



## KAM Marketing Campaign 2021 Features

As our communities still struggle with the impacts and realities of COVID-19, we are re-invigorating our marketing efforts with a new campaign thematic – **Visit Local**. Working in conjunction with Love Kingston and Shop Local campaigns (which are led by other community stakeholders, such as Tourism Kingston and Downtown BIA) our campaign is focused on offering impactful and complementary promotional product to our members, whatever their internal marketing capacities. Our target audience for 2021 remains KFL&A residents, reminding them and inspiring them to rediscover and re-engage with local cultural heritage experiences – those of which are currently available, and those which will be available once again in the (hopefully) near future.

KAM marketing is a collaborative and non-profit initiative, intended to support our members, to build connections between member sites, and to better inform and engage our audiences about the cultural heritage experiences available to them within the local region. We strive to offer high-value, but reasonably-costed marketing services and products. Our ability to offer low rates for these initiatives, is, of course, dependent upon the number of members who participate in them. We encourage all our members to review their marketing and audience communication needs for the upcoming year and to take advantage of the additional features available for 2021.

### Outreach and Engagement/Staff and Volunteer Support

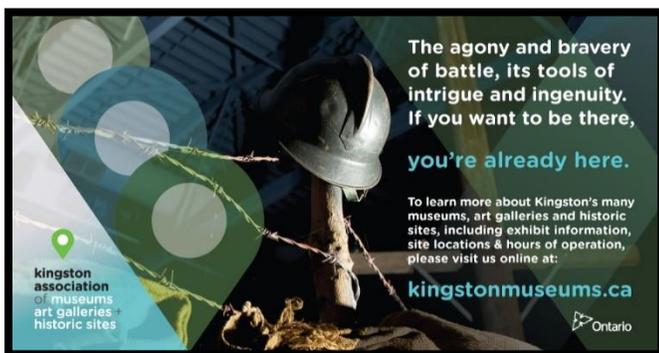
This element of our marketing initiatives is our basic service package. All members in good standing will have access to outreach, advocacy, and engagement support, as well as staff and volunteer support as part of their membership fees. This includes: member listing on website member map, opportunities for participation/representation at KAM-led collaborative events; annual member brochure swap; presence at in-market promotions/show cases; access and use of Visit Local wordmark; cross-promotional support and engagements with community partners like Tourism Kingston, and other local media outlets.

## Visit Local wordmark

At KAM's request, Kingston Downtown BIA created a Visit Local wordmark/graphic for KAM and KAM members. This wordmark follows the brand thematic of the Shop Local campaign they developed in support of Kingston merchants and businesses. Visit Local is our campaign theme for 2021 and we will be using this wordmark as a part of all our promotions and activities. All KAM members (whether or not you opt-in to our paid marketing product) will have access to this graphic, and we encourage you to use it, as well as the hashtag #visitlocal, alongside #kingstonmuseums, as part of your promotional activities.



## Take a Closer Look Poster Campaign – 2021 Reboot



This poster campaign highlights individual cultural heritage sites, offering an image and intriguing riddle describing the site in question, and reminding the viewer that if they are seeking cultural heritage experiences, its already right here, in the Kingston area. Directed towards local Kingstonians and residents from KFL&A, these posters will be located on waste/recycling depot stations throughout the downtown area and along Kingston Transit route stops. Each poster will highlight an individual site,

and will be updated with KAM's brand colours. They will be installed for May 2021, and will stay in place until Spring 2022. Participating sites will need to submit an object/gallery photograph and provide 2-line riddle text (within the required format).

## Kingston Downtown BIA Lamp post Banners

These downtown lamp post banners are directed towards pedestrians and drivers within the downtown core. There are 10 locations (2 banners per location) available along King Street and Clergy Street, and will be in place April – September 2021. Banners will be of simple design – featuring the name of the participating site and the Visit Local graphic, with KAM brand colours, and can be used again in future. Because of the limited spots, banner participation is only available to Marketing Partners on a first come, first served basis.



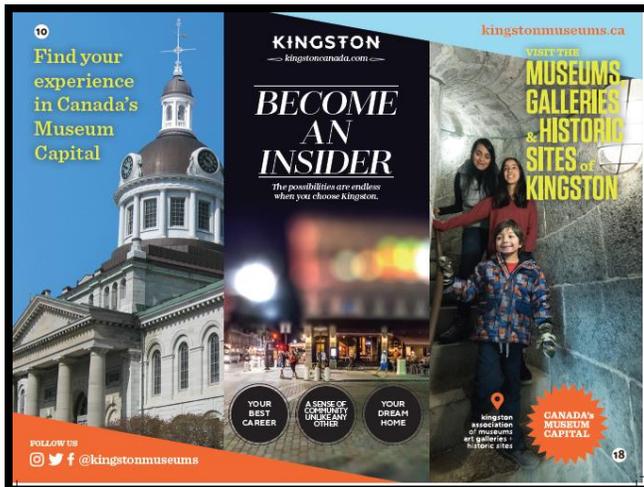
## Love Kingston Marketplace Booth



From June 4<sup>th</sup> until September 3<sup>rd</sup> 2021, KAM will host a Love Kingston Marketplace booth every Friday, 9-5pm. The purpose of this booth is community outreach – to bring our museums, galleries and historic sites to the heart of downtown Kingston. A different KAM member site (or sites – you can book jointly with another site) will take responsibility for staffing the booth/hut and animating it for a single day. The hut is a 3-sided stall with an open back, canvas roof, serving window/ledge and is 8' x 9' in size. KAM will provide hand sanitizer,

disposable face masks, and water. **Costumed interpretations, demonstrations, travelling exhibits – its up to you!** We have 14 dates to fill – priority will be first given to marketing partners, then to marketing participants. Interested members will be required to commit to a specific day and provide a brief description about how you intend to animate the booth and engage audiences. This feature is ideal for those sites who will not be able to be open to the public in 2021, or who are difficult to access.

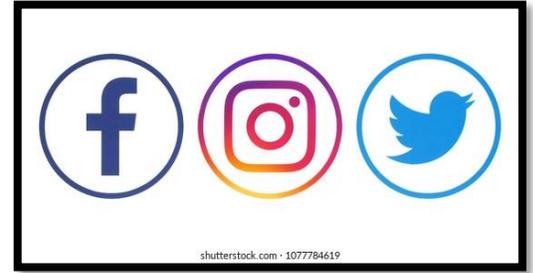
## KAM Brochure



KAM's 2021 brochure will be updated with our new brand colours, Visit Local thematic, photographs, location map and site information. We will be printing 5000 for 2021. To ensure long-term viability of this product, specific site hours will be removed, and instead visitors will be directed to the site's website for information. KAM brochure participation includes VIC racking fees, and other negotiated distribution sites throughout Kingston and area, as well as KAM member sites. This year we have offered our back panel to Tourism Kingston to help promote Love Kingston/Shop Local recovery campaign. The brochure is KAM's original marketing product and one of the founding purposes of our organization!

## Social Media

KAM maintains three social media platforms – Facebook, Twitter and Instagram. Alongside responsive posting and cross-promotional posting of member activities, this feature will include three specific social media campaigns for 2021, each of which includes organized and thematic/programmatic posting schedules across platforms. Participating members will be required to share images and content for the posts.



- 1) **May is Museum Month Campaign (May 2021):** Intended to help launch the 2021 opening season, and to focus community attention towards museums, galleries and other public exhibition sites. Includes: International Museum Day and Museum Week (virtual festival).
- 2) **Site Twinning Campaign (June, July & August 2021):** This campaign will ‘twin’ a KAM member site with another within KFL&A region (within driving distance), highlighting connections, juxtapositions, etc. between the sites, supporting an itinerary approach to cultural heritage visitation within the region.
- 3) **Urban Geography/Exploration Campaign (September & October 2021):** Participating sites will highlight specific features, spaces, places in and around the Kingston area through their own collection or thematic lens, to encourage local exploration and walking outdoors.

## Cogeco Public Service Announcement/Community Message



In regular play, including during OHL Hockey games, this video advertisement provides teaser images of multiple cultural heritage sites, and provides direction to the KAM website in order to learn more about our individual members and their sites. KAM is also developing a regular media/interview program with YourTV to highlight a different cultural heritage site.

## KAM Web Presence and Blog

All KAM members are listed on our **Explore Members Map**, but paid marketing partners and participants will also have their own member sub-page to populate and access to our Event Listings calendar. Marketing partners and participants will also be featured within our **Visitor-in-Residence Blog** articles, and be able to submit article content for online publication.

