ABSTRACT

CREATIVE PROJECT: Using Transmedia Storytelling and Marketing to Increase Engagement with the David Owsley Museum of Art

STUDENT: Chao Wang

DEGREE: Master of Arts

COLLEGE: Communication Information and Media

DATE: July 2018

PAGES: 61

This creative project is designed to explore how multi-platform storytelling can help the David Owsley Museum of Art (DOMA) increase audience engagement, as well as generate awareness and attract potential visitors. This creative project has three goals: 1) identify and understand the demographics of the DOMA audience through ethnographic research; 2) evaluate DOMA’s existing programs, events, and offerings through surveys of attendees; 3) develop a transmedia marketing campaign that includes digital and physical platforms to increase audience engagement. Ideally, after the completion of the creative project, there will be an increase in DOMA visitors, as well as greater diversity among audience members who participate in DOMA’s events.