

Beginning:

Good afternoon everyone. Today I'm going to share my idea of marketing proposal for Bader International Study Centre.

Introduction:

My name is Seloma Yao. I'm a fourth year student at Queen's. I'm medial in gender studies and statistics. The reason why I chose to study at BISC is because I'm looking for an adventure. I've never been to the UK before, so this is a great chance for me to explore this wonderful country. BISC also provides courses that are interesting to me, which is another reason I chose the program. In building this marketing proposal, I was thinking about who are the people I need to focus on.

Your Market:

My targeted audience is students who love art, aesthetics and who are interested in tourism. These students are about 20-22 years old, and they are upper-year students in undergraduate programs. Take Emily, a third-year student at Queen's as an example. Emily is 21 years old. She majors in English literature and minors in art history. Through the previous two years of her college life she has acquired a basic understanding of art. Fond of traveling, she has a keen interest in the art and culture of Europe, especially the UK. Just reading books and watching videos can no longer satisfy her curiosity about British art and culture. Bader International Study Centre will help Emily embark on a wonderful art journey.

Pitch Concept:

My pitch concept is that BISC offers upper year students an opportunity to study and understand art in an experiential and unique way. The Key words to express my pitch concept are #Aesthetic #Art #History #European #Cultural Heritage #Tourism and #Experience. BISC's unique selling point is not only to provide art education to students in class but also to help students to experience art outside the classroom.

Compared with other study-abroad programs, BISC provides students with more guarantees and choices for artistic activities.

Coming to BISC, students like Emily will have the opportunity to harvest rich artistic and aesthetic experiences. They can find, and feel artistic decoration, ancient collections, and elaborate designs inside the castle. They will also be able to walk out of the castle and explore more about art and aesthetics in the surrounding cities. BISC offers upper-year students courses where students systematically learn about British and European art and culture. In addition, each course provides experiential learning opportunities. Students have the chance to participate in workshops of various types and even to visit other cities with their professors. As well, the student community has a wealth of clubs and activities to participate in. Taking BISC Archive Day as an example, students had the opportunity to examine primary sources relating to the history of the castle.

The hook:

The strap line I chose is “A journey into the art world”. The reason I chose this strap line is this campaign is aimed to show students that learning can not only be done by reading a textbook. Students are able to not only experience the art that they are learning about, but they also have the opportunity to physically interact with the art. The campaign will also show that these unique experiences do not only apply to the castle where the student will study, but extend to towns, museums, and historical landmarks all across the UK. These experiences will fill a void that students are not even aware that they have, which is a lack of connection between themselves and the art that they are studying. I chose the word “journey” not just because the program last for a period of time, but also the word has a romantic meaning in it and I want students who see the line can feel it.

The look:

My campaign will explore the interior and exterior design and decoration of the castle, as well as the galleries and art performances I

visited on my travels as materials, to create an aesthetic tone for my campaign. For this campaign, I created two elements, a poster and a marketing video.

My poster is completed by collage art. This approach to poster design reflects the aesthetic and creative environment BISC can bring to students. I used the castle as the main and centre element of the poster. Behind the image of the castle are images of galleries and art exhibitions in various cities. Students can visually see BISC as a medium that can lead them into the space of art. My poster has all the information that are needed: school logo, school name and contact sources. The main colors of the poster are orange and yellow, because I want to give students a warm feeling like sunshine. I want them to think that the experience at BISC is as enjoyable and beautiful as the colors on the poster.

My video is really similar to a vlog. Vlog is a very popular way of recording life among young people. The video has two parts, the first part is a tiktok post. I chose to create the image of the TikTok interface as an element of my first part because it is related to my marketing purpose. TikTok is a visual language my targeted audience is familiar with. The second part is back to the real world. The tiktok post is showing from the castle, covering the castle environment and atmosphere. It then presents artistic experiences that students can have outside of the castle. Back to the real world, the video expand to a full-size screen, and showing the castle again, and then giving audience all the contact information. By having this kind of change, it not just makes the video more interesting, but also emphasizes the idea that coming to BISC, students will be able to start their own journey into the art world, just as the strap line shown twice in the video. I made the video have a warm colour tone which is similar to that of the poster. I also chose artistic fonts since my target audience is students who love aesthetics. The soothing soft music in the background I use can let the audience more quickly into the atmosphere I created. This video can be shown on tiktok, youtube or instagram since these are the online platform that are really popular among young adults. Here is my video.

Thank you for your time! I would be happy to answer any questions you may have about this marketing proposal.