

A stylized map of Connecticut is the central focus, rendered with various shades of blue and green watercolor washes. The map is surrounded by decorative elements: clusters of small, dark blue dots in the top-left, top-right, and bottom-left corners, and a simple line-art drawing of a hand with fingers spread at the bottom center. The overall aesthetic is artistic and environmental.

Connecticut River Museum

Bridget Sweeney, Devin Quinn, Marcella Vertefeuille, and Meaghan Doherty

Objective

Equip the Connecticut River Museum with the tools and resources to pivot towards a more robust digital presence and expand outreach beyond current demography



Market Demographics

Current

Strong Gen X and Baby Boomer attendance (65+)

Retired

High Income

Looking for something to do

Lives near museum

Goal

Gen Z and Millennials (15 to 28)

College and early career

Low income

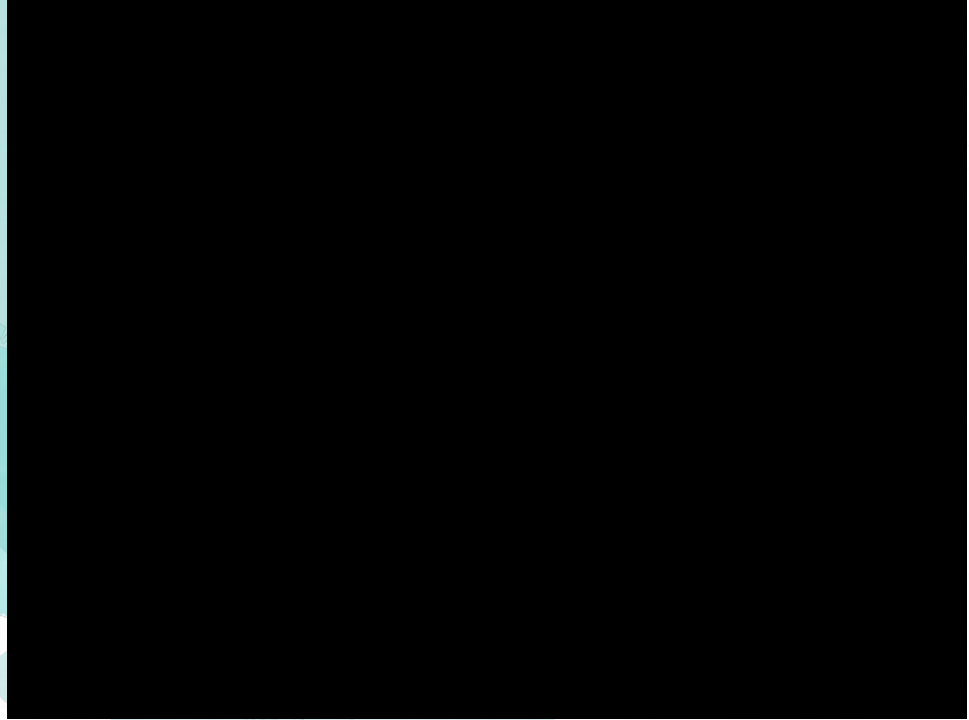
Looking for something to do on weekend

Looking for somewhere to take pictures for social media

Schedule and Roles

	BRIDGET	DEVIN	MARCELLA	MEAGHAN
Week 7	Evaluate their social media presence	Assemble research of comparable brand presences and styles on YouTube	Research hashtags, sticker designs	Sticker sketches completion - send for approval
Week 8	Get photo content from on site visit	CRM Visit, record sample footage for video content	Finish Stickers and list of most relevant hashtags	Render sticker designs (record footage for ATION)
Week 9	Help with secondary logo design	Assemble video content for editing and plan out stable of curated videos	Create hashtags, research advertising plan	Secondary logo designs
Week 10	Help curate SM giveaways	Draw up initial video bumper and transition designs	Finish advertising plan	Create social media giveaway mockups/templates
Week 11	Selfie spot designs	Create animated bumpers	Help with video editing	Sketch selfie spot designs - send for approval
Week 12	Help with video editing if needed; work on compiling final presentation and ATION case study	Edit video footage	Additional video editing and prepare final presentation and ATION case study	Render selfie spot designs & help with final deliverables
Week 13 (Thanksgiving Break)		Turkey nap	eat turkey, take a nap	
Week 14 (Final Client Deliverables)	Finalize style guide, SM templates, etc.	Provide template files for future video production, as well as video posting guidelines	sticker/button design, list of relevant and new hashtags, advertising budget plan, edited videos	Revise selfie spot designs

Process and BTS Content





Final Deliverables

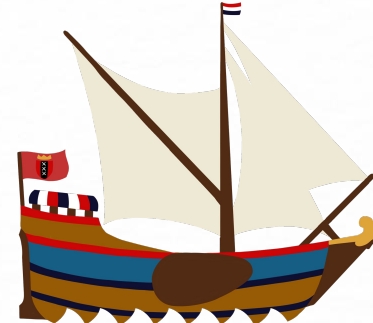
Stickers - Meaghan



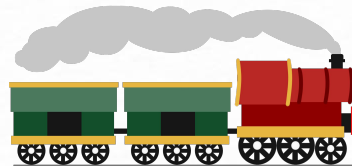
Connecticut River Museum
Essex, CT 06426



Connecticut River Museum



Connecticut River Museum
Onrust River Boat



Connecticut River Museum

Holiday
Train Show



Bright, kid-appealing designs for the museum to use in the kids' section of their store and for events. The designs are distinct from the rest of the museum merchandise, but stick to a general aesthetic.

Stickers (Holiday Variants) - Meaghan



Connecticut River Museum
Essex, CT 06426



Connecticut River Museum
Essex, CT 06426





Selfie Spots

Designs for a “Selfie Spot” floor decal the museum can place in photogenic locations. Connected to hashtags and promotional social media concepts.

Stickers - Marcella



#Research - Marcella

Currently used hashtags - #ctrivermuseum #ctrivervalley #enviromentalist #plasticpolution #museums #funthingstodo #firstresponders #firstresponderdiscounts #zoomlecture #leafpeeping #leafphotography #fallcruise #onrust #enviromental #platicfreeocean #sustainability #paddleadventures #paddle #paddler #funthingstodo #nationalfamilyday2020 #coolweathervibes #ctriver #sweatchirtseason #CTrriver #AskACurator #connecticutrivermuseum #conquerthecurrent #SUP #riverrace #puzzles #shopfromhome #rivertales #cthistory #cfmc_ct #essexct #wtmh #dayoff #experiencesessex

Hashtag goals

- Connect with younger population
- Advertise to people in CT and New England
- Connect with people who want a fun safe thing to do in their area

All Usable hashtags -

New hashtags to introduce - #ctfamilyfun #covidfriendlyfun #sundayfunday #CRM #ctmuseums

Seasonal Hashtags -

#sweaterweather #leafpeeping #leafphotography #fallcruise

Attraction specific hashtags -

#submarine #firstsub #theturtle #onrust #ispy

Hashtags that target certain groups of people -

#firstresponders #firstresponderdiscounts

History related posts -

#ctmuseums #cthistory #museums #ctrivertales

For Special attraction posts -

#onrust #firstsub #theturtle #ctrivertrainshow #paddleadventures #ispy #trainispy

Seasonal posts -

#sweaterweather #leafpeeping #leafphotography #fallcruise #coolweathervibes

Giveaways -

#giveaway #familyfun #cthistory #ctrivermuseum

Day off posts -

#dayoff #funthingstodo #sundayfunday

Kid related posts -

#funthingstodo #ctkidfriendlyfun #paddleadventures #ctfamilyfun #covidfriendlyfun

Environmental posts -



Advertising Plan

Marcella - [link](#)

Sticker Designs - Bridget



Selfie Spot Designs (Bridget)



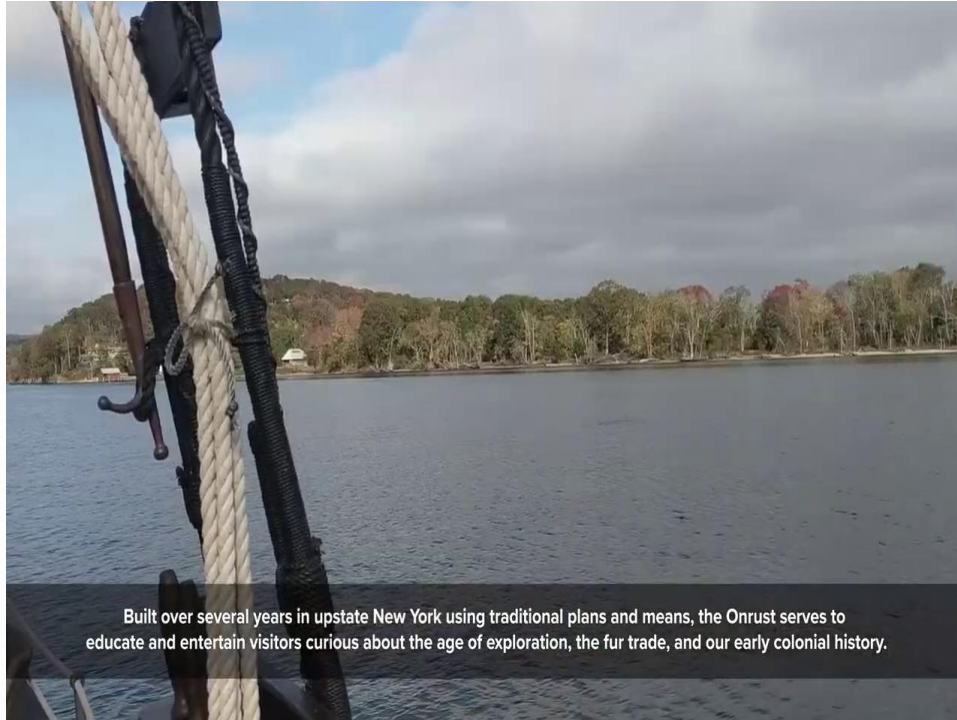
Sample SM posts (Bridget)

CONNECTICUT RIVER MUSEUM

We are closed this Sunday
for Labor Day,
we thank you for your understanding!



Video Content - Devin



Built over several years in upstate New York using traditional plans and means, the Onrust serves to educate and entertain visitors curious about the age of exploration, the fur trade, and our early colonial history.

Video Content - Devin

If you are reading this, whether you are came here on a lucky accident, invited by some
colleague or there you together the document to help you and the author, I would like to
thank you for your contribution. Please, feel free to reach out to me at devin@connecticut.gov if you have any
questions.

What is in this folder?




The folder containing this document has all the basic elements to continue producing
video content consistent with the website's brand identity.

The Onrust Tour video is a completed example, an edited video with music and
captioned high-contrast captions on the end screen. These sample animations
included originally, are also included in this folder.


The video start animation and video end animation, you may notice, are very
large files. This is necessary as they are essentially an alpha composition rendering
them in the highest quality possible. In fact, they need to be this way
because this is the format that allows the video to be used through the sign when they
are animating.

On the far right of the folder above, and in this folder, I have included an Adobe
Premiere Pro project file for the Onrust Tour video. This file is a master file and
does not contain a base video to create a final brand consistent product.


 _Video Posting Guide (REA...







 Onrust Tour Video.mp4



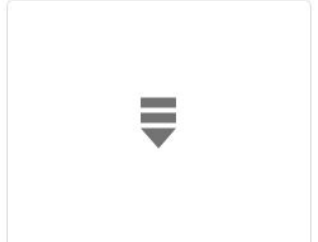



 Video End Animation.avi






 Video Start Animation.avi





 Video Template.prproj

Applicable Skills



Communication

It was incredibly important that we kept in contact with our client. We kept them in the loop and encouraged feedback at all stages of our processes to ensure the best deliverables.



Creativity

Making new assets for a client requires creativity and thinking outside of the box. We had to work with what we were given but also integrate new ideas and fresh creations.



Negotiation

Working in a team setting requires some negotiation. We had to divide up the tasks not only to get it done but to our best abilities. Everyone was given tasks that best fit their personal skills.



Analytical Thinking

Improving our client's business meant doing research into their current numbers and analytics so that we can make projections for the future. Thinking strategically and in the best interest for the client was very important to us.

THANK YOU!

From the University of Connecticut CRM Agency Team

Devin Quinn, Marcella Vertefeuille, Bridget Sweeney, Meaghan Doherty



CONNECTICUT
RIVER MUSEUM