1. Vimeo/YouTube: I would like to use video marketing for a variety of purposes: the format of vimeo/YouTube is highly variable; videos can be embedded in websites, on Facebook pages, in Facebook posts, on twitter, and are independent too. Videos are concise: so much information can be communicated in an easily digestible format: it engages audiences through multiple senses. Furthermore, I would like to develop vignette/montage style videos and I would also like to create a collection of artist POV videos too. Creating artist POV videos will also encourage the featured artists to help promote Cloud.Break, and nothing is more valuable than word-of-mouth advertising. 

[Vimeo: https://vimeo.com/cloudbreakers]

2. OPB Oregon Art Beat: I would like to contact Oregon Art Beat and request that they do a TV interview and review of the group of artists I work with via Cloud.Break. Furthermore, I would like to introduce the festivals and community groups I work with via Cloud.Break through this TV programming. Andrew Zeutzius, a pointillism artist I have worked with for the past three years, has been contacted in the past regarding Oregon Art Beat, but he has not followed through with this opportunity. The number and diversity of individuals that can be reached through television programming is immense. Another strength it that this method of marketing has a built-in audience editor: only people interested in Oregon art happenings will be tuning in, by watching the show they are, inherently, aligning themselves as an arts appreciating audience. I work with many different artists whom produce work through a variety of mediums, which offers something attractive to a variable audience.

[http://www.opb.org/television/programs/artbeat/]

3. KBOO Art Focus Radio Interview: I would like to contact KBOO radio and conduct an on-air interview introducing listeners to Cloud.Break and
the plethora of artists I work with and represent (KBOO Art Focus). Similarly to the OPB audience, the number of people that can be reached is massive, and they self-select into an arts appreciating demographic. Like Oregon Art Beat there are two marketing artifacts created: the initial radio/television broadcast, and the recording, which can then be posted on the Cloud.Break website, featured on FB, reposted on twitter, shared, referenced, and featured on the Cloud.Break Vimeo and YouTube channels.

[http://kboo.fm/ArtFocus]

4. Product Differentiation: For my lexicon paper I will be looking at product differentiation. Since I work with summer music festivals as a programming option I am interested in product differentiation in a two-fold manner: first, I would like to develop a marketing/media paradigm that demonstrates the strengths of hiring Cloud.Break because of the unique experience that we create, and, second, I am interested in developing a marketing/media paradigm that empowers consumers to choose which festivals they wish to attend. My friend, Nikita Kozlov, is developing a website called “Manifesti,” which in an online platform that utilizes user generated content to quantifiably rate festival attendee experience. I am unsure how developed the site is thus far, but I would like to conduct an interview with him about how he is analyzing audience experience and what variables he is considering. For the first consideration (what makes Cloud.Break a worthwhile investment because of our uniqueness) I would like to develop an interactive menu that allows potential clients to pick what features they would like developed by Cloud.Break and what it would cost to provide this programming; I would like the final product to be a key feature on the Cloud.Break website.

[http://cloudbreakart.com/]

5. Direct Marketing: For my lexicon paper I will also be looking at direct marketing; I am specifically interested in the efficacy of flyers/posters and flyer/poster design (notably event flyers/posters, i.e. concerts). I have designed a poster, but I am unsure it was successful (in terms of design and generating ticket sales). I would like to analyze effective flyer/poster design, distribution techniques, and evaluation paradigms. Is there a
way to determine if a flyer encouraged an audience member to purchase a ticket? Are their social practices that can generate quantifiable results? Cloud.Break does not host events, we offer programming under the banner of a larger event; therefore, I have never designed a Cloud.Break specific flyer (except for hypothetical events from last quarter). I would like to theoretically dismantle what constitutes successful flyer design and create a rubric of best practice design concepts.