



kingston
and area
association
of museums
art galleries +
historic sites



KAM Collaborative Marketing

KAM's marketing program 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. KAM's collaborative marketing is a versatile, "launchpad" brand, it is not intended to inflect or inform individual member brands, but rather to complement and amplify them; for those sites with smaller resource infrastructures and limited marketing capacities, the KAM marketing program can provide a substantive marketing package.

Looking ahead to 2022, cultural tourism capacities, demographics and markets will continue to be asymmetrical (re-opening and recovery is occurring in the same way in different locations) and vulnerable to COVID-19 disruptions. Our target regional audiences remain focused on KFL&A as well as our membership geography; a radius emphasizing regional daytrip visiting approaches. Our core message is to remind and inspire residents to rediscover and re-engage with local cultural heritage experiences (those which are currently available, as well as those which will return once again in the near future) and to support other domestic and international visitors (as they return).

KAM continues to work in partnership with Tourism Kingston – whose key focus is national and international demographics – to better integrate and promote cultural heritage as an important part of cultural tourism in this region. KAM also continues to build connections with other regional DMOs and BIAs (appropriate to our membership geography) to better promote and connect our member sites. For 2022, KAM will continue to promote our **Visit Local** and **Take a Closer Look** brand thematic.

We strive to offer high value, but reasonably costed marketing services and products. Our ability to offer reasonable rates for a wide range of features is, of course, dependent upon the number of members who participate in them. Please note: some marketing features may not ultimately be available in 2022, as they are dependent on sufficient member participation. We encourage all our members to review their marketing and audience communication needs for the upcoming year, as well as consider how best to position themselves for market recovery in 2023 and beyond.

Members can participate as **Marketing Partner**, which provides comprehensive participation in KAM marketing initiatives for \$625.00 (+HST), or as **Marketing Participant**, in which members can pick and choose from a menu of individually priced marketing features. All members in good standing have access to a **Basic Service Package***, which includes Outreach and Engagement/Staff and Volunteer support as part of their membership fees.

2022 Features

Outreach and Engagement/Staff and Volunteer Support*

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 name 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, such as Cogeco TV and local podcast programs.

“Visit Local” wordmark (Graphic File)*

Produced by Kingston Downtown BIA in 2021 for exclusive use by KAM members, this wordmark highlights a core theme of KAM marketing – local audiences engaging with local cultural heritage. 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.



Cogeco Community Television*



Public Service Announcement: 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 to learn more about our individual members and their sites.



YourTV – “Kingston Treasures”: This ½ hr community television series was introduced in 2021 and featured various cultural heritage sites and initiatives within the region. KAM members once again have the opportunity to participate in this initiative in 2022. If you are interested, please contact -Bill Visser (bvisser1@cogeco.ca).

KAM member Vinyl Window Decal* (New for 2022)

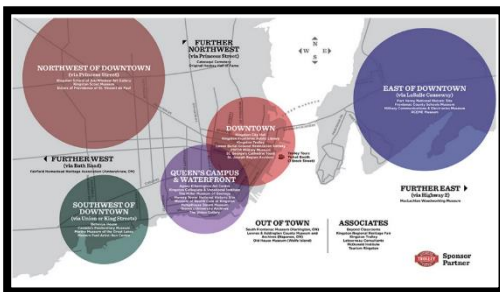
Here at KAM, we are rather keen on our members, and we hope the feeling is mutual! Share the word with your visitors, colleagues, and stakeholders that you are a proud member of KAM by posting this vinyl decal in a public location or enjoy in your private office area.



Collaborative KAM exhibit at Fort Henry*

In 2021, KAM (in partnership with Fort Henry as host site) facilitated the creation of a collaborative exhibition featuring a small variety of member sites and object examples. The purpose of this exhibit served as a launchpad installation, designed to encourage visitors (already at Fort Henry) to explore other cultural heritage sites and locations within Kingston, as well as directing visitors to explore the KAM website to discover even more cultural heritage engagement opportunities. This exhibit was organized as a COVID-19 recovery tactic and helped local sites to engage with visiting publics, even if they themselves unable to open to the public due to COVID-19 impacts. This exhibition will continue in 2022 opening season.

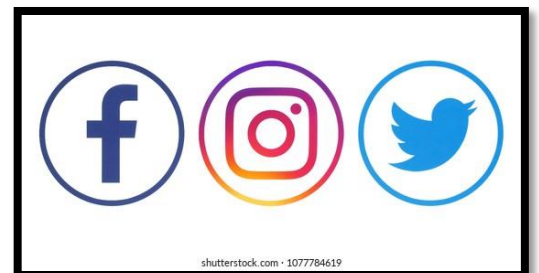
KAM Web Presence and Blog



All KAM members are listed on our **Explore Members Map**, but **Marketing Partners** and **Marketing 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. In 2022, the KAM website will be updated to Drupal 9 framework which will allow new and exciting web features. Stay tuned!

Social Media Campaigns

KAM maintains three social media platforms – Facebook, Twitter and Instagram. Alongside responsive posting and cross-promotional posting of member activities, this feature will include five specific social media campaigns for 2022, 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) **“Take a Closer Look...and Visit Local” (April – May 2022):** This campaign embraces our brand thematic and will flow into a **“May is Museum Month”** (Ontario Museum Association) sub-theme. The purpose of this campaign is to help audiences re-learn, re-engage, and re-connect with cultural heritage sites and organizations following pandemic restrictions in early 2022.

While we want to encourage return to in-person visitations, it can also serve to highlight site digital resources as well – depending on where we are as a community.

- 2) **“International Museum Day – The Power of Museums” (May 18th, 2022):** This year’s ICOM event, explores the potential of museums to bring about positive change in their communities through three lenses: sustainability; digitalization & accessibility; and community building through education.
- 3) **“Storytellers of Kingston and Area/Stories of Wonder” – (June, July, August 2022):** this campaign will highlight KAM member sites over the course of prime tourism season – positioning sites as experiential storytellers.
- 4) **Museum Week 2022 (June 13-19, 2022):** This year Museum Week explores three key themes: culture, society and innovation, and our mini social media campaign will connect KAM members to the established daily hashtags.
- 5) **“Autumn Explorations” (September & October 2022):** The purpose of this campaign is to connect a member site in terms of their thematic content with an outdoor location anywhere within the KAM membership area. It is meant to encourage people to go out, walk, explore and conceptually connect spaces in their communities with museums and cultural heritage sites.

KAM Collaborative Site Brochure

The KAM collaborative site brochure is the original KAM marketing product and one of the founding purposes of our organization! Our brochure has evolved a lot over the years in structure and design,



and we continue to review and update its design on an annual basis. In 2022, we will once again be printing 5000x for distribution. Our brochure includes a site location map, descriptive site legend, and website/digital information. Our brochure feature has traditionally included (paid) brochure racking at Tourism Kingston’s Visitor Information Centre (VIC). In 2022, KAM is participating in the **TK Enhanced Brochure Racking** program, which includes not only racking at the VIC, but also other TK-run racking site (INVISTA, Portsmouth Olympic Harbour, YGK airport), and TK-staffed event booths. KAM is also negotiating other brochure racking locations, outside of Kingston, but within our membership area, and KAM staff will organize a KAM member brochure swap in April/May 2022.

Visitor Information Centre (VIC) Digital Ads (New for 2022)

Part of the TK Enhanced Brochure Racking program, KAM will also have digital ads running over the four 43-inch ad display screens inside the Visitor Information Centre (VIC). Digital Ads run on 20 rotations per hour to ensure maximum visibility. While these ads will be more general with the purpose of directing visitors to the KAM brochures and our website (for a full listing of member sites) – Marketing Partners will be highlighted as particular site examples within these digital ads.



“Visit Local” Vinyl Window Decal (New for 2022)



Similar in intent to Love Kingston’s neon-hearts (seen in the windows of local businesses), our **Visit Local** vinyl window decal can be deployed as a visual communication tool to reiterate the importance of building strong connections between local communities and their cultural heritage sites; as places of discovery and re-discovery through ongoing visiting practices.

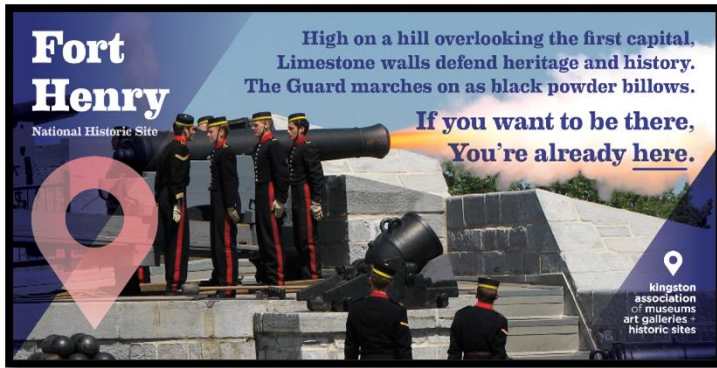
Downtown BIA Lamp post Banners

These downtown lamp post banners are directed towards pedestrians and drivers within the downtown cores. These vibrant banners are of simple design – featuring the name of the participating site and the Visit Local graphic, with KAM brand colours. They are printed on high-quality vinyl and can be used again in future years. For members outside of the municipality of Kingston, KAM is negotiating banner installation for appropriate sites in the following urban centres: Gananoque; Napanee and Smiths Falls. Please note: KAM is currently negotiating locations and space availability with BIA. Please stay tuned for updates about this marketing feature.



Creative Display – Billboard Digital Advertising (New for 2022)

“Take a Closer Look” Poster Campaign



For 2022, KAM is transforming our **Take a Closer Look poster campaign** into a digital format with Creative Display at their Ontario Street billboard location. KAM ads are set to a half-rotation rate (440 rotations daily) for a 12-week period (June-August). The Ontario street location reaches approximately 157,000 viewers weekly. The format of this poster campaign will take the same design aesthetic as the 2021

campaign highlighting 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. Printed posters will also remain installed on waste/recycling depot stations throughout the



downtown area and along Kingston Transit route stops for 2022. Sites who



are participating in this feature for 2022, are required to submit an object/gallery photograph and provide 2-line riddle text (within the required format). Sites who participated in this feature in 2021 have the option of updating their image for the digital advert.