

# Spark Advertising Competition



## Plant the Seed of Dreams

Concept #1

**Karl Moran**

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## Executive Summary

I welcome this opportunity to demonstrate my marketing creativity on such a worthwhile cause, namely children's education. As a parent, the success of my children's future depends greatly on the tools I provide for them in the early years of development. Discovery Science Center is a resource that must be shared with every child in Colorado.

## Campaign Objectives

- Increase awareness in the community for the center
- Increase attendance and membership
- Encourage donations and sponsorship
- Develop a stronger technology link between Colorado corporations and the center.

## Strategy

The strategy is to position the Discovery Science Center as Colorado's market leader in hands on science and technology. In addition the campaign will focus on building closer relationships between the center and the community.

## The Big Idea

The creative strategy is to create a positive link between science and technology and a child's education. Emphasis is placed on getting parents and educators to encourage children to take the dream of being a doctor or scientist one step closer to reality by delving in to the hands on worlds of science and technology at the Discovery Science Center. The target market is asked to think deeper about how everyday technologies work and this campaign creates a need to satisfy their curiosities.

## Media Plan

The media plan focuses on a mix of traditional and non traditional placement. Print ads will be placed in free parenting magazines and direct mail will be used to target specific segments of the population. Guerilla marketing will be used to place posters in high traffic areas frequented by parents and children and mobile advertising wraps will create buzz and brand awareness for the center.

## **Strategies**

### **Brand Positioning Strategy**

Discovery Science Center will be positioned as Colorado's market leader in hands on science and technology learning. This will be accomplished by communicating that fact that DSC can help children get a head start in life by creating a safe and fun learning environment.

Emphasis should be placed on the aerospace industry and the contributions made to science by Colorado universities. A closer link must be made between science and technology and Colorado corporations.

### ***Corporate Exhibit Donations***

To differentiate DSC from the competition a unique selling proposition must be emphasized. This may come in the form of an exhibit donation which no other science museum in Colorado can lay claim to. The aerospace industry creates an excellent opportunity for such an exhibit and will attract the attention of the budding space travelers in the target demographic.

### **Public Relations Strategy**

Discovery Science Center will develop a more personal relationship between the community and corporations. DSC must be perceived by the community as a Colorado science museum and not as a regional museum. This will be accomplished using a mix of traditional and non traditional media promotions.

### ***Corporate Sponsorship***

Visiting national science exhibits will be underwritten by corporate sponsors who will have their name prominently displayed at the center. These events will be advertised through print, radio and television and via the internet.

### ***School Competition***

DSC will create an annual inter-school science and technology competition to engage the target market. The competition will vary in levels of difficulty and by age category. It may be as simple as a bottle rocket event to building a robot to carry an object a certain distance. The competition itself will create quite a buzz among the student population, educators and parents.

## The Bid Idea

### Print

#### Plant the Seed

What do you want to be when you grow up? This question is directed at parents who are asked to plan for their children's future by planting a career seed. What parent does not want their child to be a doctor? This print ad uses a humorous appeal with images chosen to appeal to the target audience. The copy lists exciting feats such as exploding a marshmallow. It also informs parents that DSC offers an alternative to Chucky Cheese for a birthday party and that DSC can be a baby sitter for a few hours. English and Spanish versions of this print ad will be created for use in free parent magazines and as a poster for distribution to schools, public libraries and high traffic areas for parents and children.

**What do you want to be when you grow up?**

**Scientist Seed**  
Plant Early

**Astonaut Seed**  
Plant Early

**Doctor Seed**  
Plant Early

**It's never too early to plant the seed of dreams**

We offer hands-on interactive learning in science and technology for the budding Astronaut in your family. Satisfy their natural curiosity in a fun safe environment. Build a robot, explode a marshmallow, celebrate a birthday or explore the center on a "kids only" night. Learning has never been so much fun.

**Have Fun Get Smarter**

Call 970 472-3990 or visit [www.dscm.org](http://www.dscm.org)  
for more information

703 E. Prospect Road, Fort Collins, CO 80525

**DISCOVERY**  
SCIENCE CENTER  
Have Fun. Get Smarter.

## “Did You Know”/Event Poster

This poster engages the target audience with a trivia fact, namely the number of flowers required to make a pound of honey. This is followed by a second trivia fact. Their attention is then drawn to an upcoming event at the DSC with “live bees” and a honey party. The images were chosen to appeal to the target demographic, especially the honey bear. This copy is directed towards parents and is a call to action to give their child’s dreams a head start. English and Spanish versions of this print ad will be created. The poster will be distributed to schools, public libraries and targeted bulletin boards in high traffic areas for parents and children.

**Science**

It takes 2 million  
of these



To make 1lb of this



**Buzz Facts:**

- Bees must visit two million flowers to make one pound of honey
- Bees fly at speeds up to 15mph

**Want to learn more?**  
Celebrate our 4th annual Honey Party with our live bees!  
Experience honey extracting with a master beekeeper, and  
take a look into a working hive.

Give children a head start in life at the Discovery  
Science Center.

**Have Fun Get Smarter**  
970 472-3990  
703 E. Prospect Road, Fort Collins, CO 80525



DISCOVERY  
SCIENCE CENTER  
Have Fun Get Smarter

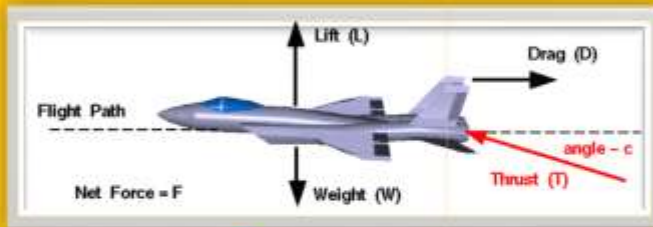
## Science in Motion Poster

This poster engages the target audience by asking them to consider not just another pretty picture, but the actual scientific forces which act upon an aircraft. Now that you have their attention, its time to learn more by visiting the 120 exhibits at the Discover Science Center (DSC). The image of the jet fighter was chosen to represent the fascination children have with all things that fly and their aspirations to become future pilots when they grow up. This copy is directed towards parents and is a call to action to give their child's dreams a head start. English and Spanish versions of this print ad will be created. The poster will be distributed to schools, public libraries and target bulletin boards in high traffic areas for parents and children.

### You see a jet fighter



### We see science in motion



### Want to learn more?

The energy and motion exhibit is one of 120 exhibits at the Discovery Science Center. See, touch, hear and feel the world of technology and science around you. Visit Today.

Give children a head start in life at the Discovery Science Center.

**Have Fun Get Smarter**

970 472-3990

[www.dscsm.org](http://www.dscsm.org)



703 E. Prospect Road, Fort Collins, CO 80525

## Technology Poster

This poster issues a challenge to the viewer. If one can build a simple robot one might become the next Phoenix Lander engineer. The copy builds a link between current technology and the largest players in the aerospace industry, e.g. Lockheed Martin of Colorado. There are 141 aerospace companies in Colorado, one of which supplies the maps for Google and used by the target demographic. The images were chosen to appeal to children's fascination with all things mechanical and space orientated. This copy is directed towards parents and is a call to action to give their child's dreams a head start. English and Spanish versions of this print ad will be created. The poster will be distributed to schools, public libraries and targeted bulletin boards in high traffic areas for parents and children.



**Technology**

If you can build a simple robot now...  
...you might help send the next robot to Mars

**Aerospace Facts:**

- The Phoenix Lander was designed and built in Colorado
- A satellite built in Colorado supplies the maps for Google.com

**Want to learn more?**

Visit our 120 exhibits and build a simple robot. Learn about energy and motion, electricity and a host of other exciting technologies.

Give children a head start in life at the Discovery Science Center.

**Have Fun Get Smarter**

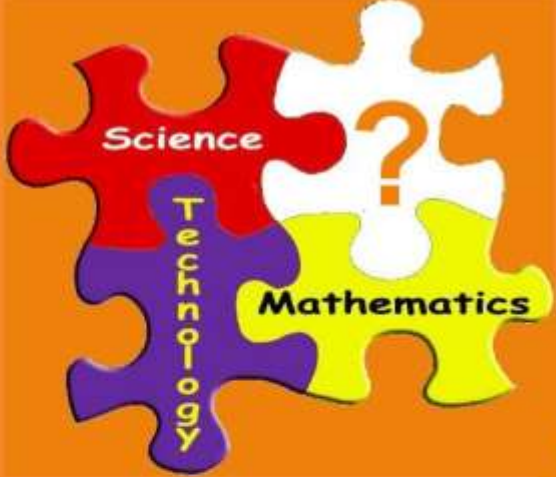
**DISCOVERY SCIENCE CENTER**  
Let's make Get Smarter

970 472-3990  
703 E. Prospect Road, Fort Collins, CO 80525


## Puzzle – Field Trip

Educators are asked what's missing from their curriculum and the answer is a field trip to DSC. The center offers an exciting way to engage their students with hands on learning. The poster is designed to get DSC in an educator's consideration set and offer an alternative to competing centers in Denver. The images were chosen based on puzzle items seen in elementary classrooms. The poster will be produced in English and Spanish, distributed to schools in the target market and will also be adapted for a direct mailing.

**What's missing from this puzzle?**




Need an exciting way to engage your students in Science, Technology and Mathematics. We offer a hands-on interactive environment which makes learning fun. Visit our 120 exhibits and learn about the human body, energy and motion, electricity, sound waves, astronomy and so much more.



Plan your next field trip to the Discovery Science Center.

**Have Fun Get Smarter**




Call 970 472-3990


Or visit us at [www.dcsm.org](http://www.dcsm.org)  
703 E. Prospect Road, Fort Collins, CO 80525


## Sound Waves


This print ad gives a brief history of portable music devices and their associated medium from record players to iPods. It asks the observer to consider how a sound wave might fit on an iPod. The answer to this question can be found at DSC. The ad creates a link to technology found in everyday items. Children are avid gamers and can associate with Nintendo Wii. English and Spanish versions of this print ad will be created. The poster will be distributed to schools, public libraries and targeted bulletin boards in high traffic areas for parents and children.

**Sound Waves**

**1960's**  
  
Vinyl Records

**1980's**  
  
Cassettes

**1990's**  
  
Compact Disk

**2007**  
  
MP3

**How does a sound wave fit in an iPod?**

*Find out the answer to this and other sound questions at one of our 120 hands on exhibits at the Discovery Science Center*

**Have Fun Get Smarter**

**DISCOVERY**  
SCIENCE CENTER  
Have Fun Get Smarter

**970 472-3990**  
**703 E. Prospect Road, Fort Collins, CO 80525**

## Video Games

This print ad gives a brief history of video game consoles and the number of games offered with them. The observer can find out what technologies are contained in a video game by visiting DSC. The ad creates a link to technology found in everyday items. The iPod was chosen to appeal to older children who are discovering music and may own an MP3 player. English and Spanish versions of this print ad will be created. The poster will be distributed to schools, public libraries and targeted bulletin boards in high traffic areas for parents and children.

# Video Games

**1972**  First Video Game Console which used a TV monitor  
Number of Games available  
**4**

**1976**  Sound, Color, Game Cartridge, Joystick  
Number of Games available  
**23**

**2006**  5<sup>th</sup> Generation video game, Wi-Fi, Bluetooth, USB, LAN, Cool!  
Number of Games available  
**350+**

Want to learn more?  
*Find out how electricity, light and optics make video games work. Come visit one of our 120 hands on exhibits at the Discovery Science Center*

**Have Fun Get Smarter**  
970 472-3990  
703 E. Prospect Road, Fort Collins, CO 80525

  
**DISCOVERY**  
SCIENCE CENTER  
www.dsc.org

## Direct Mail

The direct mail campaign will be part of a membership drive and will be aimed at past attendees as well as new customers. The brochure will emphasize the benefits associated with membership of DSC with emphasis on fact that it's a passport to learning through the network of reciprocating museum and centers. The outside of the brochure will contain an image of a passport with a DSC logo and a tagline of "Your passport to learning" and also a sub-tagline "We've missed you". Coupons will entice the reader to visit the center and become a member. A special reference code will be placed on the advertisement for measuring response rates.

**Lifelong learning requires commitment**

**Every visit to the Discovery Science Center is a unique experience which doesn't have to stop.**

**Become a member today and get unlimited access to our 120 exhibits.**

**Did You Know**

**With membership of DSC you can visit over 240 science museums worldwide including the Denver Museum of Nature and Science. Plan your trip today!**

**FREE GUEST PASS**

**10% BIRTHDAY CLUB DISCOUNT**

**Membership Benefits**

- 10 - 20% discount on classes, birthday party packages and Science Shop purchases
- Advanced copy of Explorer schedule of events and classes
- Invitation to new exhibit previews
- Pre-registration to Explorer classes
- Membership in over 240 science museums

**Call today and get your ticket to adventure**

**970-472-3990**

The brochure features the Discovery Science Center logo, which includes a stylized globe icon and the tagline "move fun. get smarter." Below the main text, there are two coupon-like boxes with dashed borders. The left box offers a "FREE GUEST PASS" and the right box offers a "10% BIRTHDAY CLUB DISCOUNT". Both coupons include the DSC logo and the text "WITH PURCHASE OF CENTER ADMISSION. EXPIRES 12/2007". The bottom section lists "Membership Benefits" with five bullet points and provides a call to action with the phone number 970-472-3990.

## Mobile Vehicle Advertisements

To complement the print ads, mobile advertising wraps (auto wraps) will be placed on DSC vehicles. This involves placing a vinyl advertisement over the entire vehicle. What better way to engage the target audience than through these mobile advertisements. A total of five vehicles would be used throughout Colorado and Southern Wyoming at an initial cost of \$2500 per vehicle wrap. To create buzz, retro vehicles such as the VW Beetle, Mini Cooper or the Plymouth Cruiser would have a bigger impact. The vehicles would display science and technology trivia facts, puzzles and DSC current events.

Sections of the vinyl advertisement can be updated quite easily to incorporate different messages. The vinyl wraps have a life span and warranty of five years. Statistics show that these advertisements would generate an average of 420,000 impressions per month.

## Internet

Research shows that the target demographic is tech savvy and use the internet heavily for information. Websites are an extension of an organization and prospective customers will often judge a company by its website. The current DSC website will have to revamp to engage the user with dynamic content that is updated regularly. Print ads will be adapted using Flash technology to create rich media content that entices the user to explore different areas of the website. Search engine placement is a must as well as linking to science exhibits at other reciprocating museum websites. The website must be available in English and Spanish.

## Media Plan

### Print Advertisements

Full page advertisements placed in parenting magazines using a pulsing strategy which will be coordinated with special center events.

- Rocky Mountain Parent
- Parent Pages
- City recreational magazines

Approximate Cost: \$34, 950

### Posters

30,000, 4 color posters in various sizes to be distributed to schools, libraries and other designated high traffic areas throughout the year.

Approximate Cost: \$15,000

### Direct Mail

10,000, 4 color direct mail brochures will be sent out three times a year during the campaign period and will coincide with upcoming holidays in the school calendar.

Approximate Cost: \$12,100 (30,000 managed brochures)

### Auto Wraps

Five vehicles will be sponsored by DSC and will be used during traveling exhibits and everyday business. The vehicles will travel during high traffic periods on major interstates and highways.

Approximate Cost: \$12,500

### Internet

Revamp of internet site to display dynamic content and link to the campaign.

Approximate Cost: \$10,000

# Spark Advertising Competition



## Digital Discovery

Concept #2

**Karl Moran**

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## Executive Summary

I welcome this opportunity to demonstrate my marketing creativity on such a worthwhile cause, namely children's education. As a parent, the success of my children's future depends greatly on the tools I provide for them in the early years of development. Discovery Science Center is a resource that must be shared with every child in Colorado.

## Campaign Objectives

- Increase awareness in the community for the center
- Increase attendance and membership
- Encourage donations and sponsorship
- Develop a stronger technology link between Colorado corporations and the center.

## Strategy

The strategy is to position the Discovery Science Center as Colorado's market leader in providing science and technology information to educators and parents by creating an online virtual scientific community. The online portal would create a need for the target market to visit the center and get involved in hands on science experiments, not just virtual ones.

## The Big Idea

The creative strategy is to build a dynamic website that keeps users continually coming back and builds a visual picture of what the real life experience of visiting the center would be like. The website focuses on providing science lessons to educators and inviting them to upload or blog about their favorite experiment. The site would create MySpace type pages for each school and offer webcam or video content of a favorite Chinchilla or classroom science lab. Math games would enable inter school rivalry with regular competitions and bragging rights. Research shows that the 6 -12 year olds are avid gamers and surf the internet for school projects. DSC will be the portal that Colorado schools go to for science and technology homework assignments.

## Media Plan

The media plan focuses on a mix of traditional and non traditional placement. The internet will be the primary method for of placement and will be supported by print ads and a direct mail campaign to schools.

## Strategies

### Brand Positioning Strategy

The strategy is to position the Discovery Science Center as Colorado's market leader in providing science and technology information to educators and parents by creating an online virtual scientific community. This online portal would create a need for the target market to visit the center and get involved in hands on science experiments, not just virtual ones.

Emphasis should be placed on the aerospace industry and the contributions made to science by Colorado universities with links to current events. A closer link must be made between science and technology and Colorado corporations.

### The Bid Idea

#### Science Portal

##### Dynamic Website

Research of competitor's websites reveals that they contain dynamic content and use the latest technologies. Rich media banners using Flash technology invite users to explore the site and grab the user's attention with exciting images. DSC must create virtual scientific journeys for their online users.

##### Video Games

Children live for video games, so this portal will have interactive math and science games which allow for learning and excitement at the same time. This level of excitement can be amplified if there is inter school competition and the current highest score results are display on the home page.

##### MySpace School

Allow users to create a MySpace style page that highlights current news at a school or some unique information that can be shared with under users.

##### Interactive Lessons

Allow educators to teach a science or technology lesson through the website and possible upload their own lesson and link it to current exhibits.

## **Members only area**

Create a members only area which requires subscription and acts as a revenue stream.

## **RSS Feed/Blogs**

Daily feeds and blogs from educators or from University projects

## **Links to other museums**

## **Direct Mail**

The direct mail campaign will be aimed at recruiting educators to utilize the DSC website. A special reference code will be placed on the advertisement for measuring response rates.

## **Print Advertisements**

To launch the website print ads will be placed in Colorado newspapers and posters will be distributed to all Colorado school districts.

# Spark Advertising Competition



Plant the Seed of Dreams

Phase 2

Karl Moran

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I welcome this opportunity to demonstrate my marketing creativity on such a worthwhile cause, namely children's education. As a parent, the success of my children's future depends greatly on the tools I provide for them in the early years of development. Discovery Science Center is a resource that must be shared with every child in Colorado.

## Campaign Objectives

- Increase awareness in the community for the center
- Increase attendance and membership
- Encourage donations and sponsorship
- Develop a stronger technology link between Colorado corporations and the center.

## Strategy

The strategy is to position the Discovery Science Center as Colorado's market leader in hands on science and technology. In addition the campaign will focus on building closer relationships between the center and the community.

## The Big Idea

The theme of this campaign is; "It's never too early to plant the seed of dreams." The creative strategy is to create a positive link between science and technology and a child's education. Emphasis is placed on getting parents and educators to encourage children to take the dream of being a doctor or scientist one step closer to reality by delving in to the hands on worlds of science and technology at the Discovery Science Center. The target market is asked to think deeper about how everyday technologies work and this campaign creates a need to satisfy their curiosities.

## Media Plan

The media plan focuses on a mix of traditional and non traditional placement. Print ads will be placed in free parenting magazines and direct mail will be used to target specific segments of the population. Guerilla marketing will be used by placing posters in high traffic areas frequented by parents and children and mobile advertising wraps will create buzz and brand awareness for the center. A contest will be used to create PR opportunities with local media outlets.

## Strategies

### Brand Positioning Strategy

Discovery Science Center will be positioned as Colorado's market leader in hands on science and technology learning. This will be accomplished by communicating that fact that DSC can help children get a head start in life by creating a safe and fun learning environment.

Emphasis should be placed on the aerospace industry and the contributions made to science by Colorado universities. A closer link must be made between science and technology and Colorado corporations.

### *Corporate Exhibit Donations*

To differentiate DSC from the competition a unique selling proposition must be emphasized. This may come in the form of an exhibit donation which no other science museum in Colorado can lay claim to. The aerospace industry creates an excellent opportunity for such an exhibit and will attract the attention of the budding space travelers in the target demographic.

### Public Relations Strategy

Discovery Science Center will develop a more personal relationship between the community, schools and corporations. DSC must be perceived by the community as a Colorado science museum and not as a regional museum. This will be accomplished using a contest open to elementary schools which will throw a spotlight on the museum.

### *Corporate Sponsorship*

Visiting national science exhibits will be underwritten by corporate sponsors who will have their name prominently displayed at the center. These events will be advertised through print, radio and television and via the internet.

### *School Competition*

DSC will create an annual inter-school science and technology competition to engage the target market. The competition will be for 3<sup>rd</sup> – 5<sup>th</sup> grades, an age level that is neglected by larger national competitions. It may be as simple as a bottle rocket event to building a robot to carry an object a certain distance. The competition itself will create quite a buzz among the student population, educators and parents.

## The Bid Idea

### Print

#### What do you want to be when you grow up?

What do you want to be when you grow up? This question is directed at parents who are asked to plan for their children's future by planting a career seed. What parent does not want their child to be a doctor? This print ad uses a humorous appeal with images chosen to appeal to the target audience. The copy contains the theme of the campaign and extols the benefits of using DSC. It also informs parents that DSC offers an alternative to Chucky Cheese for a birthday party and that DSC can be a baby sitter for a few hours. English and Spanish versions of this print ad will be created for use in free parent magazines and as a poster for distribution to schools, public libraries and high traffic areas for parents and children.

**DISCOVERY**  
SCIENCE CENTER

What do you want to be when you grow up?

Scientist Seed  
Plant Early

Astronaut Seed  
Plant Early

Doctor Seed  
Plant Early

It's never too early to plant the seed of dreams

We offer hands-on interactive learning in science and technology for the budding Astronaut, Scientist or Doctor in your family. Satisfy their natural curiosity in a fun safe environment. Learn about the human body or the solar system. Build a robot or take apart a PC. Host a birthday or explore the center on a "kids only" night.

Learning has never been so much fun.

**Have Fun Get Smarter**

For more information visit us online at [www.discoveryseed.com](http://www.discoveryseed.com) and browse one of our interactive exhibits.

Hours: Tuesday – Saturday 10:00AM to 5:00PM  
Regularly closed on Sunday and Monday

793 E. Prospect Road, Fort Collins, CO 80525 970.472.3890

DISCOVERY  
SCIENCE CENTER

## “I want to be an Astronaut”

What child does not dream of being an astronaut? The combination of powerful images creates a dream in the mind of the observer. The tagline reminds parents that it is never too early to discover the world of science and technology. This copy is directed towards parents and is a call to action to give their child’s dreams a head start. English and Spanish versions of this print ad will be created. The poster will be distributed to schools, public libraries and targeted bulletin boards in high traffic areas for parents and children.



**DISCOVERY**  
SCIENCE CENTER

It's never too early to plant the seed of dreams

We offer hands-on interactive learning in science and technology for the budding Astronaut in your family. Satisfy their natural curiosity in a fun safe environment. Learn about the solar system, build a robot, celebrate a birthday or explore the center on a “kids only” night. Learning has never been so much fun.

**Have Fun Get Smarter**

For more information visit us online at [www.discoveryseed.com](http://www.discoveryseed.com) and browse one of our interactive exhibits.

Hours: Tuesday – Saturday 10.00AM to 5.00PM  
Regularly closed on Sunday and Monday

703 E. Prospect Road, Fort Collins, CO 80525 970.472.3990



**DISCOVERY**  
SCIENCE CENTER

## “I want to be a Scientist”

Search for a cure is foremost in the minds of young girls as are all things fashionable. This poster allows the subject to one day dream of being a research scientist or a fragrance chemist.

Rewarding jobs created by science and technology. This copy is directed towards parents and is a call to action to give their child's dreams a head start. English and Spanish versions of this print ad will be created. The poster will be distributed to schools, public libraries and target bulletin boards in high traffic areas for parents and children.



**DISCOVERY**  
SCIENCE CENTER

Fragrance Chemist

Cancer Research

It's never too early to plant the seed of dreams

We offer hands-on interactive learning in science and technology for the budding Scientist in your family. Satisfy their natural curiosity in a fun safe environment. Learn about the human body, the solar system, celebrate a birthday or explore the center on a "kids only" night. Learning has never been so much fun.

**Have Fun Get Smarter**

For more information visit us online at [www.discoveryseed.com](http://www.discoveryseed.com) and browse one of our interactive exhibits.

Hours: Tuesday – Saturday 10.00AM to 5.00PM  
Regularly closed on Sunday and Monday

703 E. Prospect Road, Fort Collins, CO 80525 970.472.3990

**DISCOVERY**  
SCIENCE CENTER

## “I want to be an Engineer”

The very young subject in this poster dreams of being an engineer Rewarding jobs created by science and technology. This copy is directed towards parents and is a call to action to give their child’s dreams a head start. English and Spanish versions of this print ad will be created. The poster will be distributed to schools, public libraries and targeted bulletin boards in high traffic areas for parents and children.



**DISCOVERY**  
SCIENCE CENTER

Aerospace Engineer

Petro Chemical Engineer

It's never too early to plant the seed of dreams

We offer hands-on interactive learning in science and technology for the budding Engineer in your family. Satisfy their natural curiosity in a fun safe environment. Learn about the human body, the solar system, celebrate a birthday or explore the center on a “kids only” night. Learning has never been so much fun.

**Have Fun Get Smarter**

For more information visit us online at [www.discoveryseed.com](http://www.discoveryseed.com) and browse one of our interactive exhibits.

Hours: Tuesday – Saturday 10.00AM to 5.00PM  
Regularly closed on Sunday and Monday

703 E. Prospect Road, Fort Collins, CO 80525 970.472.3990



DISCOVERY  
SCIENCE CENTER

## The Great Egg Shuttle Contest

This competition is aimed at local schools in Colorado and Wyoming, grades 3<sup>rd</sup> – 5<sup>th</sup>. Teams are asked to design a bottle rocket to carry an egg to a certain height and bring it back down safely. This competition will create excellent exposure for the center and will hopefully become a yearly event attended by the media. The images link in NASA's Discovery shuttle and an egg. The poster will be produced in English and Spanish, distributed to schools in the target market and will also be adapted for a direct mailing.



# The Great Egg Shuttle Contest

**The Challenge:**  
Use a bottle rocket to carry an uncooked egg to a height of 50 feet and land it back down safely without breaking the egg. Like the NASA shuttle, this rocket must be reusable and part of the challenge is to successfully launch the egg three times in a row over a timed period.

**The Prizes:**

- \$1000 prize will be awarded to the winning school team and the rocket will appear as an exhibit at the Discovery Science Center.
- Field trips to the Discovery Science Center for your school
- Birthday party for you and 10 of your friends
- Family Membership to the Discovery Science Center

For more information visit us online at  
[www.discoveryweed.com](http://www.discoveryweed.com)

**Have Fun Get Smarter**



DISCOVERY  
SCIENCE CENTER

## Direct Mail

The direct mail campaign will be used for the competition and as part of a membership drive. The brochure will emphasize the benefits associated with membership of DSC with emphasis on the fact that it's a passport to learning through the network of reciprocating museums and centers. The outside of the brochure will contain an image of a passport with a DSC logo and a tagline of "Your passport to learning" and also a sub-tagline "We've missed you". Coupons will entice the reader to visit the center and become a member. A special reference code will be placed on the advertisement for measuring response rates.

**Lifelong learning requires commitment**

**Every visit to the Discovery Science Center is a unique experience which doesn't have to stop.**

**Become a member today and get unlimited access to our 120 exhibits.**

**Did You Know**

**With membership of DSC you can visit over 240 science museums worldwide including the Denver Museum of Nature and Science. Plan your trip today!**

**FREE GUEST PASS**

**10% BIRTHDAY CLUB DISCOUNT**

**Membership Benefits**

- 10 - 20% discount on classes, birthday party packages and Science Shop purchases
- Advanced copy of Explorer schedule of events and classes
- Invitation to new exhibit previews
- Pre-registration to Explorer classes
- Membership in over 240 science museums

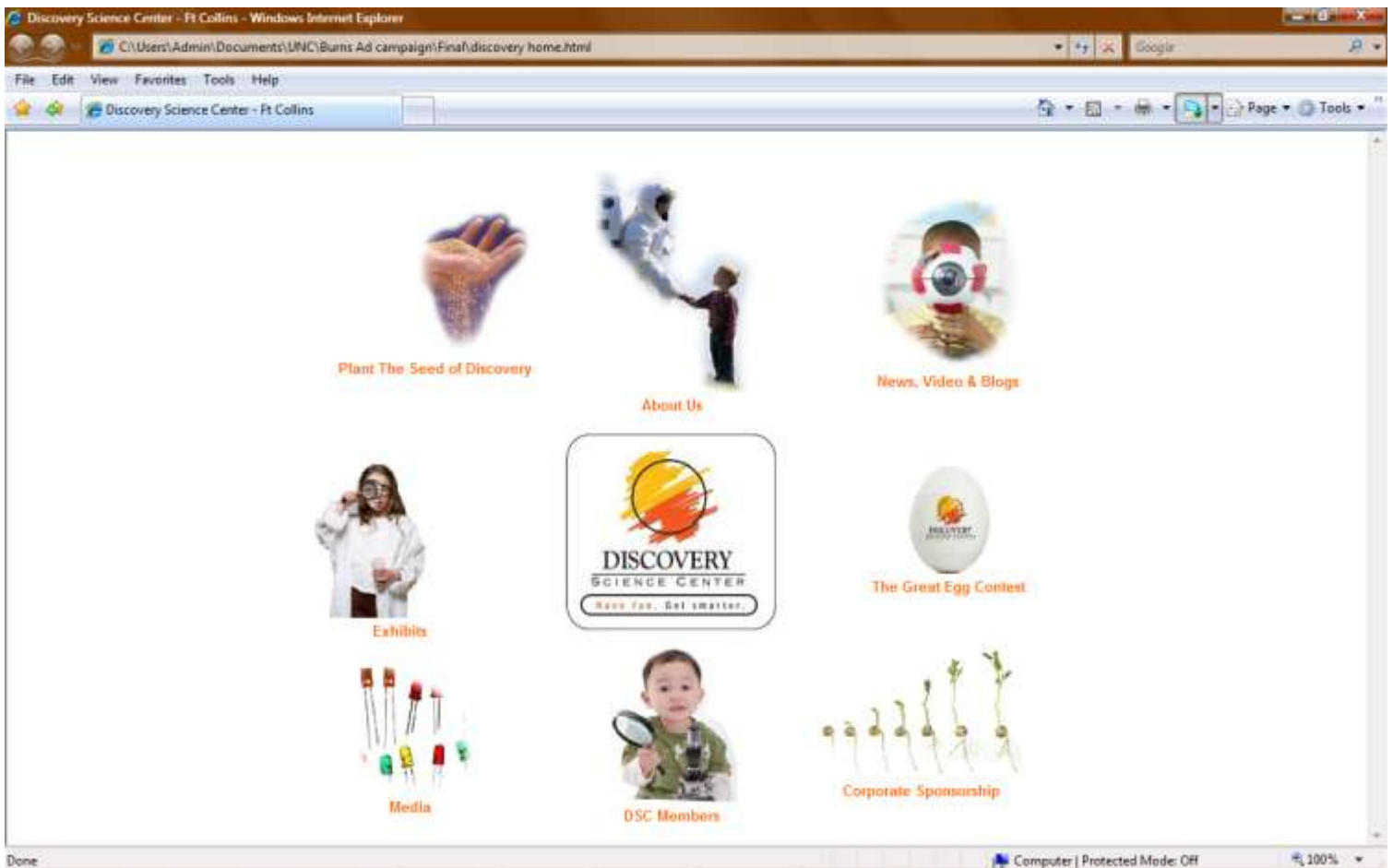
**Call today and get your ticket to adventure**

**970-472-3990**

The brochure features the Discovery Science Center logo, which includes a stylized globe icon and the text "DISCOVERY SCIENCE CENTER" with the tagline "Have fun. Get smarter." Below the main text, there are two coupon boxes. The first is for a "FREE GUEST PASS" and the second is for a "10% BIRTHDAY CLUB DISCOUNT". Both coupons include the DSC logo and the text "WITH PURCHASE OF CENTER ADMISSION. EXPIRES 12/2007". The bottom section lists "Membership Benefits" and provides a call to action with the phone number 970-472-3990.

## Internet

Research shows that the target demographic is tech savvy and use the internet heavily for information. Websites are an extension of an organization and prospective customers will often judge a company by its website. The current DSC website will have to revamp to engage the user with dynamic content that is updated regularly. The images used in the print advertisement will be used on the website home page to ensure an integrated media campaign. Flash technology will be used to create rich media content that entices the user to explore different areas of the website. Search engine placement is a must as well as linking to science exhibits at other reciprocating museum websites. The website must be available in English and Spanish.



## Mobile Vehicle Advertisements

To complement the print ads, mobile advertising wraps (auto wraps) will be placed on DSC vehicles. This involves placing a vinyl advertisement over the entire vehicle. What better way to engage the target audience than through these mobile advertisements. A total of five vehicles would be used throughout Colorado and Southern Wyoming at an initial cost of \$2500 per vehicle wrap. To create buzz, retro vehicles such as the VW Beetle, Mini Cooper or the Plymouth Cruiser would have a bigger impact. The vehicles would display science and technology trivia facts, puzzles and DSC current events.

Sections of the vinyl advertisement can be updated quite easily to incorporate different messages. The vinyl wraps have a life span and warranty of five years. Statistics show that these advertisements would generate an average of 420,000 impressions per month.

## Public Relations - The Great Egg Shuttle Contest

The Challenge:

Use a bottle rocket to carry an uncooked egg to a height of 50 feet and land it back down safely without breaking the egg. Like the NASA shuttle this rocket must be reusable and part of the challenge is to successfully launch the egg three times in a row over a timed period.

The Goal:

Use the knowledge you have gained in science and technology to find a solution to this challenge. Your science teacher will assist you in understanding the concepts of flight and forces acting upon the egg. Science class is about to get even more exciting!

The Prizes:

\$1000 prize will be awarded to the winning school team and the rocket will appear as an exhibit at the Discovery Science Center.

Field trips to the Discovery Science Center for your school

Birthday party for you and 10 of your friends

Family Membership to the Discovery Science Center

## Media Plan

### Print Advertisements

Full page advertisements placed in parenting magazines using a pulsing strategy which will be coordinated with special center events.

- Rocky Mountain Parent
- Parent Pages
- City recreational magazines

Approximate Cost: \$60,950

### Posters

30,000, 4 color posters in various sizes to be distributed to schools, libraries and other designated high traffic areas throughout the year.

Approximate Cost: \$30,000

### Direct Mail

10,000, 4 color direct mail brochures will be sent out three times a year during the campaign period and will coincide with upcoming contests, holidays in the events in the school calendar.

Approximate Cost: \$12,100 (30,000 managed brochures)

### Auto Wraps

Five vehicles will be sponsored by DSC and will be used during traveling exhibits and everyday business. The vehicles will travel during high traffic periods on major interstates and highways.

Approximate Cost: \$12,500

### Internet

Revamp of internet site to display dynamic content and link to the campaign.

Approximate Cost: \$10,000

### Photo Source

