

A museum and a neighborhood of art

The Menil Collection

Houston, Texas



Objectives

- ❖ Drive 10% more social media users to the website
- ❖ Increase engagement on all social media platforms by 14%
- ❖ Increase awareness by 12% among the target audience

❖

Target Market

Educated, health-conscious men and women that are residents of the Houston area. Tend to invest in experiences rather than in material items, have been to multiple coffee shops, environmentally conscious.



Why The Menil?

“Loved this place, not just the main building, but the whole neighborhood.”

–Sofía Rage

“Everything was beautifully displayed. Beautiful grounds. We ate a picnic lunch on the lawn. Great way to spend a morning or afternoon.”

–Patty De La Garza

“Three buildings to explore and the landscape around it is perfect. Great place to unwind and enrich.”

–Matt SoReal



Life is happening inside and out

Strolls are being taken, picnics are being arranged, art is being admired and marriage proposals are being said yes to.

The Menil Collection is more than an art museum, it is a
delicately curated space for our visitors to be *mindful*
and to be *present with history*.

Life on the outside



Behind the scenes on the inside



Anticipated Results

- ❖ Drive 10% more social media users to the website
- ❖ Increase engagement on all social media platforms by 14%
- ❖ Increase awareness by 12% among the target audience

Prioritize Social Media

Why social media?

- ❖ Social media advertising allows us to hyper-target specific users, build an audience database and directly track our ROI.

- ❖ At the end of 2018, people under 35 spent a total of 21.1 billion hours on mobile compared to 16.0 billion hours consuming live TV content.

“Build Better Brand Connections with Gen Zers and Millennials.” Facebook IQ, 14 Nov. 2019, <https://www.facebook.com/business/news/insights/build-better-brand-connections-with-gen-zers-and-millennials>.

media

Instagram

25-34 year olds represent the largest advertising audience on Instagram



Instagram demographics in 2021: Important user stats for marketers. Social Media Marketing & Management Dashboard. (2021, January 27). Retrieved February 21, 2022, from <https://blog.hootsuite.com/instagram-demographics/>

media

Facebook

25-34 year olds represent the largest advertising audience on Facebook



20 facebook stats to guide your 2021 facebook strategy. Sprout Social. (2021, June 17). Retrieved February 21, 2022, from <https://sproutsocial.com/insights/facebook-stats-for-marketers/>

Increase awareness by 12% among the target audience

University of Houston total enrolled

45,364

$12\% \text{ of } 45,364 = 5,443$

Instagram

$$\text{CPC} = \$2$$

$$2 (1) = \$2$$

Reel - Saturdays

$$5443 (2) = \$10,886$$

Alternate between art exhibits, conservation of the art pieces, and life outside The Menil Collection.

$$\text{Monthly budget} = \$10,886$$

$$\text{Yearly budget} = \$130,632$$

Facebook

Video - Mondays

Alternate between art exhibits, conservation of the art pieces, and life outside The Menil Collection.

$$\text{CPC} = \$1$$

$$1 (1) = \$1$$

$$5,443 (1) = \$5,443$$

$$\text{Monthly budget} = \$3,992$$

$$\text{Yearly budget} = \$65,316$$

Total amount of budget spent between Instagram and Facebook = \$195,948

\$4,052

Media schedule 2023

= Facebook video

= Instagram reel

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

 = Facebook video

 = Instagram reel

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

= Facebook video

= Instagram reel

May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

 = Facebook video

 = Instagram reel

July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

 = Facebook video

 = Instagram reel

September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

 = Facebook video

 = Instagram reel

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Digital Media

How would you spend your time
at *the Menil Collection*

Inside or out?





Inside

Our delicately curated art collection your mind will *engage* in *history* and connect with a variety of *perspectives* like never before, morphing you from the inside...

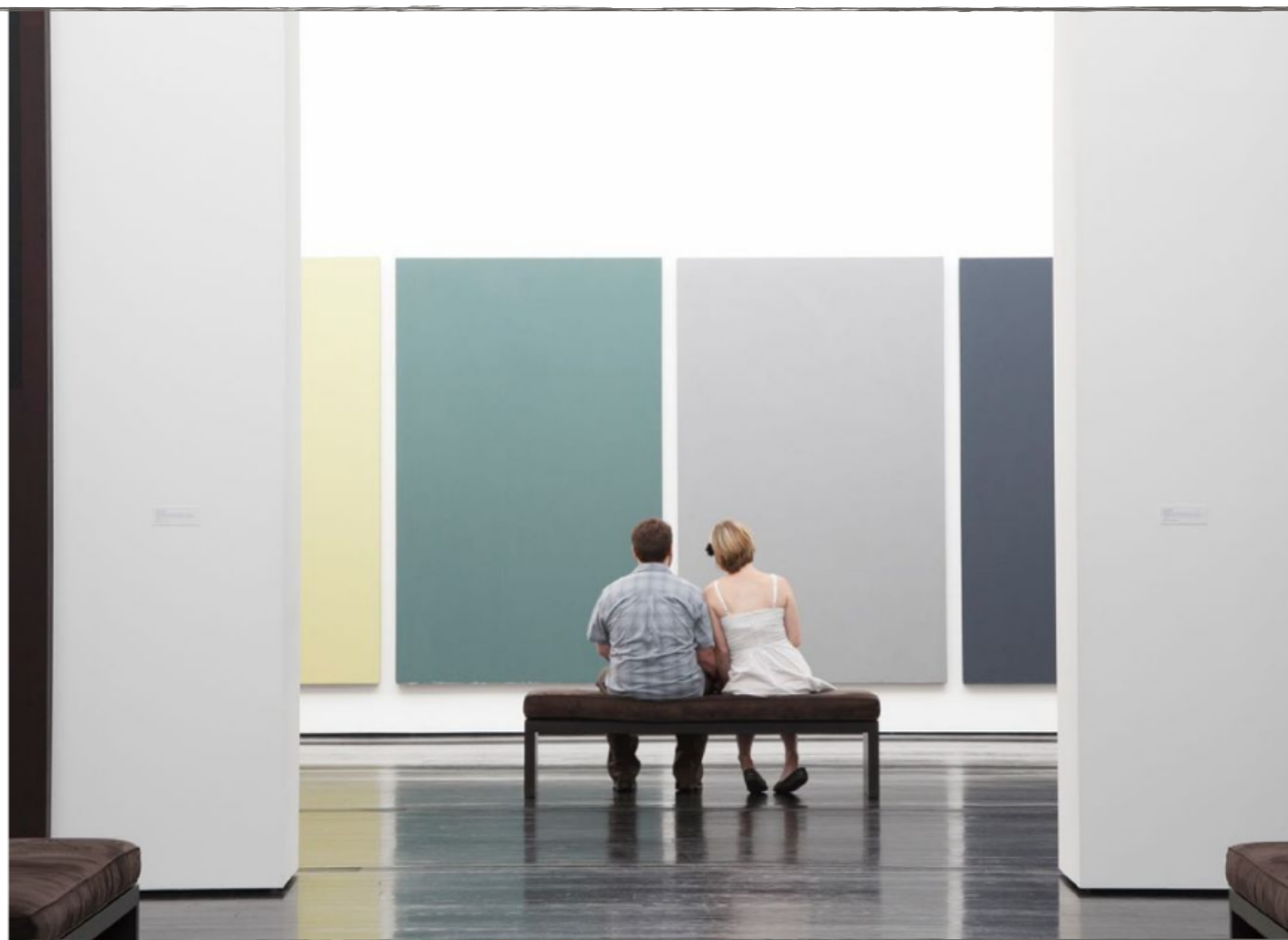
Out

The Menil Collection

To be in the presence of
art is to be present with
history.

Experiences like these
can only bring you
closer.

The Menil Collection



Print Media

Medieval and Byzantine Art



Inside

The Menil Collection

The Menil Collection

Outside



Michael Heizer, *Rift*

The Menil Collection

Lecture



*Pop Art and Graphic Design
with Professor Ellen Lupton*



Noontime Talk: Modern and Contemporary Art



The Menil Collection

Membership





Inside

The Menil Collection

Outside

The Menil Collection



The Menil Collection

Lecture



*Pop Art and Graphic Design
with Professor Ellen Lupton*



The Menil Collection

Lecture

*Pop Art and Graphic Design
with Professor Ellen Lupton*



TV

THE MENIL COLLECTION:
INSIDE CAMPAIGN



start with a blank and queue intense music

I

(music with intensity)

n

(music with intensity)

s

(music with intensity)

i

(music with intensity)

d

(music with intensity)

e

(music with intensity)

ART

(music with intensity)



**Dialogue: "I started using
aspects of Japanese
aesthetic and there's an
aesthetic which is called
MA, 'M' 'A', and what it is, is
the harmony between line
and space"**

Ma

**(music continues
where left off)**

**The harmony
between line and
space.**

(music continues)

THE MENIL COLLECTION:
INSIDE CAMPAIGN

Inside art with
Virginia Jaramillo

(music continues)

The Menil Collection

(music continues)

A museum and a neighborhood of art in

Houston

www.menil.org

(music continues)



THE MENIL COLLECTION



Direction: Two people walking in
VO: Enter into a world of art



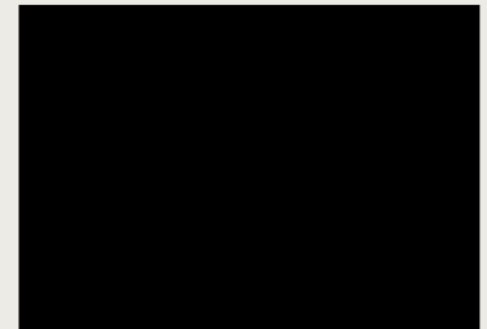
Dialogue : "I started
eliminating color"



Dialogue : "you hear the
hum through the entire
space"



Dialogue : "everyday objects
that become unfamiliar or
even threatening "



Dialogue : "where there's
one rotting system another
takes over"



Direction: Same two people walking out

VO: Visit the menil today, change your
perspective of tomorrow.

Direct mail

The Menil Collection invites you *inside*.

To be in the presence of
art is to be present with
history.

Experiences like these
can only bring you
closer.





(713) 525-9400

1533 Sul Ross St, Houston, TX 77006

You are invited!

Wednesday – Sunday

11 a.m. – 7 p.m

Closed Mondays and Tuesdays.



Jim Love, Jack, 1971

30 acres in
the heart of
Houston

5 buildings
of art to
explore!

The Menil Collection invites you on a stroll.

Outdoor Sculpture at *the Menil*



Michael Heizer, *Rift*

Wednesday – Sunday 11 a.m. – 7 p.m.
Closed Mondays and Tuesdays.

You are invited!

(713) 525-9400

1533 Sul Ross St, Houston, TX 77006

E-mail

Dear Houston,

The Menil Collection has made it easier.

We know that planning a trip to a museum can be daunting.

Questions like:

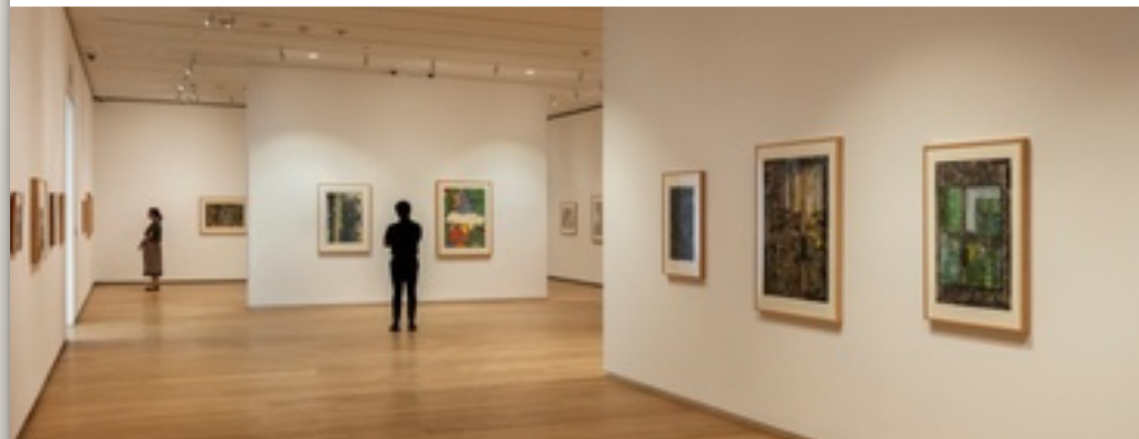
"Where do I park?"

"Where will we eat?"

"How much will the new exhibit cost?"

will arise.

That's why we have made it our sole responsibility to inform you that going to the Menil is as easy as going to your neighborhood park *but with a twist.*



Hi Houston,

*Need a wingman? We suggest
The Menil.*

It is human nature to seek companionship. Art evokes thoughts and provokes feelings that have the potential to bring you so much closer to finding *the one.*



Wednesday – Sunday

11 a.m. – 7 p.m.

Closed Mondays and Tuesdays.

www.menil.org