

JOUR 460: Research Methods in Strategic Communication

Executive Summary

Jenna Haith

The Hallmark Visitors Center (HVC) provides historical information on Hallmark's past achievements and also educates the visitors about the Hallmark brand. Currently, the HVC has a profile of retirees and young families that visit the center. J460 has created this campaign to help the HVC become an innovative and relevant company in the lives of millennials. J460 targets anyone who has an interest in Hallmark, millennials, millennial moms and their children. These audiences are necessary for the HVC because this generation was raised during the development of the digital world. Targeting to millennials will help HVC create a sense of connection with them and provide an everlasting impression on their lives. This campaign provides two objectives to help our client reach this goal: attract millennials (late 20s to early 30s) to the HVC and increase traffic to the Gold Crown store at the mall after visiting the HVC.

This campaign will reveal the HVC as an emotional, memorable and interactive experience. After utilizing secondary research information, we were able to conduct a focus group and create a survey. We used convenient sampling to administer a successful focus group of six millennials. We launched an online survey, directed towards millennials, which was completed by 913 respondents. The focus group and survey were coded and transcribed to help better understand the data. We obtained a lot of quality feedback. After a deep examination of our findings, we would like to recommend some suggestions on how the HVC can attract more millennials.

First, this campaign will improve the HVC social media, including its website. Next, it will revamp the inside of the HVC to become a more interactive and hands-on

experience, generating an atmosphere that will resonate with the millennials. The campaign will create lively social events that will be held in the HVC, specifically for millennials.

Millennials are a very tech savvy group of people. They stay connected using social media. Social media is very important for learning and gaining information on certain events or products. The HVC should consider embracing millennials beliefs and values. To attract millennials to the HVC website, you should consider using eye-catching visuals, gifs and making it interactive. Also, creating more social media accounts and posting frequently to them will increase the HVC reach, impressions and shares. In tern, this will help create buzz and word of mouth advertising. The HVC should consider adding exhibits that are interactive and hands-on. This will generate curiosity and enjoyment for the visitors. It will also excite millennial mothers to take their children to visit the HVC.

Millennials love receiving free things, drinking, socializing and listening to music. Millennials want to have experiences that they will remember and want to tell others about. The HVC should consider emphasizing its free admission on its social media. Another suggestion is to have a bar in the HVC so that millennials can sip on their favorite drink while touring the HVC. Also, holding a concert or some sort of live music will help to lure millennials to the HVC as well. Considering these recommendations will be key to attracting more millennials to visit the HVC.

These suggestions come with a good reputation and possible earned media through word of mouth. Creating a concert or setting up a bar will really spice the place up and make it more appealing to millennials. However, as a result of these suggestions,

there comes a little concern. To bring this generation into the HVC, you should consider increasing your budget. Managing a concert and manning a bar will be a bit pricey, but it will be worth it in the end. Also, families with younger children might consider not visiting the HVC because they might feel that it could be too much for their children to handle. However, the HVC has always promoted itself as family oriented and kid friendly. We believe this campaign will help the HVC develop an innovative, captivating and personalized profile that will draw millennials to visit the center.