

FANTASTIC 5
**PLANS
BOOK**

Prepared For :
Fuller Craft Museum





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MEET OUR TEAM

THE FANTASTIC 5



Francesca Polistina, Creative Director

I describe myself as a creative, marketer, psychology student, and artist. I strongly believe a visual experience is worth a thousand words, which is why I love to focus on visual brand identity backed by research.



Robby Gessel, Paid Media

I am a marketer, writer, and comedian who has experience creating content and telling stories through a variety of media. I have skills in digital marketing, web design, and social media to assist a range of clients.



Maya Meisenzahl, Project Manager

I am a Marketing and Communications major with a Writing minor at Emerson College. I consider creative writing to be my specialty, but I've found that that experience can be easily and successfully applied to marketing pursuits.



Cedric Atty, Experiential Director

I am a Marketing Communications student with an interest in advertising; I think it's a field that continuously challenges people's ability to push the limits of their creativity.



Ainsley Basic, PR & Earned Media

I am an Interdisciplinary major studying Integrated Marketing with a minor in Public Relations. I believe it's important to communicate with a greater purpose, which is why I aim to use PR to educate, inform, and support corporate social responsibility.



THE BRIEF



The Fuller Craft Museum's gift shop was listed as a point of pride in our early discussions with Claudia Fiks, Director of Development, and Cait Burton, Social Media Director. Ms. Fiks and Ms. Burton spoke fondly about the museum store, its focus on selling products from local artists, and its wide range of unique, beautiful items for sale. However, they noted that The Shop needed a revamp. There were issues with clutter in the space, problems keeping proper track of the inventory, and mix-ups with products listed as available on the website not being available in-store. The gift shop was well-loved but recognized as needing improvement and re-visitation, which is what drew us to make the museum store the focus of our proposal.

In these initial discussions with Ms. Fiks and Ms. Burton, there was talk of interest in expanding the Fuller Craft Museum's overall target audience. As it stands, most of The Fuller's regular customers tend to be in the age range of (roughly) the 50s to 70s. There was expressed interest in reaching out to a younger audience, particularly that of college students to young adults. But due to Fuller's location away from nearby major cities where most colleges and universities are found, this had proven difficult.

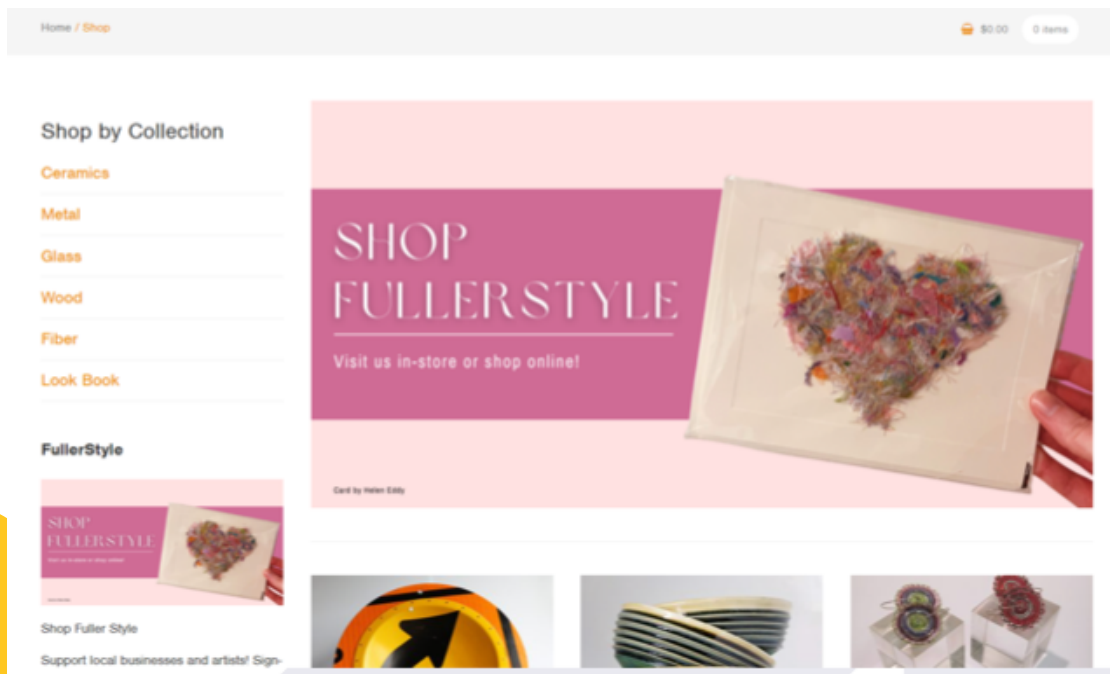


THE CHALLENGES

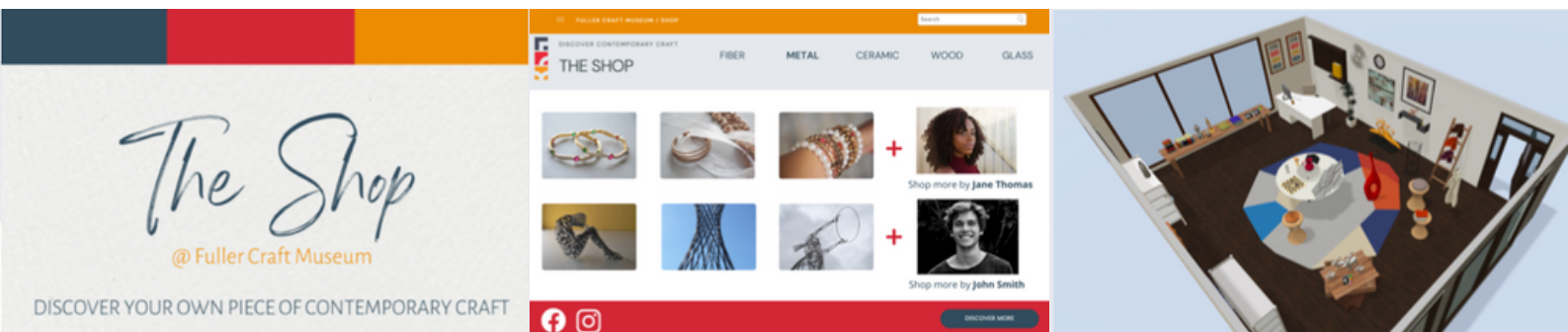
The Fuller Craft Museum's store stood out to our group immediately in our first meeting. The importance and fondness the store held in the eyes of the staff along with the potential for growth was clear to us. We saw how much the store mattered, as well as several difficulties in how it was currently being run, that we felt we could improve upon while keeping the core idea behind the store the same as it was.

We are focusing on addressing the following four challenges present in the current setup of the Fuller's store:

- 1) Lack of established brand
- 2) Lack of space in the physical store
- 3) Lack of strong digital presence
- 4) Lack of overall visibility & outreach



OUR PROPOSAL



We are proposing giving the gift shop its own brand: The Shop. With a new logo and its own branding, our vision is to give The Shop its own space in the Fuller's brand; an important part of the Fuller Craft Museum's identity, but not one and the same. The driving force behind The Shop will remain as is, a place for visitors and fans to buy gifts, memories, and a way to further support the talented makers that the Fuller works with. But with a brand and presence of its own, opportunities open to expanding Fuller's reach and visibility, and bringing even more support and attention to both the Fuller, and its makers. More details on this rebranding can be found in the section titled "Creative Strategy and Branding".

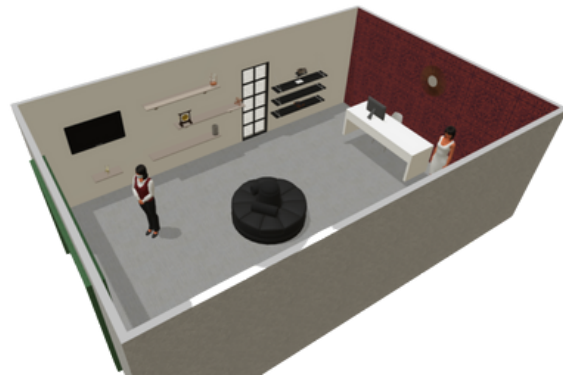
We are proposing a revamp of The Shop in-store experience. A slightly different location for it within the museum (with no renovations required) will move The Shop away from the entrance, where the need for employees to juggle both admissions and the needs of The Shop left it slightly under-cared for, as well as adding to the overall flow of the museum experience, allowing visitors to experience the museum first, then enter the shop with an idea of what they would like to purchase. A new location will also allow for more space to work within the layout of the shop's products, removing the slightly cramped feel of the current setup. More details on this revamp of the in-store experience can be found in the section titled "Creative Strategy & Branding".

We are suggesting several new approaches to improve The Shop's digital presence. We want to reach as many people as possible so we suggest updating The Shop's website, both as a way to match the new rebranding and to streamline the user experience.



OUR PROPOSAL

We plan to expand The Shop's digital presence via social media including Instagram, Facebook, Pinterest, and TikTok. A stronger social media presence will enable The Shop to interact with a new audience through wider reach. Furthermore, the visual aspect of social media provides a way to share our rebranding in a way that is appealing. This has the potential to funnel engagement into new visitors for The Shop and the Fuller Craft Museum as a whole. For more details on this redesign of the online presence, please see the section titled "Creative Strategy & Branding".



We are proposing a new campaign for a pop-up shop to increase visibility and attract a new audience. We know distance can be a challenge for some potential customers due to Brockton's distance from major cities like Boston and Providence. Therefore, we are proposing a pop-up shop at the SoWa Open Market in Boston. This way, if our target audience cannot come to us, we bring us to them.

The SoWa district is the art center of Boston. The seasonal open market is one of Boston's largest celebrations of local artists, farmers, chefs, brewers, and musicians. It provides an opportunity for local artists to share their products and passions at a variety of levels. We would focus on an established space that would house artist and maker demos as well as unique crafts and merchandise sold at The Shop. This will encourage new members as well as incentivize a new audience to visit the Fuller Craft Museum. For more details, please see the section titled "Pop-Up Shop".



RESEARCH AND KEY INSIGHTS



THE SHOP RESEARCH

Why is The Shop at Fuller important?

The Fuller Craft Museum receives about 20,000 visitors annually. The Fuller Craft Museum has a focus on contemporary craft and is the only craft museum in the New England Area. The Shop enables visitors to take a piece of contemporary craft home with them along with their newfound knowledge. The Shop has the potential to create a stronger brand identity for The Fuller, raise awareness and create a consistent revenue stream.

How can The Shop incorporate current exhibitions?

The Shop will showcase current exhibition artists as the first display upon entering The Shop. This creates the feeling that the exhibitions continue in the shop, creating the unique experience of taking home part of your favorite exhibition. The makers' biography and artist statements will be displayed as well as a series of curated works.

Pieces can be connected on a small scale or large scale depending on the maker's needs. In a simple case, limited prints and postcards of a maker's work will be sold. Larger-scale incorporation of current exhibition works would be showcasing other original pieces by the maker with a certificate of authenticity in The Shop for purchase. This could also extend to large-scale high-quality framed prints extending the certificate of authenticity to a limited print.

How can the Fuller Craft Museum benefit from The Shop at Fuller as a separate entity?

We believe that there is a huge opportunity for The Shop at Fuller to become a space for continued learning and a second chance to stress the main points of an exhibition.

How can The Shop impact visitors' daily lives?

The Shop will use merch as an opportunity to weave aspects of Fuller into everyday life. The Shop has the unique potential to enhance the museum experience by providing the opportunity for visitors to take something tangible away with them.

What drives visitors to purchase from The Shop?

Three factors of focus are: the growing demand for local goods, the shop small movement, and self-gifting. Moreover, The Shop at Fuller is a great way to keep visitors hanging around a little longer and interacting with the art.



SELF-GIFTING

Research By Dr. Brent Smith: "Consumer Shopping Habits and Loneliness"

"Self-gifting"

- Takes the idea of treating yourself to a lifestyle.
- A way to "celebrate me"
- Individually focused, all-inclusive
- Materialistic, yet not limited by wealth
- Focus on spending power to purchase an item that represents you
- All-inclusive, a global experience

Self-gifting During a Pandemic

- Feelings of isolation encourage consumers to shop more
- The American experience is unique due to high levels of individualism and indulgence
 - Furthermore, the US has a very developed economy
 - Even countries with developing economies, such as India, are leaning into self-indulgence through purchases
- Loneliness is a universal feeling, it can be expected that consumers across the globe will become motivated to self-gift
 - Culture flows beyond territorial boundaries

Insights

- People enjoy buying gifts for themselves, they do not need an occasion
- Individuals are inclined to purchase an item that reflects them
 - A focus on individuality, being unique
 - Beyond a pricetag, focuses on what the item says about themselves
- It is not about brand or label, it is about embodying an individual style
 - The Shop has a wide range of items at various price points
 - This creates an inclusive environment for "Self-Gifting" and self-expression
- Self-Gifting is extremely prevalent in the United States and will be here to stay
- Being lonely pushes people to make purchases for themselves
 - Holidays such as Valentine's Day could be a unique selling point based on this research
 - A campaign featuring "Treat yourself! (or a loved one)"



GEN-Z AND MERCH



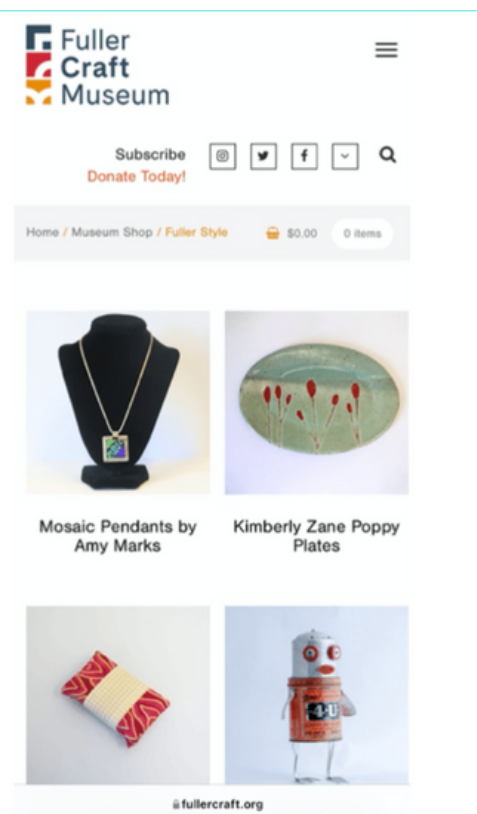
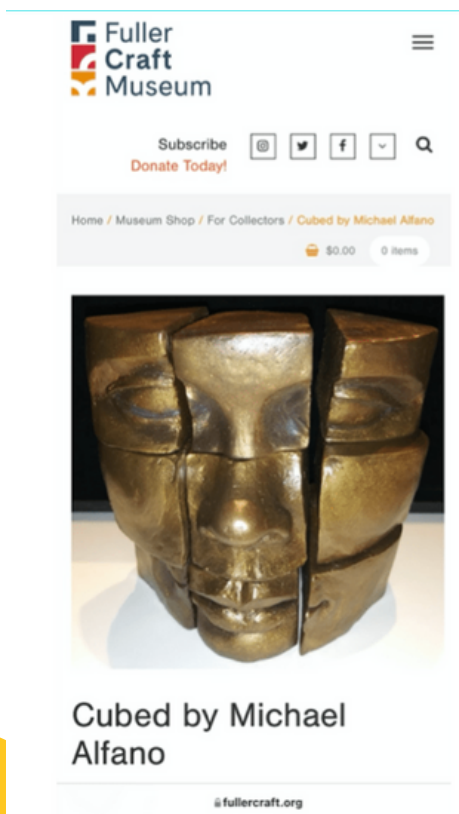
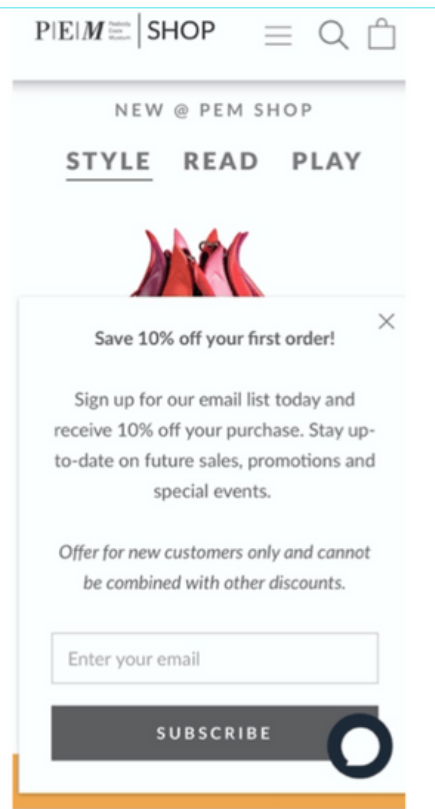
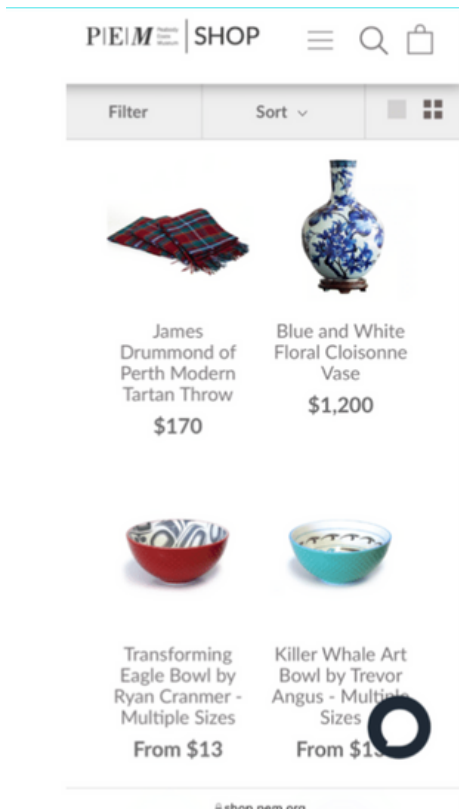
Gen Z and Merch

Research has shown that:

- Gen Z consumers want more from brands than just affordable and high-quality products. Brand authenticity, transparency, and sustainability are higher priorities for this age cohort than for older consumers.
- Gen Zers are more likely to use social media to connect with their favorite brands, seek inspiration, and research products.
- Gen Zers embrace mobile payments and digital wallets to make purchases with apps like Cash App, Venmo, and Apple Pay leading the way



DIGITAL SHOP SWOT



PHYSICAL SHOP SWOT

FCM Gift Shop



MFA Gift Shop



SWOT ANALYSIS

STRENGTHS

The Fuller store's main strengths lie in the appealing products and artwork they sell.

- It sells unique artworks that appeal to craft fans
- It collaborates with local artists
- It is a great place to purchase memorable gifts

WEAKNESSES

Many of The Shop's weaknesses relate to a lack of coordination between The Shop and the museum, the staff, and the digital presence.

- The physical store is only at the museum in Brockton
- The online store seems incomplete
- Store items not related to exhibits
- Lack of social media presence for the store
- Not enough staff, the current staff is not knowledgeable enough

OPPORTUNITIES

An expanded store will allow for increased awareness of the museum. The location offers the ability to get traffic from a few major cities in the area.

- Pop-up shop to sell from a more populous and accessible location
- Close to Boston AND Providence. Can draw audiences from major cities.
- Expanded online store options
- Reorganize and move store within the museum
- Spread awareness about the museum

THREATS

Existing art retailers and the steep resources and behavioral shifts required for this plan pose threats to The Shop.

- Online art retailers
- Craft fairs and local art shows
- Requires investment into both digital and remodeling physical shop
- Behavioral change is required to get people to visit the shop

DIFFERENTIATION

The definition of what "craft" means in this day and age has evolved, and there is an opportunity to rebrand Fuller as a more interactive, post-modern version of a "craft museum" with an emphasis on immersion and interactivity. Anyone can essentially become an artisan nowadays and that accessibility can be used as a way to help the patrons/visitors feel connected to the museum on a more personal level. (similar to how they wanted patrons to see the Fuller as "their" museum) - take inspiration from science centers, "please touch museums" etc.



CONSUMER PROFILE & TARGET AUDIENCE

Target Audience:

- Art enthusiasts
- Crafters
- Museum Goers
- Unique Gift Givers
- Artistic/Creative
- Small business & shop-local consumers



Customer Truths:

One goal mentioned by the team at the Fuller Craft Museum was to increase the number of visitors among the young adult and college student demographic. This target audience enjoys museums and values culture and art. They are often settled in or near a metropolitan area, so social media and pop-ups near them are a great way to get their attention. When they go to a museum, they often check out the gift shop and typically buy something, even as little as a postcard. This includes buying something to remember the exhibition or buying a unique piece for someone else. They are also adamant about self-gifting without the need for an occasion. This demographic is comfortable with online shopping for themselves as well as for gifts. They are all about exploring the area and finding "hidden gems" and finding unique pieces. This group identifies with the struggles and significance of small businesses so they enjoy shopping locally to show their support. This Gen Z to Millennial demographic is pushing away from large corporations and using themselves to advocate for those often overlooked.



CREATIVE STRATEGY & BRANDING



FCM REBRANDING



fullerCRAFT
museum™

Let the art touch you



DISCOVER CONTEMPORARY CRAFT



The Fuller Craft Museum will be executing a rebranding including a new logo and color scheme. This alteration has brought a more sleek and modern look to the Fuller we know and love. To remain in sync with the rebranding, our goals are to drive awareness and by extension drive sales to the Fuller "Gift Shop". The Shop will experience its own rebranding to remain in alignment with the values of FCM while distinguishing itself as its own unique destination.

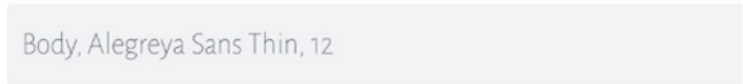


BRAND KIT

Rebranding: "The Shop" at Fuller

This will include a reorganization of the physical store, an update of the online shop, and renaming the "Gift Shop" to "The Shop". To support these efforts, our plan is to propose traditional and digital marketing campaigns to reinforce this new look and feel for Fuller and The Shop. In the future, we propose the inclusion of a pop-up in the art-immersed area of SoWa. This will provide a space in one of our target locations for Fuller Craft Museum to raise awareness, promote the rebranding, and include artist demonstrations. This will provide a high-end environment to immerse oneself in the contemporary craft while reaching a new audience in a metropolitan area.

Brand Kit



BRAND IDENTITY

Mood Board



Brand Voice

- Educational
- Creative and artistic
- Casual yet informative
- Unique yet approachable
- Inclusive

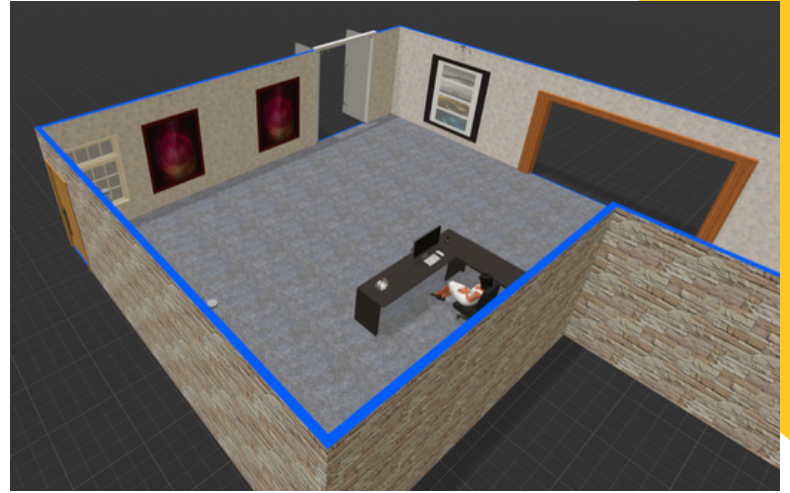
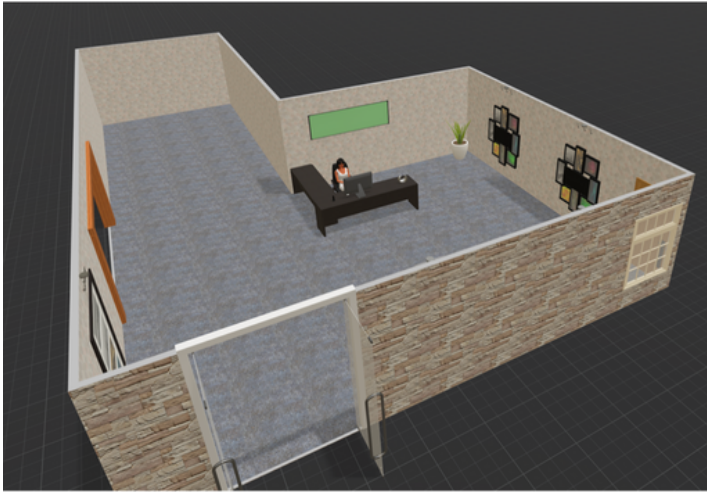
Brand Identity Analysis

- “The Shop” exudes elegance and clarity while feeling personable
- Its own branch of FCM, an elevated ambiance for a new market
 - A new logo will make The Shop its own destination in the museum
- Aesthetic is eclectic minimalism with a focus on naturalism
 - Creative, playful, yet a functional appearance for the viewer
 - Portrayed through neutrals and muted organic hues
 - Makes The Shop a canvas for the colorful crafts
 - Doesn’t clash, FCM has strong brand colors already
 - A neutral base is important to keep the crafts at the forefront in advertisements and the physical shop
- Natural textures and neutral tones will reestablish FCM’s Roots in nature
 - The original focus for FCM was as an educational art center in nature
 - Craft begins with natural materials: wood, metal, fiber, ceramic, and glass
 - The Shop will showcase the collaboration between human touch and creativity with natural materials
- The new logo combines modern yet classic sans serif fonts (utilized in the new FCM logo) and adds a unique twist
 - Adds a clean, handwritten style cursive font for “The Shop”
 - Reinforces the intimacy of craft and makers
 - Eclectic and elegant

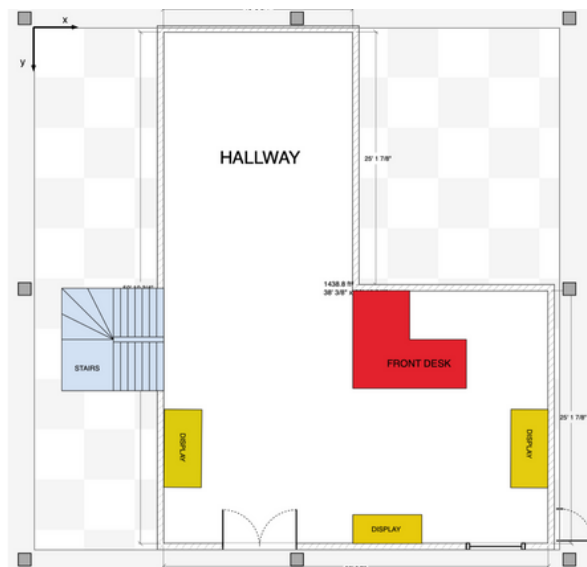


ENTRANCE REDESIGN

3D Rendering Main Entrance & Front Desk Area



- The front desk lobby was redesigned to look more spacious and more welcoming
- Displays of products from The Shop will appear on the walls so after checking-in visitors can take a few minutes to see what is happening downstairs
- The front desk area will serve more as an Information Center and provide information about memberships and partnerships

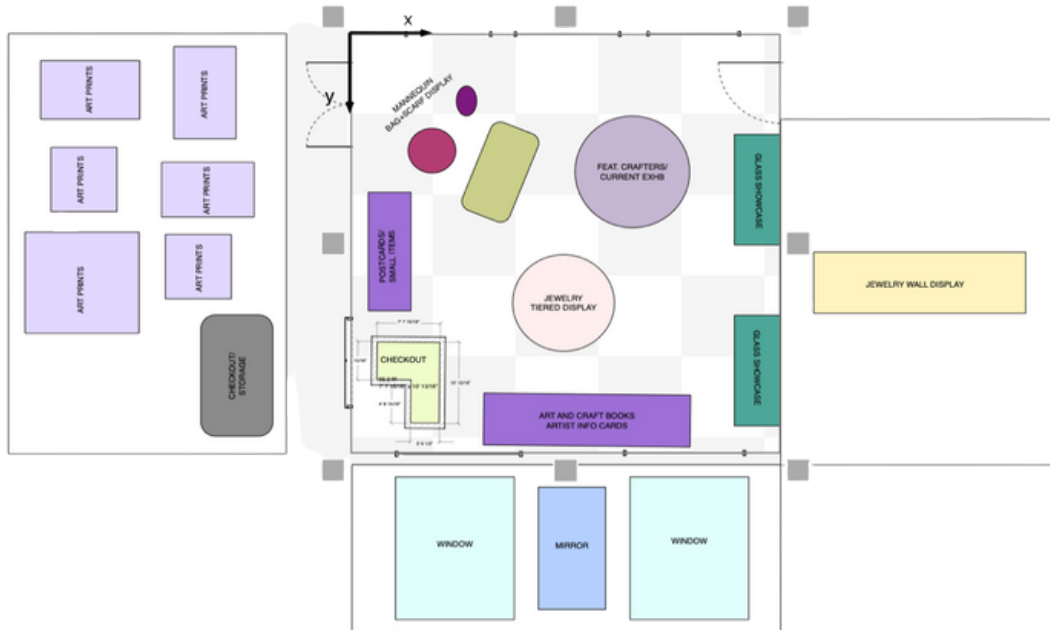


The purpose behind the front desk lobby's new design is to emphasize keeping the best for the end. Moving The Shop downstairs will make visitors explore it last after all the exhibitions and spend more time interacting with the products. In addition, we wanted to make the front desk lobby as spacious as possible and only provide a glimpse of The Shop by putting displays on the walls.



THE SHOP BLUEPRINT

"The Shop" Physical Store Redesign
Original Blueprint



Updated Blueprint



THE SHOP BLUEPRINT

3D Rendering
Customer Entrance



Cashier View



DESIGN FOCUS

New Design Focus

This new, transformative space is located at the end of the natural route of visitors exploring the shop. It boasts full, natural light which is the perfect way to highlight the eclectic curation of contemporary crafts and high-end souvenirs. The views in this space alone make it worth staying for a while. This new location guides visitors through The Shop on their way out of the museum. Alternatively, it is also easily accessible from the main entrance and coat check if one so chooses. The area will be heavily signed for easy navigation. The current store area will remain as the ticket counter but will feature a preview of The Shop. A few curated items will be displayed at the entrance of FCM to give a glimpse into what The Fuller Craft Museum and The Shop have to offer.

- Current Makers and Exhibitions
 - A front area dedicated to a current maker at FCM as if the exhibition continues into The Shop
 - Features the maker's bio
 - Creates a personal experience, visitors can learn more about the makers
 - Encourages visitors to bring a piece of their favorite exhibition home with them
 - Limited postcards, prints, and original crafts to target all audiences and price points
- Innovative Displays
 - Focus on curation and categorization to drive the flow of The Shop
 - Each type of craft will have its own area to best showcase the work
 - Wearable crafts will be displayed on mannequins, clothing racks, or best display for the craft
 - Every craft should be visible in a way that is not overwhelming
 - No crafts hidden, everything should be seamless to navigate
 - Shoppers will feel less overwhelmed and more inclined to stay and explore The Shop's offerings
 - Prints and wall art will be displayed on the walls
 - Great for showcasing and envisioning the piece in a space
 - Glassware remains visible but out of the way
 - A glass case provides visibility and protection
 - Visitors do not have to feel wary about looking at them or walking through The Shop
 - A book table will display FCM magazines, catalogs, and membership information
 - It will have various art, craft, and coffee table books
 - Other stationery and notecard products can be easily displayed here as well
 - An area for small, affordable items by checkout
 - Ex. magnets, postcards, books, paperweights, and small sculptural pieces
 - Increases Point of Sales add-on purchases



POP-UP SHOP

Pop-Up Shop Plan



FLAGSHIP POP-UP; WHY SOWA?

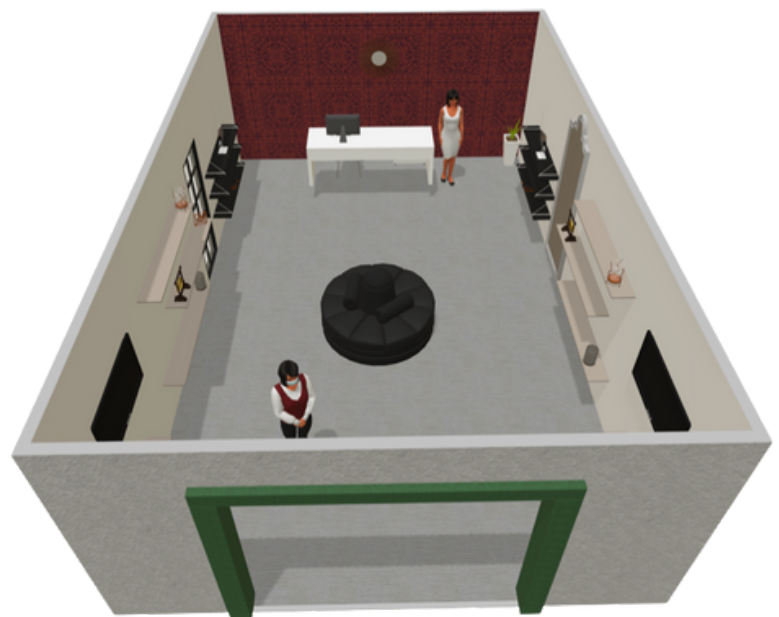
- The SoWa Art Walk is an annual festival held each spring and it enables many artists to present their works and host open studio demos
- The SoWa open market is one of Boston's largest celebrations of local artists, farmers, chefs, brewers, and musicians. It provides an opportunity for local artisans to share their products and passions. The market is open every Sunday, May to October from 11 AM to 5 PM
- The perfect way to claim our space in the center of Boston Art. An elegant space to showcase our makers through live demos and incentivize new visitors.

POP-UP EXPANSION; BOSTON & PROVIDENCE

Boston and Providence are the areas of focus for our Pop-up expansion. This is because the metropolitan areas house a large population in a smaller area. Additionally, the informed metropolitan consumer is an aspect of our target audience.

The Pre-holiday to Post-holiday timeline for the expansion launch is ideal. This establishes The Shop as a location to purchase unique gifts. Furthermore, it encourages a new audience to visit the museum; an engaging activity for all during the colder months.

- Live artist demos
- Variety of unique small gifts
- Original pieces from current makers
- Scannable virtual tour and link to The Shop website
- Explore Brockton guide



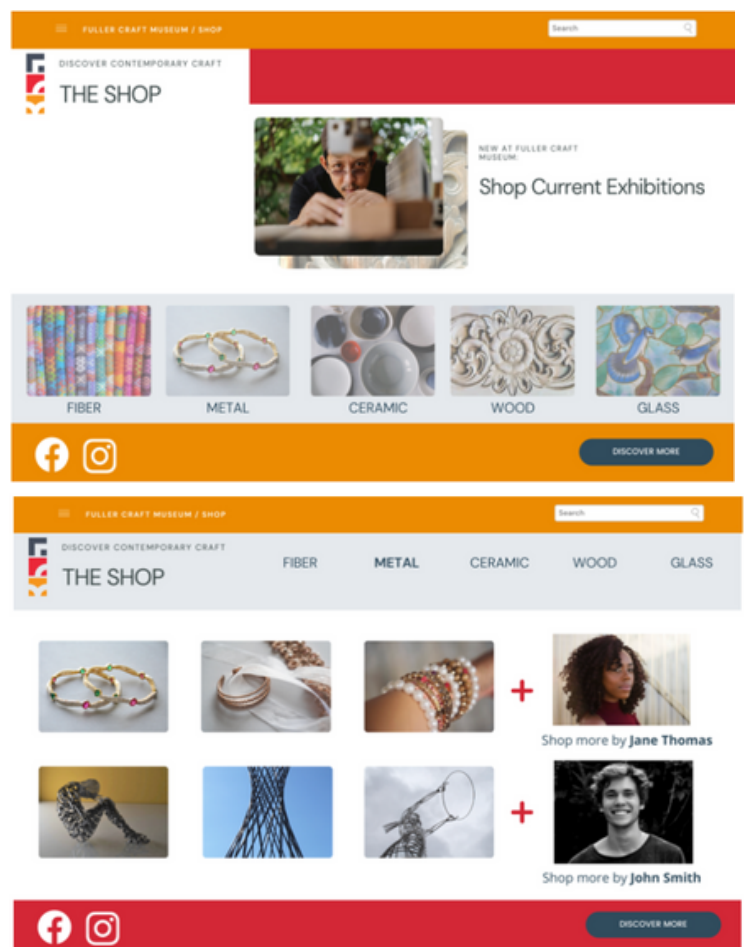
3D Rendering



DIGITAL SHOP REDESIGN

"The Shop" Digital Redesign

- The Shop's digital presence will have an eclectic and elegant aesthetic
- A neutral base from The Shop's brand colors keeps the look clean
- The crafts will remain a creative clash of colors, patterns, and mediums that is heavily curated
- Intriguing without overwhelming customers
- The Shop's digital presence and brand voice will remain educational, fun, and inclusive
- Editorial framework for gift guides and about the maker posts
- Behind the scenes, Instagram Reels will create closeness with the audience
- Maintaining a consistent social media schedule is imperative to increasing and maintaining awareness and engagement
- A streamlined digital shopping experience provided through the Instagram Shop feature
- Digital efforts will be targeted at a larger audience and national level compared to the physical shop's promotional efforts
- A new way to shop and navigate through products
 - Shop and filter by the maker, category, material, or price
- A Focus on Makers
 - Includes maker's bio, optional images, and links to their websites/portfolios
- Analytics
 - The new website will rely heavily on analytics and digital traffic to guide the digital shop
 - Helps keep track of what is selling and when
 - Manages product inventory seamlessly



Website Mockup



PAID MEDIA PLAN

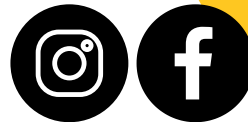
Self Love Campaign:

The goal of this campaign is to garner attention from people less familiar with Fuller with a targeted strategy for art lovers promoting self-gifting and treating themselves to art offered at The Shop in physical, digital, and pop-up stores. Each item purchased from the online store and pop-up shops will feature information about the museum to encourage buyers to visit and see all the Fuller has to offer.

Specific Media:

Instagram/Facebook Ads

Shop ads on Instagram will feature unique items available at the digital store which will link directly to each item.



Pinterest Ads

Ads will appear on pinterest featuring unique items offered at the digital and physical stores.



Holiday Gift Guides

Paid sections will placed in holiday gift guides throughout the northeast that feature store items which make great gifts for art lovers.



Fuller Visitors Campaign:

The goal of this campaign is to attract members and local New England residents to the Fuller by promoting the shop along with exhibitions. The Shop is positioned as the place to find unique gifts and special promotions tied to your favorite exhibits.

Specific Media:



Instagram/Facebook Ads

Ads will promote The Shop's launch and give special promo codes for discounts. When new exhibits launch ads will introduce the exhibits and tie in items at The Shop.



Digital Billboards

Out-of-home ads such as digital billboards will promote exhibits and items at the physical shop. Billboards located near the pop-up shop will be used to promote the location and drive traffic.



In-Store Promotions

Artist signings, poster prints, and other special and limited promotions will be available at The Shop during limited runs. These special events and promotions will be advertised on Facebook and Instagram as well as emailed to the email lists. Members will receive special discounts and early access to unique items in limited quantity.



Information At Pop-Ups

Fliers and posters inside pop-up locations will promote the physical Fuller Museum. People shopping at pop-ups will be encouraged to check out the artwork at the main location through handouts and decorations around the shop.



EARNED MEDIA STRATEGY

EARNED MEDIA



Social Media

The Shop's social media presence is centered around storytelling and educating audiences about the artwork in the exhibits and The Shop. Social media presents an opportunity to show audiences the detail and care that goes into every piece in The Shop and the museum. Tying behind-the-scenes content to holidays/months, like Black History Month, Women's History Month, and art holidays like National Yarn Day and National Quilting Day add to the message. Relating social media posts to these specific months/holidays deepens Fuller Craft's commitment to featuring diverse artists.

Messaging for PR and Social Media

Bringing craft to new demographics

One of the key messages of the creative campaign is "Bring contemporary craft home." The pop-up shops in winter and summer art markets bring the museum and The Shop to new audiences in major cities such as Providence and Boston. Features in holiday gift editions of local magazines and newspapers help position the museum and The Shop as a destination for unique gifts.

Elevating the brand and vision of The Shop

The store is more than an average gift shop. It's THE Shop at Fuller.


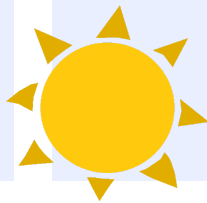

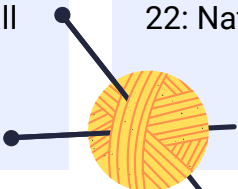

Partners, not just members

Focus on making members feel part of the Fuller Craft. This will be executed through exclusive membership discounts and promo codes and discounts for those on the email newsletter.



CONTENT CALENDAR

Sample Content Calendar; Monthly

JAN New Year's Day	FEB Black History Month Valentine's Day	MAR Women's History Month/Int'l Women's Day National Crafting Month National Crochet Month 13: National Jewel Day 19: National Quilting Day 20: First Day of Spring 	APRIL 2: National Handmade Day
MAY Mother's Day	JUNE Father's Day Juneteenth First Day of Summer	JULY Fourth of July 	AUGUST American Artist Appreciation Month 
SEPT Labor Day First Day of Fall 	OCT 8: I Love Yarn Day 22: National Color Day	NOV Thanksgiving	DEC First Day of Winter Christmas Hanukkah 

Sample Content Calendar; Weekly

MON: Upcoming events and exhibits

TUES: Thank You Tuesday (Thank special members/partners)

WEDS: Contemporary Craft at Home (Virtual Event: IG/FB Live featuring local artists)

THURS: Throwback Thursday

FRI: Family Friday: Discounts for members at the museum and on camps/workshops

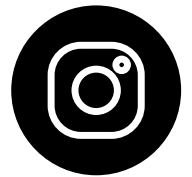
SAT: New / Top Picks from The Shop



CAMPAIGN OVERVIEW

Mandatory Inclusions

- Rebranding as “The Shop”
- Enhancing product placement
- Include pieces from at least one current exhibition artist
- Updating and streamlining the website
- Moving the main gift shop to the previous cafe
- Creating a more breathable space and flow to display pieces
- Clearing out some of the glass jewelry cases for high-end crafts
- Including a certificate of authenticity for high-end craft purchases
- Utilizing Instagram and Facebook
- IG Reels, IG Stories, & IG Shop



Suggested Inclusions

Pop-up Shop Campaign

- SoWa Flagship Pop-up
- Maker Demos
 - Boston and Providence Pop-ups
 - Holiday season rollout
- The Shop merch
- Treat Yourself Valentine's Day campaign
- Increased digital presence through utilizing a content calendar



CAMPAIGN OVERVIEW

Rebranding Timeline

May 1st, 2022

-Comprehensive catalog review of The Shop

September 30th, 2022

-Finalize review of The Shop

October 15th, 2022

-The Shop digital storefront launch

-Digital campaign

December 31st, 2022

-Conclude holiday promotions for The Shop digital storefront

January 2023

-Begin the transition to a new location for The Shop in the former cafe

-Continue to utilize the current space for The Shop during the transition

-Tease renovations to members, contacts, and press via email newsletter.

August 1st, 2023

-Conclude transition to The Shop

-Launch traditional and digital ad campaigns for The Shop's physical location

-Soft launch for members and press

September 1st, 2023

-The Shop launches for all audiences.

October 1st, 2023

-Announce the launch of the SoWa Pop-up Shop location

-Begin The Shop Pop-up digital ad campaign.

October 15th, 2023

-SoWa Pop-up shop opens

-Members receive promotions and discounts

-Paid media advertisements for SoWa Pop-up and product offerings

-Focus on gift guides and art publications for the Holidays

December 23th 2023

-Pop-up Shops close

-Pop-up Shop promotions end

