



MEMO

TO: Robert Buchsbaum, CEO of Blick Art Materials

FROM: Frances Anderson, Strategic Communications Associate

DATE: September 9, 2021

SUBJECT: Increased Digital Presence for the Fall 2022 Advertising Plan

This memo recommends that we increase Blick Art Materials' digital advertisement outreach in order to better match our audience's media outreach.

You asked me to review our current advertising media plan for the Fall 2022 line. The latest data in Pew Research Center's "Digital News Fact Sheet" demonstrates an opportunity to integrate Digital news into our media mix. The following sections further explain these trends and recommendations.

Creating Applications

According to Pew Research Center, applications for IOS and Android devices increased audience engagement. Seventy-three percent of the highest-traffic news outlets have apps for at least one of the two main mobile-platforms iOS and Android. Those outlets that do have apps tend to offer them for both platforms with about two-in-three (64%) have apps for both platforms. Given this growth in mobile platforms and the fact that our organization seeks to increase sales, increasing our mobile presence will effectively reach our target audience of all users to influence them into using Blick Art Materials for their art materials.

Expanding News and Social Media Presence

Additionally, Pew Research Center demonstrates the growing audience engagement among social media platforms. The audience base is 96% on Instagram, 93% on YouTube and 57% on TikTok. This growing presence pushes engagement towards different platforms and demographics. This would give us the ability to market ourselves towards the younger generations who have not heard about Blick Art Materials.

In conclusion, increasing media presence through the form of applications and social media will provide us with a broader demographic that is interested in purchasing our products. We also should increase marketing to both the current and younger generation who are starting to look for a dedicated source for art materials. We can further discuss this in Friday's staff meeting.