15 AUGUST 2022

ACE

*communication*

*workshop 2/2*
STRUCTURE

1. Positioning
2. Goals
3. Activations
Goals
Let’s segment our goals based on our audiences
AUDIENCE
To know: to know our portfolio and past experiences, that we are worth the investment, that we are professional, that we produce high quality work, our financial model depends both on funding, as well as other self-generating methods (rent and selling work), that are providing a public service.

To feel: good about giving to the community, belonging to groups that are outside strict political entities, proud, hopeful, trust in an entity that is doing something honest and true, achieved, accomplished, powerful.

To do: to be part of this adventure, to give generously and continuously...

To know: Koon is a theatre space that develops multi-talent performing arts, dealing with socio-political issues. That we aim to have an important role in social change, that we provide quality content, that we are experimental in our approach.

To feel: Feeling ownership, inspired, be involved, belonging to a community, to have fun, proud to belong to the community, active.

To do: Buy our books, recommend our training program, come to presentations, become members, supporting financially.

To know: to learn about opportunities, open calls, networking events, to know about our programs. We are able to support them through our network and resources, we can offer advice given our experience and knowledge, that we are a safe space for artists and creatives.

To feel: empowered, fully equipped, capable, connected, supported, activated, belonging, responsible, trusting and sharing.

To do: to create work, to inspire other artists, to be creative, experimental, daring, try new practices.
Goals:

Short term (Year 1):

•

Long term (Year 5):

•
Obstacles:

•
Resources:

•
A communication strategy is a plan of action deploying a set of tools.
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A communication strategy’s basic components:
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A communication strategy’s basic components:

- Tone of Voice
- Visual Language
- Channels
A communication strategy’s basic components:
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A communication strategy’s basic components:

- **TONE OF VOICE**
  - name
  - text
  - hashtags
  - slogans
- **VISUAL LANGUAGE**
  - image
- **TIMELINE**
  - when?
- **CHANNELS**
  - where?
A communication strategy’s basic components:

- **TONE OF VOICE**
  - call to action
  - hashtags
  - text

- **VISUAL LANGUAGE**
  - name
  - typography
  - logos

- **TIMELINE**
  - when?

- **CHANNELS**
  - where?
A communication strategy’s basic components:

**TONE OF VOICE**
- text
- hashtags
- slogans
- name
- typography
- logomark
- pictogram

**VISUAL LANGUAGE**
- color scheme
- photograph
- map
- illustration
- infographic
- graphic element

**TIMELINE**
- when?

**CHANNELS**
- where?
- online
  - youtube
  - instagram
  - website
  - email
- offline
  - press ad
  - billboard
  - lookbook
- document
  - brochure
  - poster
  - advertisement
  - product placement
A communication strategy’s basic components:

**TONE OF VOICE**
- text
- call to action
- hashtags
- slogans
- name
- typography
- logomark
- graphic element

**VISUAL LANGUAGE**
- image
- photograph
- map
- illustration
- infographic

**CHANNELS**
- online
- offline
- when?
- where?
- press ad
- billboard
- lookbook
- brochure
- poster
- tv
- advertisement
- product placement

**TIMELINE**
- duration
- activation
- calendar
- frequency
- peak time

**where?**
- online
- offline
- press ad
- billboard
- lookbook
- brochure
- poster
- tv
- advertisement
- product placement

**VISUAL LANGUAGE**
- graphic element
- illustration
- infographic

**when?**
- online
- offline
- press ad
- billboard
- lookbook
- brochure
- poster
- tv
- advertisement
- product placement
Editions Motifs provides publishing services, mainly literary criticism, feminist publications, and art books, to forward critical thinking and create a dynamic between intellectuals, engaged writers, academia and readers in a creative, collaborative and militant environment with a young and determined voice, helping them feel heard with a presence and impact in the publishing field and cultural scene.”
THE MESSAGE
What do you want to say?
What do you want to say?

To locate our messages, we need to go back to our positioning statement.
Revisit your positioning statement and from it an idea, statement, or question you want to communicate with your audience.
Read it out loud
Now really tell us what you want to say. What is it that you want to change?
THE TONE
Tone of voice is how the character of your work comes through in your words, both written and spoken. It’s not about what you say, but rather the way you say it, and the impression it makes on everyone in your audience who reads or hears you.
What’s your tone of voice?
What’s your tone of voice?

To define our tone of voice we need to go back to our audiences
Donors

To know: Our values. This is a space for giving to the community, and we are making a change

To feel: Proud, helpful, appreciated, valued, empowering

To do: Support, to spread the word

Volunteers

To know: they are indispensable in actively making change happen

To feel: valued, responsible, autonomous decision-makers with agency, proud

To do: be active, be involved, to own the center, to spread the word

Participants

To know: the center is made for them

To feel: welcome, safe, comfortable, heard, understood

To do: to participate, to voice their needs and expectations, to engage, to show respect and tolerance, to spread the word
Donors

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Tone
• Warm and welcoming but also firm with regulation
• Engaged but not militant
• Casual but with boundaries
• Serious but not grim
• Proud but not bragging
Messages

• Promoting local and international Art and Culture
• Tolerance (ex. no racism)
• Accessibility (ex. equal access to disabled people)
• Education
• Safety (ex. against domestic violence)
• Kindness and respect
• Change
• Knowledge

Tone

• Warm and welcoming but also firm with regulation
• Engaged but not militant
• Casual but with boundaries
• Serious but not grim
• Proud but not bragging
VISUAL LANGUAGE
Your visual language is a particular set of characteristics that define your visual communication.
Flashy and neon colors (used with restraint) communicate an evocative, emotional and warm feel.

Bright flashes of light and holographic visuals give an interstellar vibe.

Subtle references of gamer/geek culture relate to the advent of the tech generation.

Institutional Attitudes

Dread

The Dizziness of Freedom

Johannes Zolkie (ed.)
DIRECTION 1 - COLOR SCHEME
DIRECTION 1 - TYPOGRAPHY

EASTERN AIR L
BRITISH AIRL
THE 757 IN CO
SERVICE IN 1983.

KRAFTWERK • COMPUTER WORLD

DAFT PUNK ONE MORE TIME

DIRECTION 1 - TYPOGRAPHY

STUDIO SAFAR, 15 AUG 2022, CONFIDENTIAL

Simple LL, 2004, Simple Type Specimen, NORM & Simple Koeln/Born

STUDIO SAFAR, 9 MAY 2018, CONFIDENTIAL
DIRECTION 1 - VISUAL STYLE
3 MOODBOARD

MATTER-OF-FACT

FORTHRIGHT

BLUNT

Onkruid

MUPSI is a celebration of art and music in a setting like no other: a
contemporary art gallery with its historic setting.

The first year was a success of where MUPSI has grown in the past
years. A place where contemporary art dialogues with its historic setting.

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Deployment
Deployment
Deployment
Deployment

ONLINE

facebook
instagram
youtube
website
email newsletter
linkdin

OFFLINE

flyer
press ad
poster
zine/program
brochure
Timeline
The Social Media Frequency Guide: How Often to Post to Facebook, Twitter, LinkedIn And More

Kevan Lee
VP of Marketing @ Buffer

11 min read
The optimal frequency for posting on social media

“To ‘know’ the BEST is an impossibility. You can only predict and measure.”
One of the keys is consistency
Manage Page

Studio Safar

Overview

Page summary Last 7 days

Results from 16 Jul 2020 - 22 Jul 2020
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Actions on Page
16 July - 22 July

1 Total actions on Page ▲100%

Page Views
16 July - 22 July

41 Total Page views ▼2%

Page previews
16 July - 22 July

1 Page previews ▼67%

Page Likes
16 July - 22 July

11 Page likes ▲1000%

1,528 People reached ▲831%

Recommendations
16 July - 22 July

Post engagement
16 July - 22 July

Post reach
16 July - 22 July

Story reach
16 July - 22 July

Get story insights
See stats on how your Page’s recent stories have performed.

Learn More

Promote

Home
Inbox
1 new message and 21 new comments
Resources & Tools
Manage jobs
Notifications
35 new
Insights
Publishing Tools
Ad Centre
Page quality
## Your 5 Most Recent Posts

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>17/07/2020</td>
<td>Pandemics, policy, and economics try to dampen the fact that we have</td>
<td></td>
<td></td>
<td>1.3K</td>
<td>48/70</td>
<td>Boost post</td>
</tr>
<tr>
<td>16/07/2020</td>
<td>Issue 5, Migrations, has finally reached the homeland. Stay tuned</td>
<td></td>
<td></td>
<td>344</td>
<td>11/9</td>
<td>Boost post</td>
</tr>
<tr>
<td>24/06/2020</td>
<td>Yes— Some logos are still designed, drawn, lettered and</td>
<td></td>
<td></td>
<td>616</td>
<td>93/17</td>
<td>Boost post</td>
</tr>
<tr>
<td>14/04/2020</td>
<td>We've decided to share our Statement of Accounts with</td>
<td></td>
<td></td>
<td>2.4K</td>
<td>372/75</td>
<td>Boost post</td>
</tr>
<tr>
<td>18/03/2020</td>
<td>Everything under Covid control (Missing @sneaverbeaver)</td>
<td></td>
<td></td>
<td>299</td>
<td>14/3</td>
<td>Boost post</td>
</tr>
</tbody>
</table>

See All Posts
YOUR TOOLS AND RESOURCES

Professional Dashboard

Track Your Performance
You reached 9,859 accounts in the last 30 days, +74.7% compared to Sep 3 - Oct 2.

See all insights

Grow your business

Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. Learn More

October 15 at 5:02 AM

❤️ 597
💬 12
👇 4
👇 55

Overview

Accounts Reached
6,633

Content Interactions
668

Profile Activity
147
Gender

- 64.5% Women
- 35.5% Men

Top age ranges

- 25-34: 55.2%
- 35-44: 21.0%
- 18-24: 16.8%
- 45-54: 4.6%

Followers and non-followers

Based on reach

- 7,997 Followers
- 1,862 Non-followers

You reached +96.3% more accounts that weren't following you compared to Sep 3 - Oct 2.

Content reach

- Posts: 15.2K
- Stories: 2,402
- IGTV Videos: 23
THANK YOU