

Brand: artcadabra
from concept to
launch : brief
proposal



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Brand: Artcadabra from Concept to Launch - Brief proposal Introduction

There has been great debate among educators, child development experts and scholars over the benefits of early exposure to the arts. In fact, many people have argued that early exposure to visual arts and other forms of art promotes brain activity. In other words, art helps inspire creativity and cultivates critical thinking skills among children. However, the arts are being cut or eliminated from schools' curriculum. This is all due to budget cuts originating from the 2000 recession and the nationwide emphasis on reading, writing and mathematics performance from the No Child Left Behind bill. With budget cuts and the reduction or removal of art programs, how can we increase funding and awareness of the arts? Who is the target audience? How are we going to reach them? What will be an effective brand strategy to launch a non-profit organization? In order to increase funding and awareness of the arts, quite a number of measures can be taken by educators, children, parents, communities and sponsors. One of the most common ways of doing this is by creating a non-profit organization or brand that will advocate for the arts by using a wide range of content. I will create a potential brand (non-profit organization) from concept to launch that will be based upon non-commercial direction in order to be able to adapt to the regular lifestyles of children, as well as control a wide range of content, which will be flexible in terms of content and direction. This potential brand will increase funding and awareness about the need of early exposure to the arts and challenge children key sectors to "refresh and reboot" art programs in our school system. The content will range from promotional tools to website and advertising campaigns. Additionally, consistency will be the key factor in assuring that each medium is navigated with ease across each application

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with little or no clutter of noise. The idea is to teach the importance of the ordinary through the creation of the extraordinary. Aims and Objectives The main purpose of the paper is to locate a feasible and tangible procedure to launch a potential brand (non-profit organization). In trying to devise a branding strategy, the paper would mainly focus on non-profit organizations with a cause for children and its components. The purpose lies in integrating these main components: brand strategy attributes, brand identity elements and brand applications. These components are vital in composing a brand and an effective campaign to promote awareness of the need of early exposure to the arts. The marketing strategy will be based not only upon brand processes but also on the content of the same. The target audience is educators, children, parents, the community and sponsors, which would be taught the different aspects of creative art forms derived from their regular lessons and incorporate elements of democracy in their artworks. The basic idea is to encourage children to capture their environment through multimedia applications and simple photography, theatrical art and culture and related creative works. Workshops will be arranged for the children to demonstrate their creative abilities by capturing their surroundings in terms of social and natural ambience. Hence the ' magic spell' of this brand's identity will be established through the management of the content of its products and services.