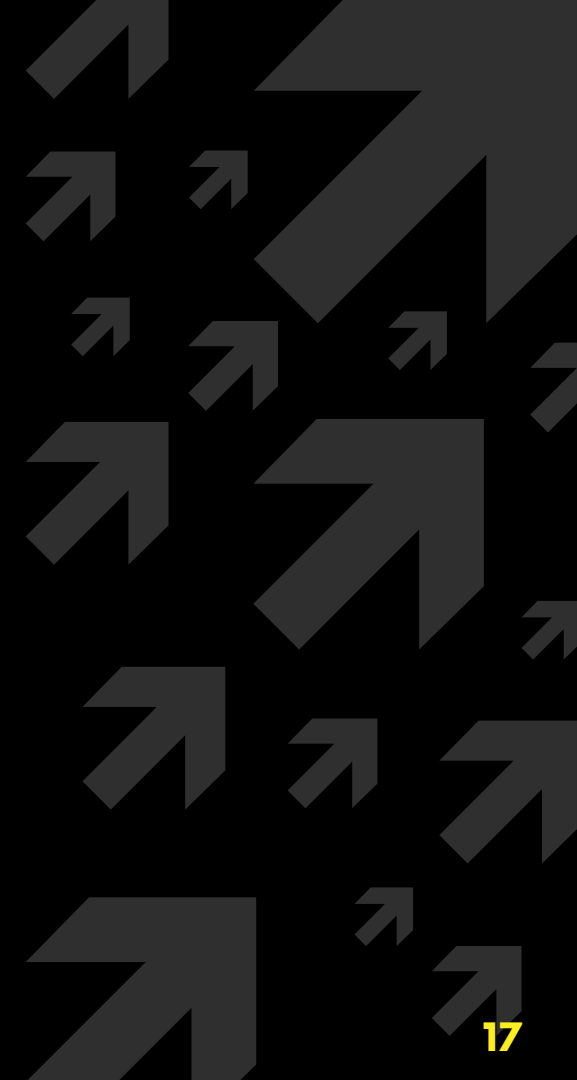
Unique Glass Pumpkin Decor

Wool Mittens for Adults and Kids



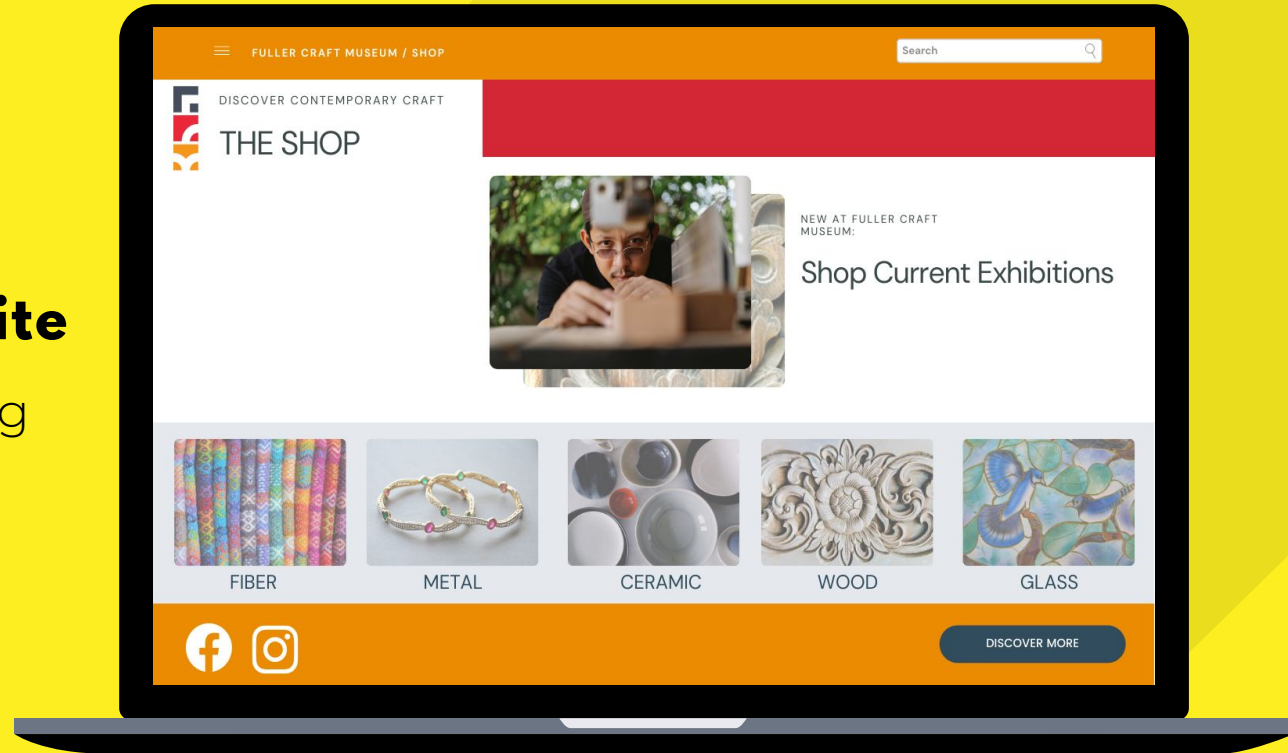
*Get a Fuller Home*  
*The Shop @ Fuller*

# Digital Presence



# Streamlined Site

Digital Rebranding





DISCOVER CONTEMPORARY CRAFT

# THE SHOP

FIBER

METAL

CERAMIC

WOOD

GLASS



Shop more by **Jane Thomas**



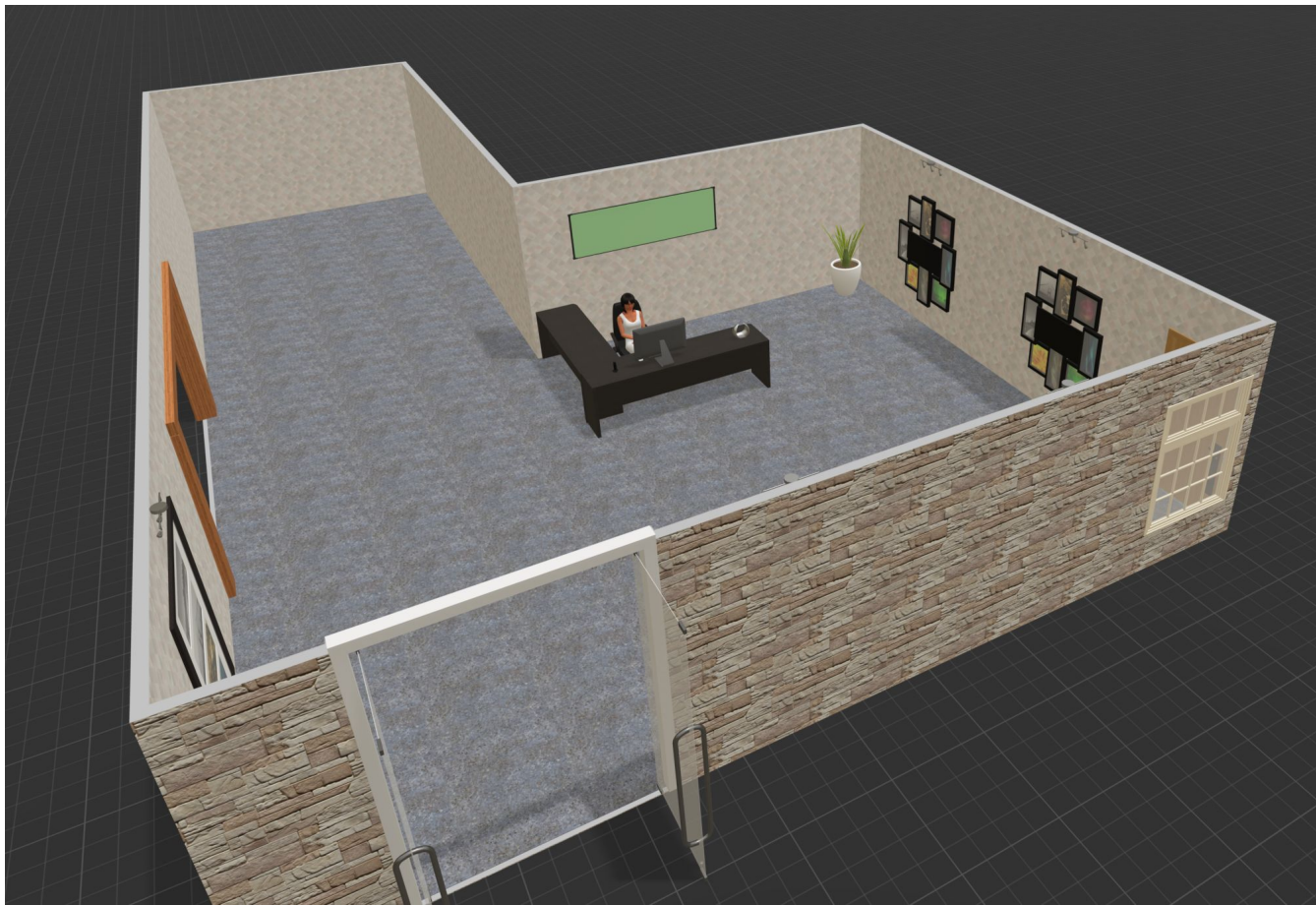
Shop more by **John Smith**



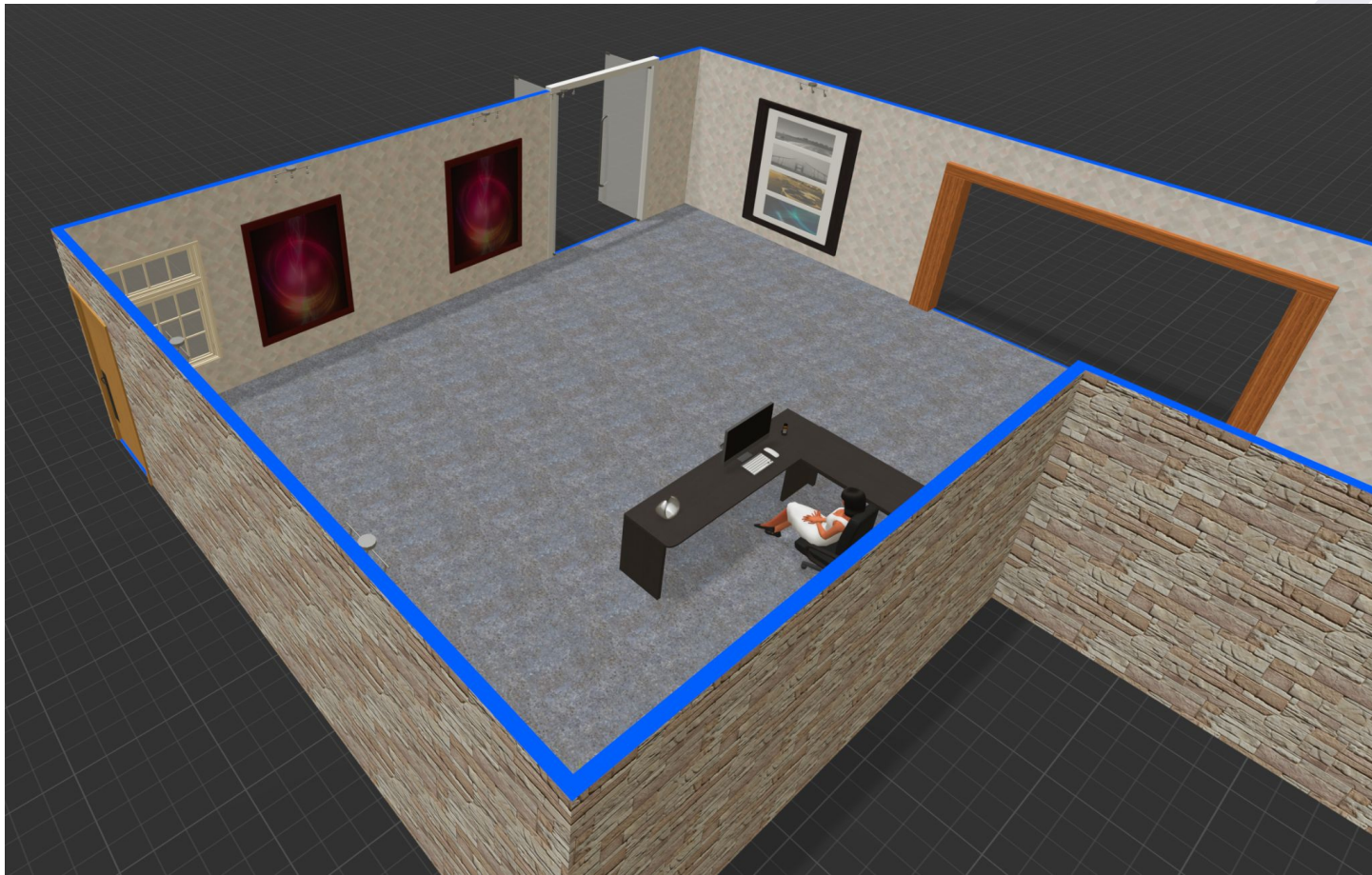
DISCOVER MORE

# “The Shop” at The Fuller

Brockton, MA



3D RENDERING/MAIN ENTRANCE



3D RENDERING/FRONT DESK

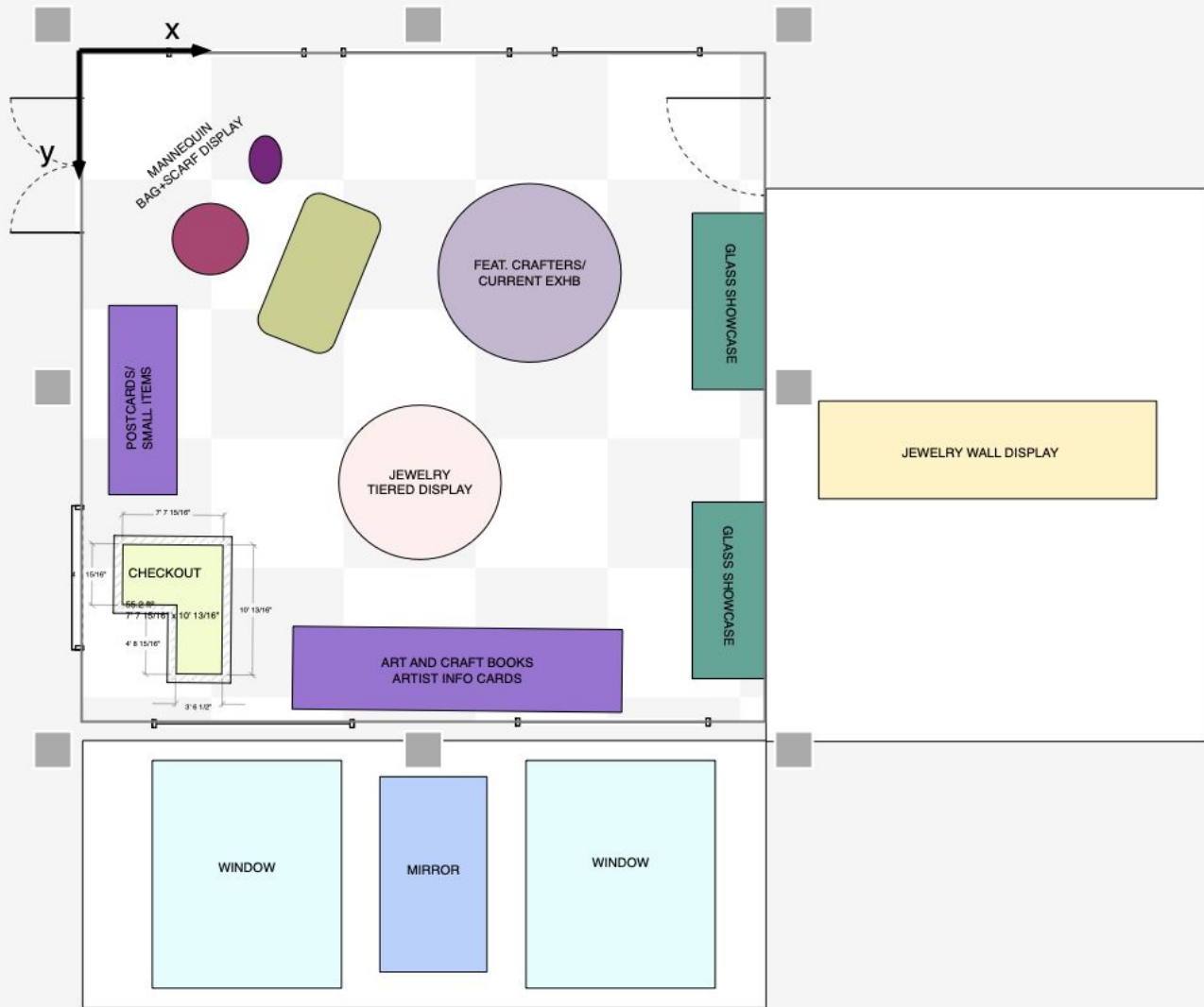
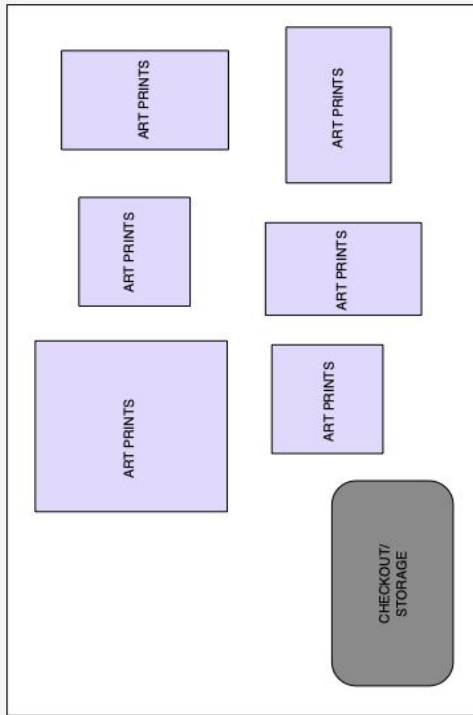






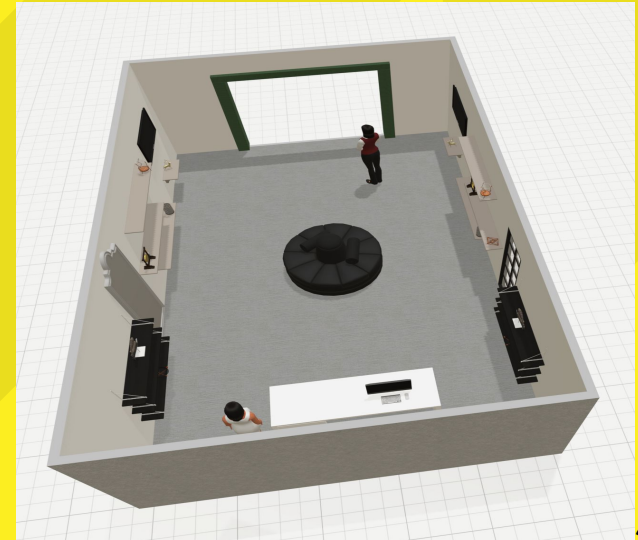
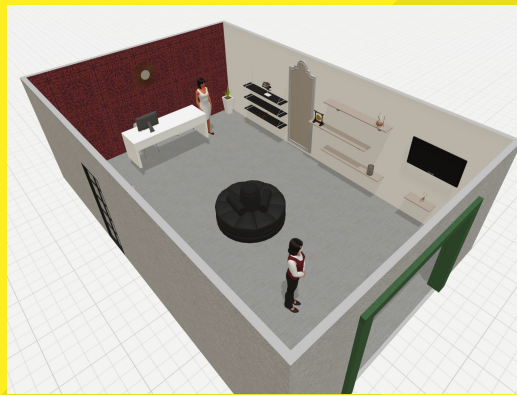
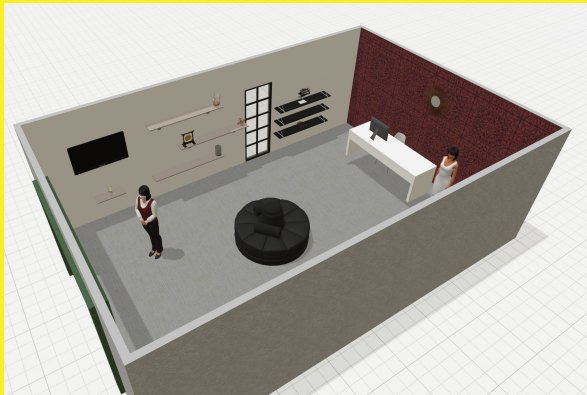


FRONT DESK 2D BLUEPRINT



# POP-UP SHOP

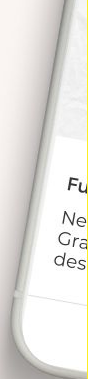
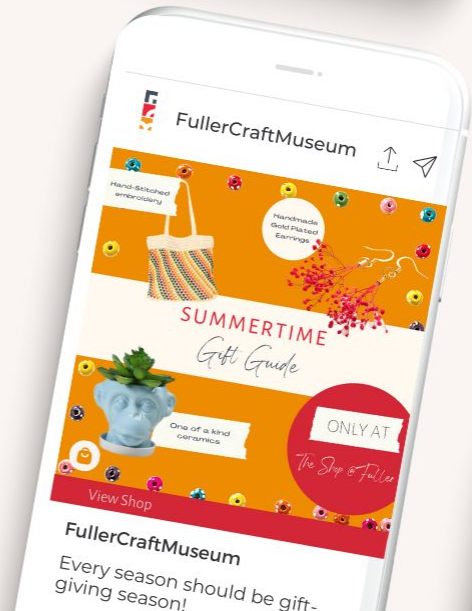
- **SOWA Market Flagship Pop-up**
  - Artist Demos
- **Later locations in Boston and Providence**
  - Target metropolitan, northeast audience
- **Focus on interaction and engagement**
  - If people can't go to The Shop, The Shop will go to them



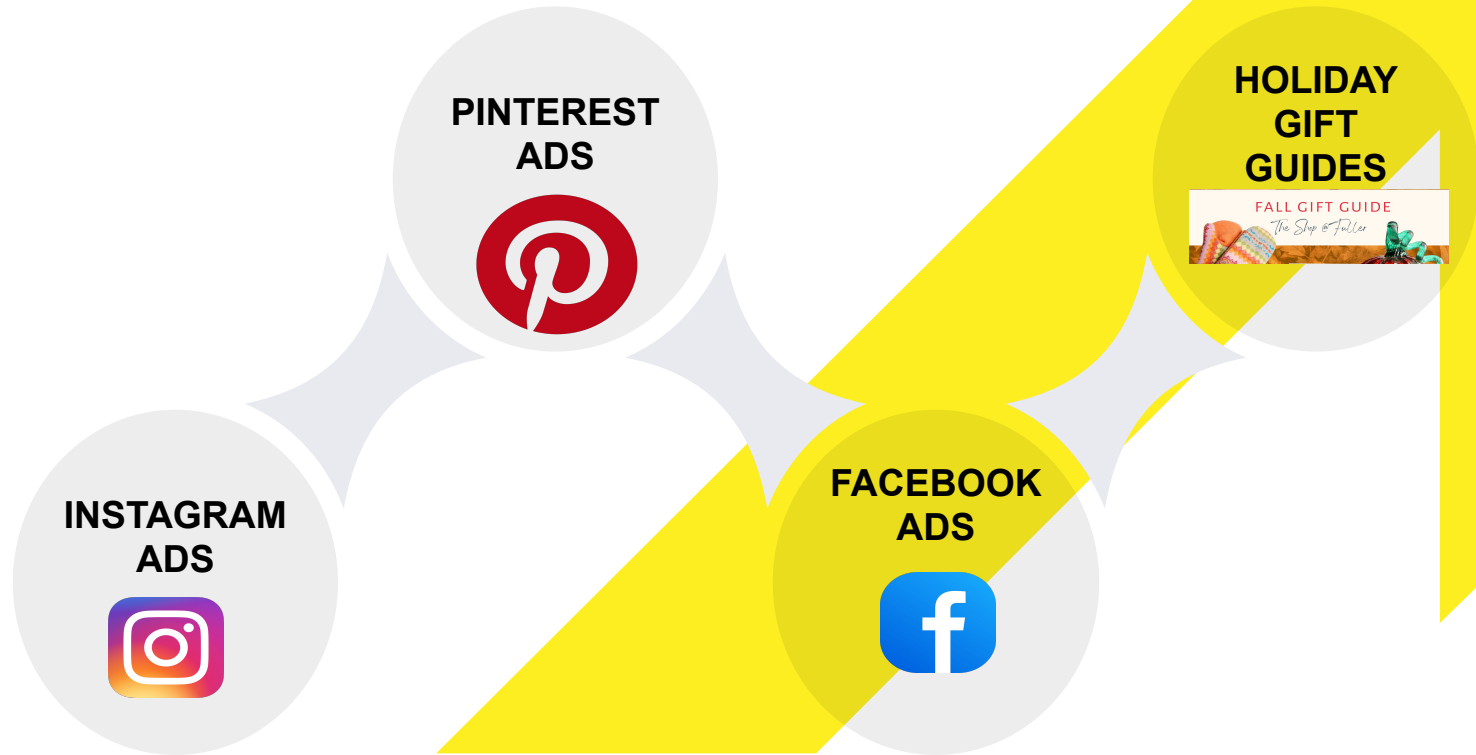
# Campaign Overview



# Paid Media Plan



# The Shop Digital Campaign



# Treat Yourself

MAKE YOUR HEART FULLER  
WITH CRAFT



The Shop at Fuller

20% off with code FULLERHEART

[FULLERCRAFTMUSEUM.COM/THESHOP](https://fullercraftmuseum.com/theshop)



# Visit The Shop Campaign

FACEBOOK  
ADS



IN-STORE  
PROMOTIONS



INSTAGRAM  
ADS



DIGITAL  
BILLBOARDS



INFO AT  
POP-UPS



# Sample Ad for Visit The Shop

Fuller  
Craft  
Museum

DISCOVER CONTEMPORARY CRAFT

AND TAKE IT HOME TOO WHEN YOU VISIT

*The Shop*

The advertisement is a white rectangular card with a black bar at the top and bottom. On the left side, the Fuller Craft Museum logo is displayed, consisting of a stylized 'F' icon in grey, red, and orange, followed by the text 'Fuller Craft Museum' in a bold, sans-serif font. Below the logo is the tagline 'DISCOVER CONTEMPORARY CRAFT'. On the right side, the text 'AND TAKE IT HOME TOO WHEN YOU VISIT' is written in a small, uppercase, sans-serif font. Below this text, the words 'The Shop' are written in a large, elegant, cursive script.

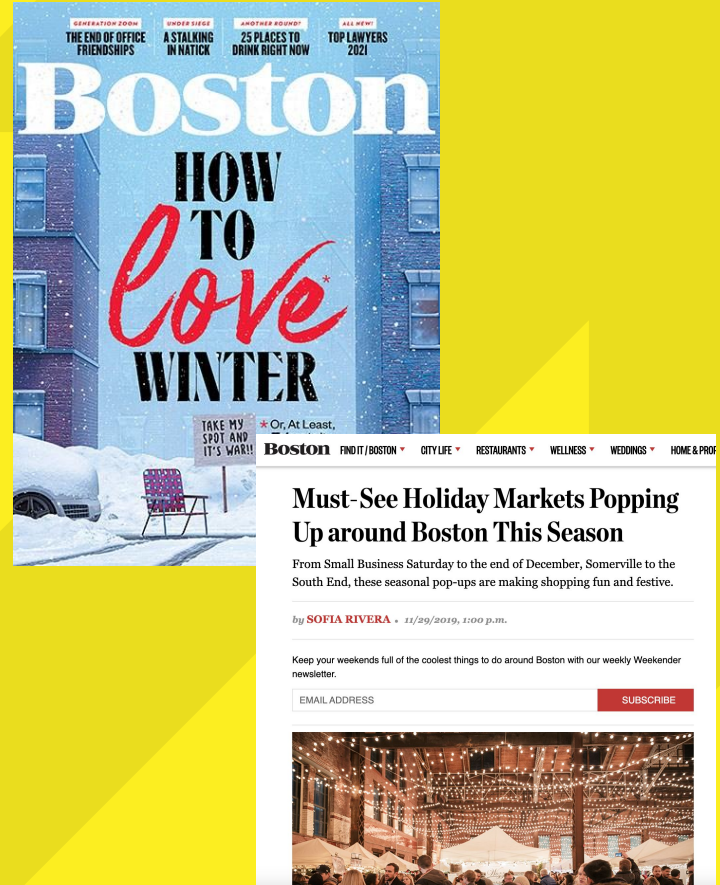


*op @ Fuller*

# Media Strategy

## → Destination

- Holiday gift guides
- Social media
- Local magazines and newspapers



# Media Strategy

## → **Storytelling/Educational**

- Black History Month
- Women's History Month
- National Craft days/months



# Timeline



# Measurement of Success

Increased  
Digital  
Engagement

Increased  
Visitors

Increased  
Sales

Increased  
Memberships



# Thank you!

Any questions?