



SOUTHERN UTAH MUSEUM of ART

A Very SUMA Holiday Gift Guide Creative Brief

Project Name: SUMA Holiday Gift Guide

Synopsis of Concept: This video showcases the products people can purchase at SUMA for gifts during “A Very SUMA Holiday.” Wide shots of SUMA’s exterior and gift shop will be a part of this video along with close-ups of people looking through gift shop products. Gift shop products will also be laid out, organized, and filmed to feature key items people can buy during “A Very SUMA Holiday.” The video will indicate which items are locally and artisan made to illustrate the museum’s commitment to and value of these types of products.

Task required: Film exterior and interior of SUMA as well as close-ups of key Holiday products.

Background: In the past, SUMA has used Facebook videos for Art Insights, various exhibits, Grand Opening, and music performances in the museum. This is the first time a Holiday gift guide video will be featured on SUMA’s social media and website.

In order to track the performance of this video, past engagement from recent videos is below:

Engagement from Recent Live Videos

Video	Date Filmed	Reach	Video Views	Unique Viewers	Avg. Watch Time/Total Length	Engagement
Art Insights: Lynn Gaines	9/27/2017	577	108	95	0:30/54:38	6
Art Insights: Gina Adams	9/17/2017	342	126	113	0:18/54:06	8
Summer of Love	8/27/2017	1,000	332	277	0:09/0:25	51
Pathfinders Jury Selection	7/7/2017	5,300	2,000	1,700	0:10/2:33	170

Positioning: SUMA’s gift shop values local Utah vendors and global artisans who have unique gifts that are perfect for everyone on your Holiday shopping list.

What are we trying to achieve? The purpose of this gift guide is to not only showcase SUMA's gift shop products, but also illustrate that the museum's gift shop values locally made, handmade, and artisan made products. We want people to show how SUMA is an inviting place during the Holiday season and has many desirable Holiday products that are not found in other places throughout southern Utah.

Who are we talking to? SUMA's target audience for this project includes southern Utah residents. This video can be placed on SUMA's website and Facebook page. According to SUMA's Facebook page, the majority of our followers (534) are from Cedar City. 69% are women, 18% are ages 25-34, and 15% are ages 35-44. Because of these factors, it is important for the interview to focus on products that are made in Utah and different from other available shopping options in southern Utah. This video can assist the museum with attracting women who are seeking exceptional products that range in variety and style.

What do they think now? Currently, SUMA is still in growth stages when attracting target and local audiences. The museum is busy during the summertime, but attendance for Fall and Spring last year indicated significant decreases. Local audiences may not be aware of opportunities and offerings at SUMA, especially the gift shop.

What do we want them to think or do after exposure to the communication? After watching the video, we want audiences to feel welcome to visit the museum and entice visitors to find Holiday products in the gift shop. We also want to showcase the gift shop's dedication to finding unique products that support local vendors and world artisans.

Single-minded proposition: SUMA is a museum that provides museum visitors the opportunity to find unique handmade products that also support vendors who are local and from around the world.

Desired brand personality/tone of voice: We want to maintain a positive and professional voice, as well as an engaging and inviting tone. This video will assist with showing a more personable side of SUMA so visitors will feel welcome at the museum.

Mandatories: There needs to be a placeholder card with SUMA's logo, and hours at the end of the video so audiences are aware of when to visit. The video should open with a front facing shot of SUMA with the title "SUMA Holiday Gift Guide."

Any other considerations, issues, and insights? This video will show how the museum can be inviting and welcoming through its gift shop. SUMA staff and volunteers have indicated reports of visitors admiring the museum's gift shop and products. Since the museum is still in an Introductory growth phase, some community members may not be aware of the gift shop's offerings and that there are special products during the Holiday season. They also may not understand SUMA's focus on local and global artisans, and this video can assist with communicating these values.

Budget: Participants' schedules and time will be taken into consideration. Whitney Staheli and Brooke Vlasich will determine products to film and how they will be arranged. They will also make arrangements to stage filming of museum visitors shopping in the gift store.

Timing: "A Very SUMA Holiday" begins on November 6th. Because the exhibit trailer for *Art Insights: Sally Strand* will be edited and presented around the same time (November 6th-10th), this video may not be completed until the following week depending on Brooke's time and availability. The goal is to have the video on Facebook around November 12th to promote the upcoming Mystery Sales Event on Small Business Saturday, November 25th.

Proposed Project Milestones:

- October 9th-13th: Arrange times to film gift shop products with Whitney Staheli.
- Monday, November 6th: Film gift shop set-up with Holiday decor.
- November 7th-17th: Edit video and prepare for November 18th.

Facebook Schedule:

- Monday, October 16th: Announce Facebook Live Video Q & A for "A Very SUMA Holiday" and post event details.
- Sunday, October 22nd: Post Facebook Event for first FANS night during "A Very SUMA Holiday" on November 6th.
- Monday, October 30th: Facebook Live Video Q & A with Brooke Vlasich and Peggy Green.
- Sunday, November 5th: Wishing Tree instructions.
- Monday, November 6th: Event photos of first FANS activity night.
- Wednesday, November 8th: Post Facebook Event for FANS night during "A Very SUMA Holiday" on November 20th.
- Sunday, November 12th: Post Facebook Event for Mystery Sales Event on Saturday, November 25th.
- Monday, November 13th: Event photos of FANS.
- Sunday, November 18th: Post final video to Facebook.