

FUTURE PROJECTS

Culture segments are an important part of marketing!
They let you know your audience and how you can cater to them.

They don't differentiate people from age, race or ethnicity ; it shows people with different mindsets and and it helps the audience themselves understand their inspiration of the culture and the arts.



Trend aware

This segment wants to live a varies, entertaining life of fun and challenges. The participate in a varied array of events and take many risks. Their main reasons for attending art events and workshops are usually because of the social experience and to make sure they are the ones who are up to date in their peer group.

THE BIG IDEA

INTERACTIVE ART

This brings me onto how my idea will integrate the creativity and culture of Bradford. The museum already has art and amazing technology. But I would like to see these two combined together. Combining interactive art and smart technology would be great together and would interest people, past and new visitors.



To integrate the culture of Bradford, the art can be pieces of history from Bradford, art made by people who live here, and art that comes from people who have not been recognised. We can reach out to these artists and they can be from any age, so everyone is included. The art will focus on heritage, culture, while being immersive and capturing the consumers attention.





For marketing, we can use different types of it because for this idea it will include a wide range of ages. Social media marketing will provide the most useful, because mostly everyone nowadays has at least one form of social media.

This is also how we'll bring in our audience and let everyone know what is going on in the science media museum. Posters can also be made and put around the city, along with leaflets and billboards that include information about the events or exhibitions that will take place. These will include location, time, price and what it is all about.

The way this will be successful is the fact that there will be representation from most of Bradford's population. No matter, age, race, religious background or sexual orientation, the immersive art should include and let the consumer realise the ambition and the magic of their community.

A pro of bringing this into the museum is being able to connect to a wider audience and the museum will be able to bring in a more diverse demographic profile.

The Bradford city of culture 2025 is a great achievement for the city and it is appreciated by all of the creative and ambitious minds in Bradford. This city has an extraordinary cultural heritage and it has such a diverse population.