



*Integrated Marketing Strategy and Rebrand by Douglas Davis*



## MEET THE 2010 BWS ARTISTS

*"Its objectives shall be to further the creative efforts of its members,  
to spread knowledge and cultivate interest in the transparent watercolor medium"*

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*"We've been around since the 1970s and exhibit here  
in Brooklyn and in the City. We have two shows next year—  
March, at St. Francis College, and September, at the WAH Center.*

***We usually don't attract crowds, get much publicity, or sell our art.  
I'd like to change all that. Could you help?"***

*—e-mail from Albert Massimi, President of BWS*

**OBJECTIVE: SELL LESSONS & PAINTINGS**

## DEMOGRAPHICS & PSYCHOGRAPHICS



### SEGMENT / AGE

### INCOME / HOUSING STATUS

### EDUCATION / PROFESSIONAL STATUS / RACE

Money & Brains - 71.44%  
Age 45-64

93.03% have HHI >\$100K  
39.25% have HHI >\$150K  
84.89% Owners

28.75% College Grad, Urban, Wealthy, Family Mix,  
31.89% Grad Plus, 57.51% Management or Professional,  
Elite households of mixed ethnicity (White, Black, Asian, Hispanic)

Bohemian Mix - 88.40%  
Age <55

65.52% have HHI \$50-75K  
27.73% have HHI \$75K-100K  
100% Renters

29.17% Some College, Urban, Upper-Mid, Family Mix,  
24.75% College Grad, 46.41% White Collar / Professional,  
Moderate households of mixed ethnicity (White, Black, Asian, Hispanic)

Source: (Custom prepared Prizm Distribution for Kings County Brooklyn)

## WHY MEASURABLE MARKETING?



OF THE 898,487 HOUSEHOLDS IN BROOKLYN,  
THOSE FITTING THE BWS MONEY & BRAINS PROFILE  
ARE 50,632 (5.64%)

(CLARITAS PRIZIM, CUSTOM BUILT BROOKLYN DISTRIBUTION FROM KEVIN WALSH KEVIN.WALSH@NIELSEN.COM, FEBRUARY 2010).

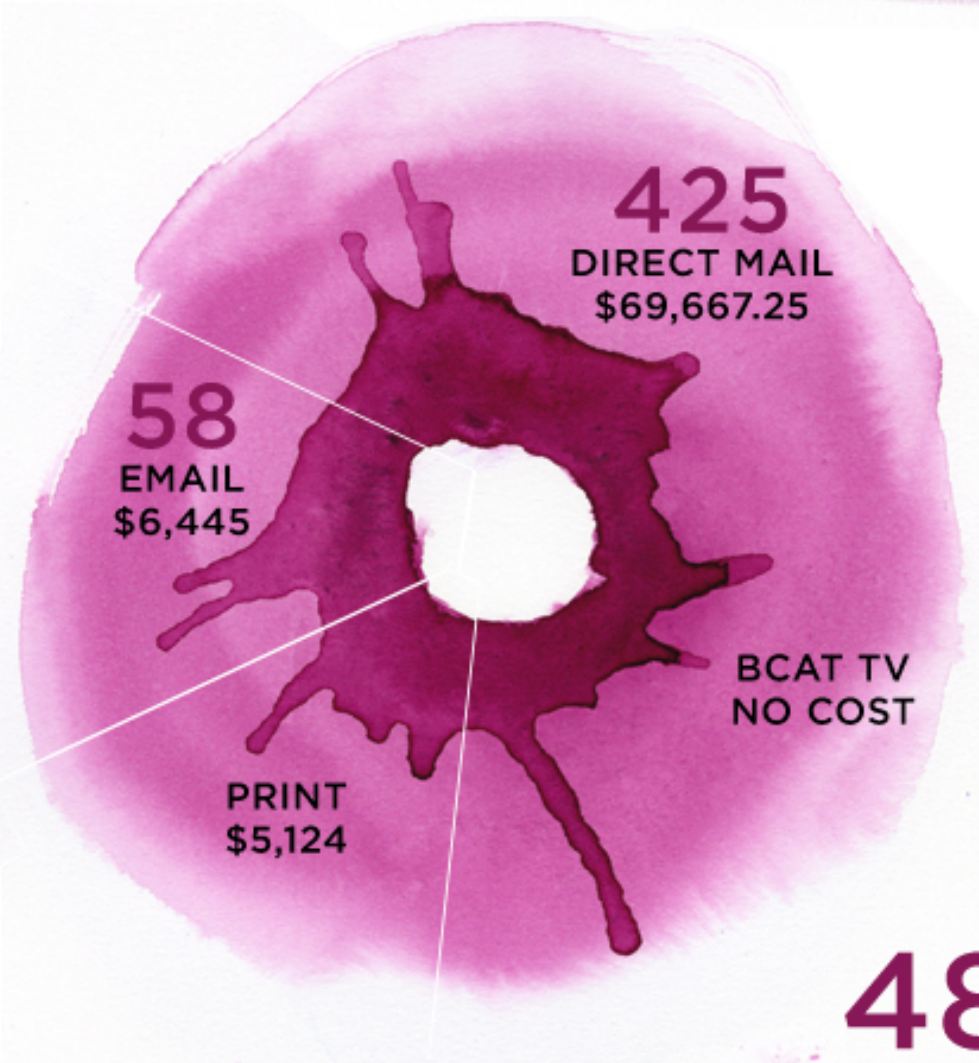
## COMMITTED GIVING



**BWS WILL SEEK A SUSTAINED DONATION,  
OF \$15 A MONTH PER NEW DONOR AUXILIARY MEMBER.**

*This active partnership with the community through  
an auxiliary membership that includes time as well as monetary support.*

MEDIA ALLOCATION



YEAR ONE ACQUISITION WILL GENERATE

483  
DONORS

(BCAT IS A PUBLIC STATION PROVIDING FREE AIRTIME AND PRODUCTION TO NON PROFITS)



## YEAR ONE NUMBERS AND BEYOND

	%	Year 1	Year 2	Year 3
<u>Donations/ Contributions (SALES)</u>				
Donations		\$ 86,940.00	\$201,700.80	467945.856
Less: Returns				
<b>NET Donations/Contributions</b>		<b>\$ 86,940.00</b>	<b>\$201,700.80</b>	<b>\$ 467,945.86</b>
Cost of Goods Sold	4.00%	\$ 3,477.60	\$ 8,068.03	18717.83
Premium Cost	3.00%	\$ 2,608.20	\$ 6,051.02	\$ 14,038.38
<b>Gross Margin</b>		<b>\$ 80,854.20</b>	<b>\$187,581.74</b>	<b>\$ 435,189.65</b>
Promotion Cost		\$ 87,236.25	\$ 78,699.71	\$ 71,395.23
Variable Operating	3.00%	\$ 2,738.80	\$ 6,354.02	\$ 14,741.32
<b>Contribution to Overhead</b>		<b>\$ (9,120.85)</b>	<b>\$102,528.02</b>	<b>\$ 349,053.10</b>
Fixed Overhead	78.00%	\$ 68,630.02	\$ 70,603.82	\$ 71,935.05
<b>Net Profit</b>		<b>\$ (77,750.87)</b>	<b>\$ 31,924.19</b>	<b>\$ 277,118.05</b>

YEAR ONE ACQUISITION WILL GENERATE

(CLARITAS PRIZIM, CUSTOM BUILT BROOKLYN DISTRIBUTION)





LAUNCH OFFER

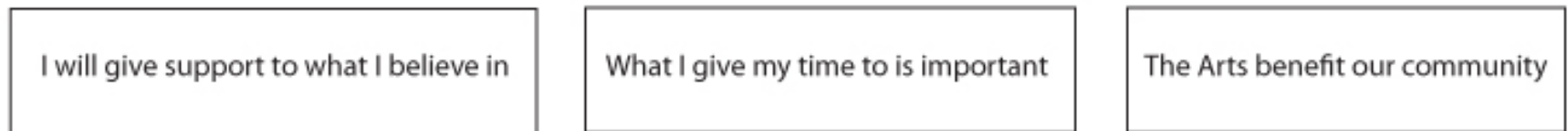


## FREE WATERCOLOR SUPPLIES WITH YOUR COMMITTED DONATION

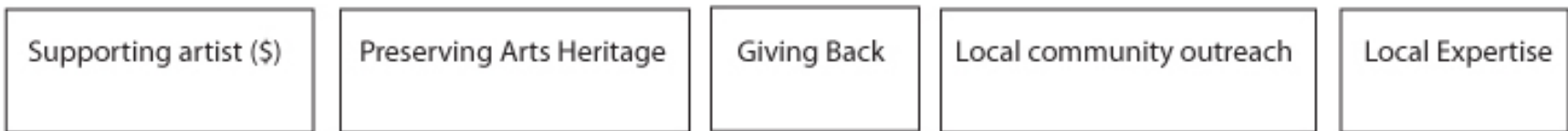
Cell	Variable	Offer	Price	Term	Projected Impact
1-control	None/control	No Watercolor Starter supplies	\$180	1 year auxiliary membership	Acquire donations within CPO
2	<b>Offer</b>	<b>Watercolor Starter supplies</b>	<b>\$180</b>	<b>1 year auxiliary membership</b>	<b>Increase RR</b>

**Positioning: For local art and watercolor enthusiasts who are passionate about their community, The Brooklyn Watercolor Society is the local arts organization that allows them to partner/support with local artist to benefit the Brooklyn community through teaching the art of watercolor.**

**Values**



**Benefits**



**Attributes**

Focused on Watercolor   Promotes local artist   Active within the community   Located in Brooklyn   Social Activity



*The BWS ligature or continuous letter-form was conceived to suggest the watercolor medium itself. This Spencerian Script is custom tailored typography.*

THE LOGO



BROOKLYN  
WATERCOLOR  
*EST. 1972* | SOCIETY

*The BWS ligature or continuous letter-form was conceived to suggest the watercolor medium itself. This Spencerian Script is custom tailored typography.*

# THE DIRECT MAIL PACKAGE

*"Your committed donation comes with an auxiliary membership."*

**BROOKLYN WATERCOLOR**  
*est. 1972* SOCIETY

Dear Neighbor,

*We are proud to extend you an invitation to share our passion for the Brooklyn arts community and especially watercolor painting. My name is Albert Masini, President of the Brooklyn Watercolor Society, a group of 41 passionate artists with strong ties to our beloved borough. You may not have heard of us though, like you, we've called Brooklyn our home for 38 years now. We like to think of ourselves as the artists' next door.*

**BROOKLYN WATERCOLOR**  
*est. 1972* SOCIETY

**PLEASED TO MEET YOU**

*Lastly our group cultivates interest in us BWS through a committed donation made. \$18 a month by credit card goes along we why not all at once like other organizations to BWS because we need your partnership appreciated but it increases exponentially help the artist members manage the budget include Gallery, Special Events, Exhibit,*

*Thank You for your committed gift of \$15 a month.*

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email Address \_\_\_\_\_  
Credit card type and number \_\_\_\_\_ Expiration Date \_\_\_\_\_

The Society requests your primary. For more information regarding our privacy policy please visit our website, BWS.org. We are at 200 7th Avenue, Suite 209 Brooklyn, NY 11211. Copyright © 2007 Brooklyn Watercolor Society

**NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES**

**POSTAGE WILL BE PAID BY ADDRESSEE**  
The Brooklyn Watercolor Society  
Address In Brooklyn To Come  
Brooklyn, NY 11205

**BWS**  
**BROOKLYN WATERCOLOR**  
**est. 1972 SOCIETY**

*Get private watercolor lessons for You Plus Two with your committed donation. Become an Auxiliary Member today!*

*The BWS direct mail package control.*

# THE WELCOME BROCHURE



## LEARN WHO WE ARE

We are an organization of professional watercolorists with a wide variety of interests, goals and experience. Our members are recipients of many awards in major open art exhibitions and our paintings can be found in museums, public institutions and corporate and private collections. We meet at least six times per year to share ideas, and to plan group exhibitions and activities, all towards the goal of encouraging interest in the transparent watercolor medium.



## MEET THE 2010 BWS ARTISTS

*Give The Society the gift of your time when you become a BWS Auxiliary Member. Please return the enclosed reply card today!*



## JOIN WHAT WE DO

The Society meets monthly to discuss ideas and issues concerning the watercolor artist, to share their latest paintings and professional accomplishments, to organize painting trips and other special events, and to plan group exhibitions and watercolor demonstrations within Brooklyn and its surrounding regions. The purpose of the exhibits is to both offer the Society's members opportunities to show their work and inspire community interest in the fine art of watercolor painting. Many of our members teach watercolor on-site as well as in some of Brooklyn's most prestigious art institutions.

## HOW YOU CAN SUPPORT

Become an Auxiliary Member of BWS through pledging generous committed gift of \$15 per month today. Our You Plus Two Private watercolor lessons pictured above are our thank you for groups of at least 3 who give \$15 per month. For those who find our cause noble enough to give more than our request of 15\$ a month we invite you to contribute by Commissioning Your Private Collection.



LEARN. JOIN. SUPPORT.

*The BWS welcome brochure cover and inside spread.*

# THE E-NEWSLETTER & WEBSITE



*The e-newsletter drives to the website or payment processing.*



## THE WELCOME BROCHURE



VISIT US AT [BWS.ORG](http://BWS.ORG)

**BWS**  
BROOKLYN  
WATERCOLOR  
EST. 1972 SOCIETY

**LEARN. JOIN. SUPPORT.**

*We are pleased to announce our current exhibition at St. Francis College in Brooklyn Heights.  
Please join us from March 11th - 31st, 8am to 7pm on Remsen and Court streets.*



We are the Brooklyn Watercolor Society, a group of 41 passionate artists with strong ties to our beloved borough. We've been the artists' next door for 38 years now and we would like to meet you. Find out how you can learn watercolor, join us as an auxiliary member and support our efforts through the gift of your time at [bws.org](http://bws.org).

*The BWS brand identity was designed with one color print in mind.  
The Brand, its imagery and logo-type had to work in black & white.*





*Integrated Marketing Strategy and Rebrand by Douglas Davis*