

Adler Planetarium Advertising Pitch





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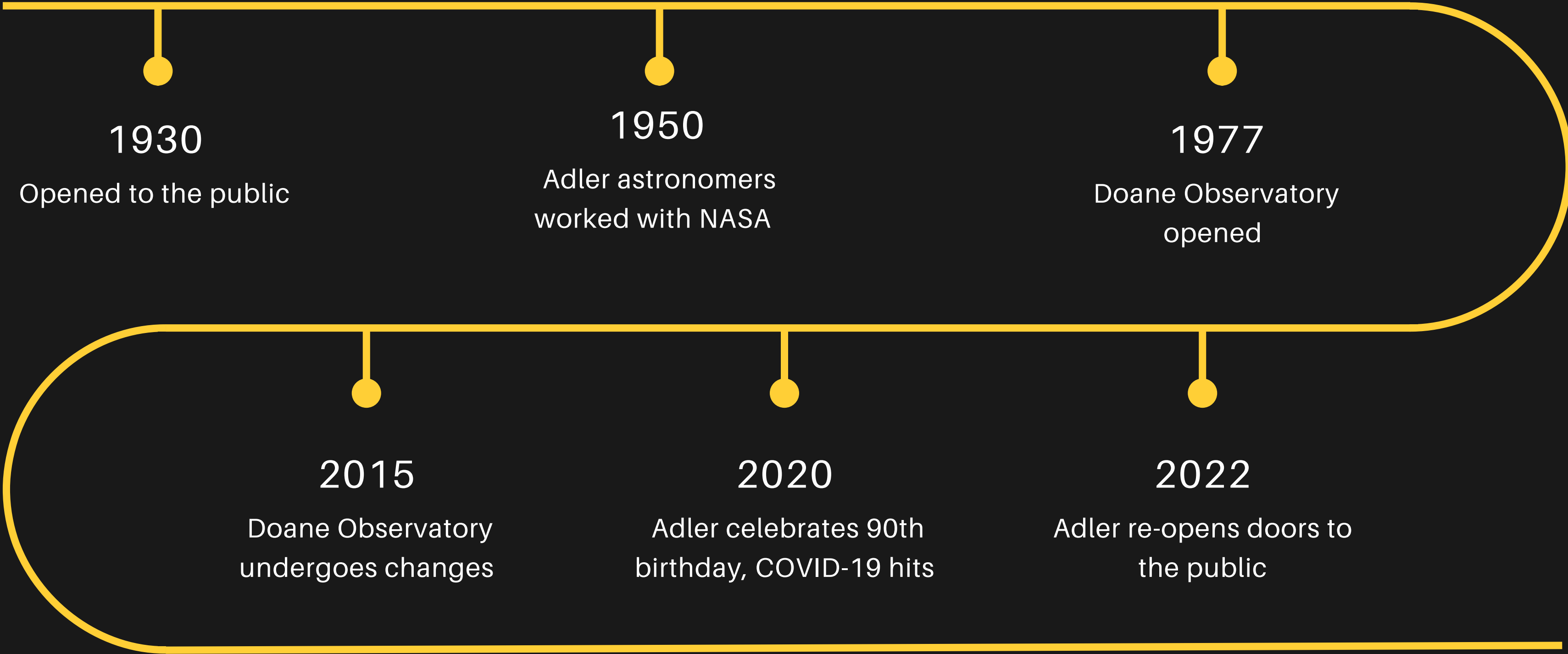


Adler Planetarium

America's 1st planetarium

Connect people to the universe and each other under the sky we all share.

Adler Planetarium History



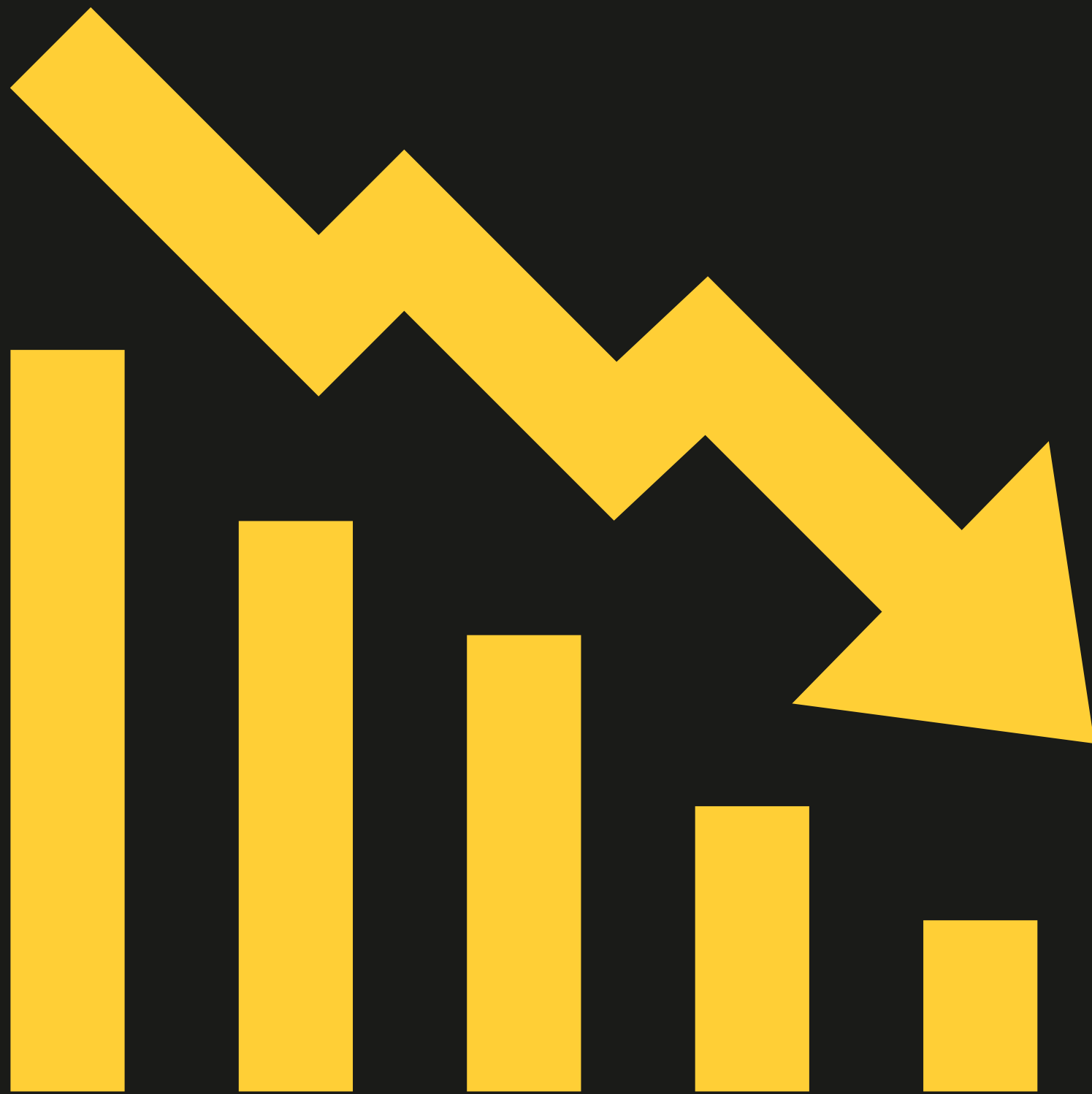
Competition in Chicago

FIELD.
MUSEUM



museum of
science+industry
chicago

Industry trends



- COVID-19 pandemic impact
- American Alliance of Museums, museums in the United States reported a 35% average decline in revenue 2020.
- Museums must be more than buildings

Why Adler?



1st Planetarium
in America



Interactive
aspects for all
ages



Thought leader
in Chicago



The Adams

Located in the Chicago suburbs they love to come up and spend time finding new adventures in the city.

Kimberly (mom)- Age 38

Jeremiah (dad)- Age 36

Emily (daughter)- Age 8

Jermey (son)- Age 12



The George's

Located in Springfield Il. they love taking weekend trips up to Chicago about 4 times a year

Karen (mom)- Age 45

Ryan (dad)- Age 52

Madison (daughter)- Age 15

Robert (middle son)- 6

Gabe (son)- Age 11

Consumer Insights



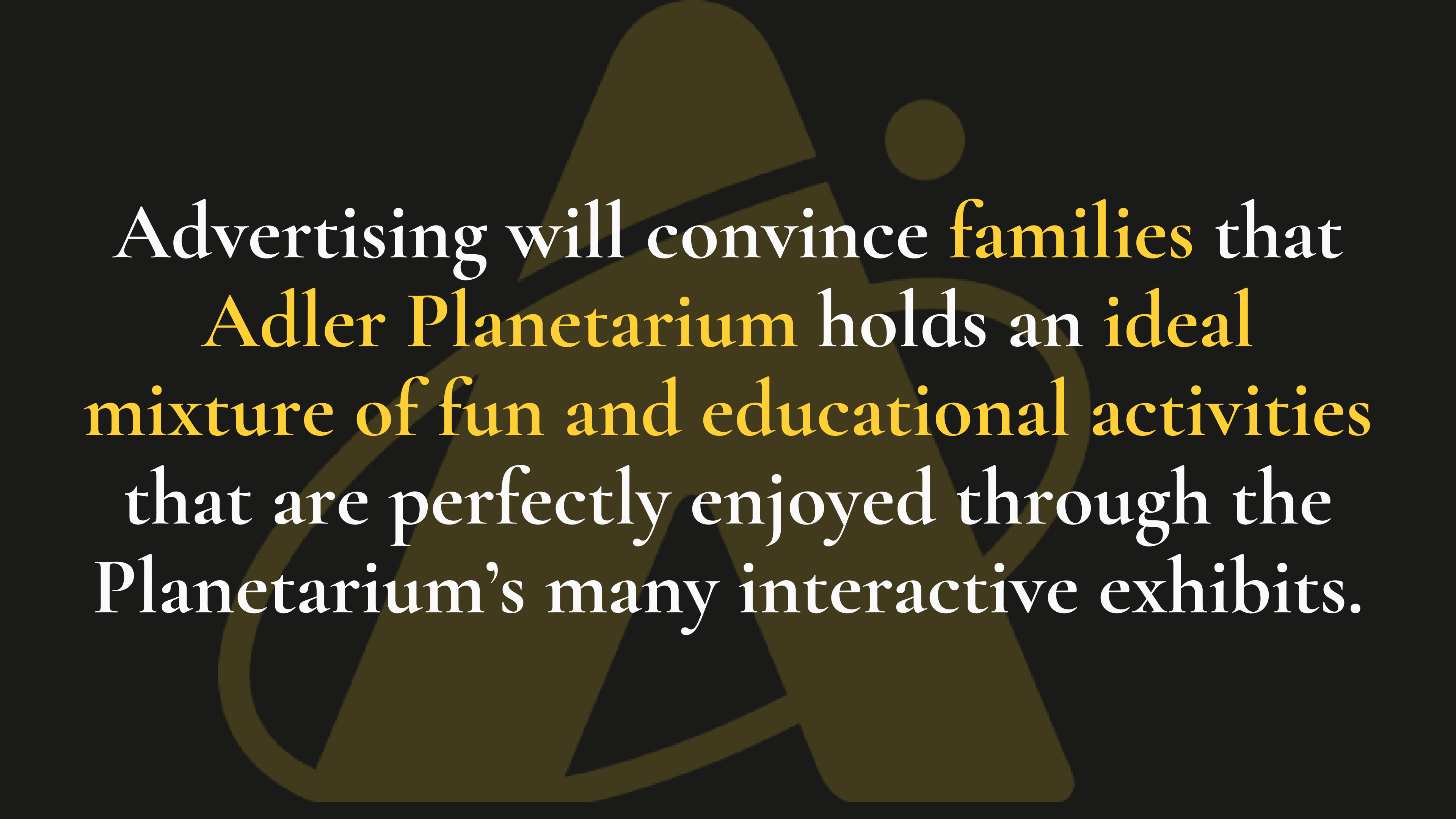
Non-expensive
tickets



Trustworthy
content



Fun for all-ages



Advertising will convince **families** that **Adler Planetarium** holds an **ideal mixture of fun and educational activities** that are perfectly enjoyed through the Planetarium's many interactive exhibits.

Awe in
Adler





Explore the cosmos in
Awe

Media Objectives:

The target audience for this campaign is **families**. In order to reach our core target audience during this high visitor season of the year we must **engage regularly with them**

Media Strategies



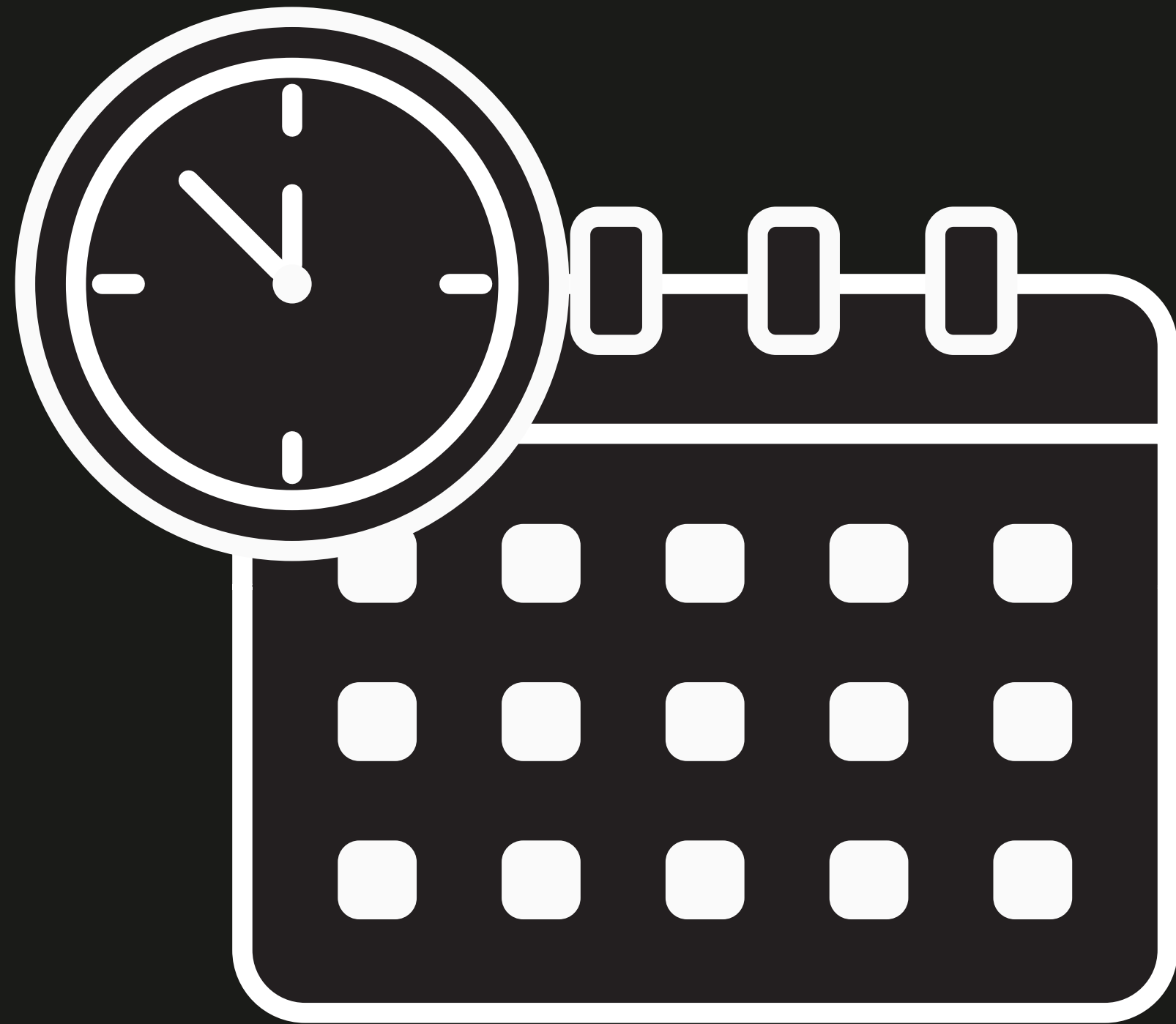
Paid ads



Video content
& blog posts



Influencer
collaborations



Scheduling recommendations

- Continuity ad scheduling option
- Rising Continuity can be used specifically for promoting events that only occur in certain seasons

Media Types

Outdoor Advertisements

- Digital Billboards
- Bridge banners
- Transit advertising

Indoor Advertisements

- Display Advertising
- Social Media Ads
- Email Marketing

Creative Elements

Outdoor Ads



Visit

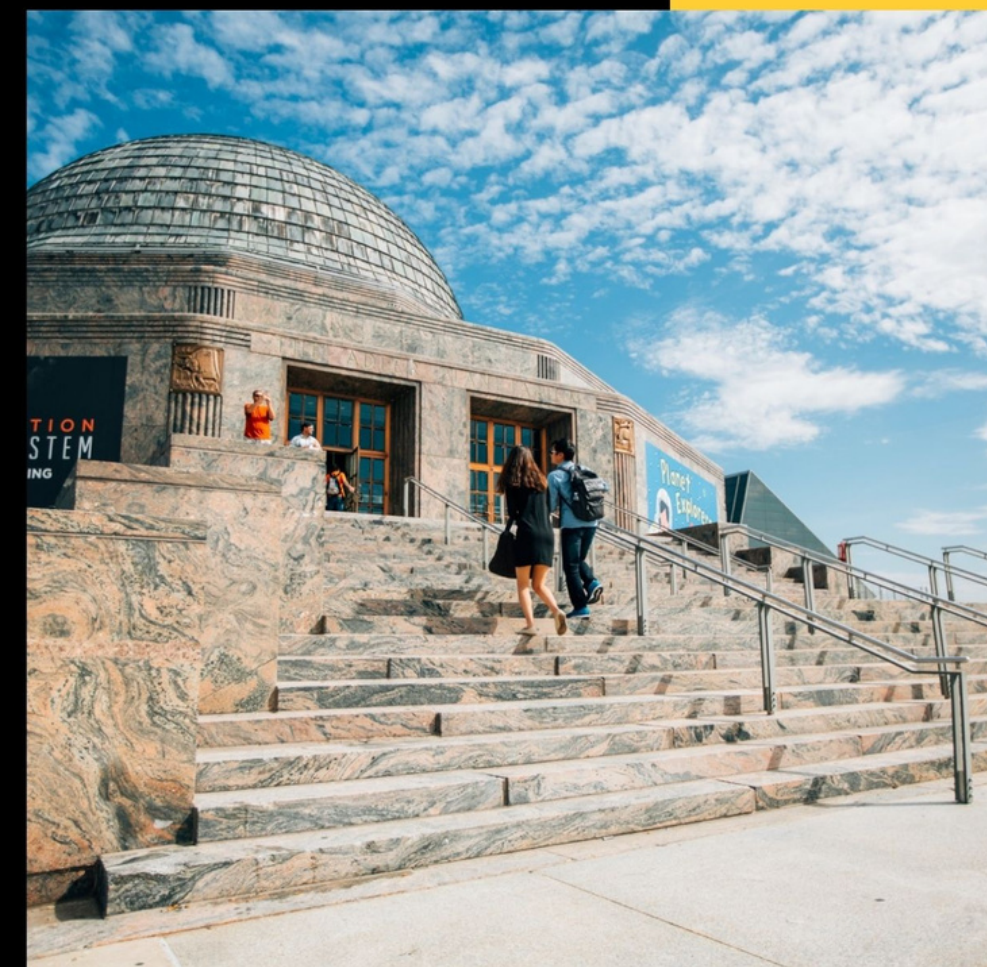


Adler Planetarium

TVISIT ADLER PLANETARIUM
Bring the family and Visit us any day! We are open from 9 AM to 4 PM



Adler
PLANETARIUM



Visit Adler Planetarium with your family. We promise you will be in AWE with all we have to offer. Get your TICKETS NOW!



www.adlerplanetarium.org

TV spot (visuals and script)

Client: Adler Planetarium
Product: Adler Planetarium
Title: Discover the Cosmos
Length: 30 Seconds
Writer: Sarah Thaman

Date: 6/6/2023



VIDEO

AUDIO

- | | |
|--|--|
| 1. 2 CHILDREN ARE SEEN RUNNING THROUGH THE PLANETARIUM ENTRENCE. THEY STOP AT THEIR PARENTS AND CAN BE SEEN EXCITINGLY REACHING OUT FOR THEIR HANDS. | <u>SOUND: Space-theme instrumental adventure music playing softly.</u>
AFTER 2-SECONDS ANNCR: An adventure through the Cosmos the whole family can enjoy. |
| 2. THE ENTIRE FAMILY RUNS TO THE PLANET EXPLORERS ROOM. | <u>SOUND: Instrumental music continues to play louder in the background.</u> |
| 3. KIDS BLAST OFF TO PLANET X AND THE ENTIRE FAMILY TAKES PART IN THE MODERN-DAY SPACE ADVENTURE. | <u>SOUND: Instrumental music continues to play but swells at 12 seconds.</u> |
| 4. EXCITEDLY THE FAMILY RUNS THROUGH TO THE OUR SOLAR SYSTEM EXHIBT | <u>SOUND: Space-theme instrumental adventure music playing.</u> |
| 5. MOM AND DAUGHTER ARE SEEN ADMIRING NEPTUNE AND <u>IT'S</u> MANY MOONS. | <u>SOUND: Space-theme instrumental adventure music playing.</u> |

6. ACROSS THE SOLAR SYSTEM, DAD AND SON ADMIRE SATURN AND CAN BE SEEN STANDING IN AWE.

SOUND: Space-theme instrumental adventure

music playing.

7. EXCITEDLY THE FAMILY RUNS TO THE GRAINGER SKY THEATER.

ANNCR: With more than 12 interactive exhibits for the entire family to enjoy. Adler is the perfect place to find your awe.

8. WONDERING AROUND IN AWE, EACH MEMBER OF THE FAMILY WONDERS TOWARDS THE CENTER WHERE THEY ALL MEET.

SOUND: Space-theme instrumental adventure music playing.

9. FAMILY LAUGHS AND HUGS AS THEY TAKE IN WHAT THEY HAVE EXPERINCED.

ANNCR: Create memories that last for infinity while exploring the cosmos at Adler Planetarium.

10. ADLER PLANETARIUM GRAPHIC APPEARS ON SCREEN WITH BASIC INFORMATION OF PRICE AND HOURS.

SOUND: Space-theme instrumental adventure music fades out.

Creative Elements

Internet Ads



Awe In
Adler Planetarium

Call To Find Out More
312-922-7827

Visit Our Website For More
adlerplanetarium.org

BOOK NOW

Creative Elements

Email Ad

ADLER PLANETARIUM

WHATS NEW?

We are delighted to share updates, new opening, and promotions here at Adler

[LEARN MORE](#)



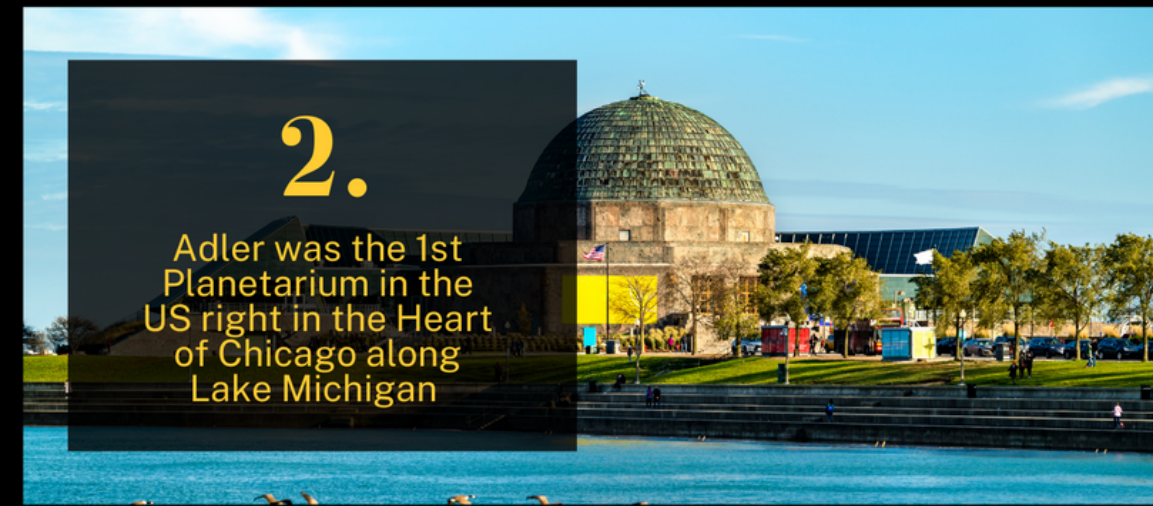
1.

Visit
our
exhibits



2.

Adler was the 1st
Planetarium in the
US right in the Heart
of Chicago along
Lake Michigan



3.

Plan an outing
with your
family to see
our exhibits or
one of our
award winning
sky shows.

LOCATED ON MUSEUM ROW



VISIT US SOON

1300 S. DuSable Lake
Shore Dr.
Chicago, IL 60605

Awe in Adler PR Campaign

- Launch event January 20, 2024
- Awe in Adler community outreach program travels to community events
- Family Saturday's held once a month



Thank you!



Any questions?