

CAMPAIGN MESSAGING

Messaging

The CultureCount campaign will focus on these key messages:

- CultureCount provides a useful public service, for the greater good, that should be utilized. (A trusted source of information.)
- **Culture counts**, and everyone should care (culture has huge impact on all facets of business and community). Focus on community (quality of life) and economic impact of culture, and why it is important to track it and analyze it. Whether they realize it or not, everyone is counting on culture.
- **Do you count? Does your organization count?** Everyone should make sure they are properly represented in the database.

The creative messaging strategy of the CultureCount campaign focuses on speaking directly to specific audiences, using the same language/approach in all ads.

Examples: *Think your library counts?*
 Think your nonprofit counts?

The messaging can also be state specific.

Example: *Does culture count to Connecticut?*

The messaging is also intended to play off of the “count” theme – that is, to keep a tally of who and what has been “counted”. **Therefore, materials should be updated to reflect this as the CultureCount data grows.** Word templates have been provided that allow the numbers to be updated – for New England and for specific states.

There are two basic “calls to action”:

- To encourage people/organizations to “get counted” and add themselves to the site: *Think you count? Make sure you do.*
- To encourage people/organizations to utilize the site and its data/search capabilities.