

The Children's Rainforest Art Project

Digital Marketing Plan

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Introduction

The Children's Rainforest Project was established in June 2004 by the S.U.C.C.E.S.S. Optimist Club of San Diego to create vibrant healing surroundings for childhood cancer victims. Working together to share common values for the "benefit of the children", Success Optimists and Kaiser Permanente came together to transform their drab pediatric ward into a vibrant, colorful tropical rainforest. The dream of the Children's Rainforest, now a reality, is that a positive, colorful and creative environment should be considered elemental to modern healthcare and healing.

The Children's Art Explorer program formed a unique partnership between the Success Optimists and the San Diego Zoo to provide art activities for childhood victims of cancer. The curriculum that extended beyond the pilot program at Kaiser is an antidote for fear and trauma experienced by family members of cancer victims. The children are introduced to animals and allowed to touch them. They learn art from accomplished artist Joe Nyiri, who teaches with a "whimsical enthusiasm". This program provided the foundation from which the Children's Rainforest Art Experience program was built. Through learning art the children are provided a positive valuable tool that will enhance their lives for years to come.

From May through June of 2007 the Children's Rainforest piloted The Rainforest Art Project at Perkins Elementary School in Barrio Logan. This includes specially selected children with disciplinary problems, learning disabilities, emotional issues, or just uninspired and not performing up to their potential. The children work as a team on a specific mission such as a wall mural, architectural features, a tiled or mosaic bench, table or planter. The students created tiles that were used in a wall mural. Realizing that

they took part in the creation of this beautiful mural that was displayed as a public work of art had quite an impact on the children. The Rainforest School Art Program has since branched out to many more schools.

The overriding objective of the Rainforest Art Project is to instill confidence and self-esteem in the students by creating public works of art and learning lifelong skills. The program teaches multicultural, nature-based art developed within state and national standards guidelines. The students who were involved all showed improvement in attendance, test scores and behavior.

The Children's Rainforest now includes a Community Art Program for citizen artists to create works of art such as signs, murals, planters and bus stop shelters; Family Justice Center program for abused women and children, which deals with mosaic and ceramic; and Selva De Las Artes teaching orphaned children in Baja California technical and design skills for enhancing career potential.

The Children's Rainforest Project offers an archival of student art that family or friends can download and print from the web site. Gifts can be ordered including jewelry boxes, tiles, and t-shirts, with the children's art on them. The web site and blog is the center hub of the "Rainforest art community". Funding is provided by grants, corporate partners and donations from the community.

Macro Environment

The Children's Rainforest Project demographics include middle income families of children with cancer, the children themselves and the healthcare providers such as nurses or administrators that will be using hospital facilities. The demographics for the school art program include multicultural children in elementary school, usually with

emotional or learning disadvantages. The families of these children are usually low income to middle income. The teachers at the elementary schools are included because of their association with the art training program, and can be considered middle-class, college educated and of both sexes. The overall Children's Rainforest activities include women and children who have been abused; community citizens of all ages, genders, races and incomes; and orphaned Mexican children that are low income.

The sponsors for The Children's Rainforest Projects can be considered middle-class to upper-class, middle aged and college educated business people.

Market Analysis

With the market analysis we will determine the attractiveness of the market for healing arts in the children's community, and to understand potential threats and opportunities in relation with The Children's Rainforest Program's strengths and weaknesses.

The market for The Children's Rainforest Program ranges from schools, hospitals, orphanages, libraries and even communities. The CRP has a multi tiered program that has a strong advantage for the San Diego market.

There is the Children's Rainforest Program hub which is located in the Pediatrics Unit at Kaiser Permanente and NICU at Rady Children's Hospital. This is to help provide therapeutic nature based art healing to pediatric units of hospitals. Then they have the Art Explorer Program in which CRP has partnered with the San Diego Zoo and Kaiser Permanente. In this art program the children are introduced to different animals and behaviors, then followed by expert instruction by Joe Nyiri as mentioned above for different forms of nature based art. There is also the School Art program. This is to

inspire students to create hands on, building blocks for creation of strong self esteem, and individuality. Their mission is to create a work of art that will enhance the campus aesthetics. They also hold the Community Art Program accompanied by the Family Justice Center Art Program. These are designed to help provide creative art instruction for projects that that contribute to the aesthetics of their hometown, this also encompasses women and children who have been abused and want to help start a new creative life that reinforces self worth and individuality. CPR's final avenue is through Selva De Las Artes. This is designed to work with orphaned children of Baja California. This is designed to help create self confidence and building blocks to enhancing career potential. The market size for CRP encompasses any and all of southern California. The problem lies in the budget cuts and cut backs on the art programs due to lack of funding.

PEST Analysis

The political factors that influence activities of the Children's Rainforest Project are mostly education regulations that place emphasis on the major educational goals, or "the 3 Rs". Therefore, teachers are finding insufficient time and access to art programs. Teachers who once were knowledgeable in the arts now must be retrained in order to build long-term efficiencies. The goal is to infuse basic education such as science and history in an art curriculum developed within national and state guidelines.

The economic factors that constrain the Rainforest project are primarily the school budget cuts that have all but eliminated art programs throughout the school districts. In the poor neighborhoods the children cannot access creative alternatives and the effect is compounded.

The Children's Rainforest project is a for-profit business which allows it less restriction in the ways it can earn money, though restricts some tax benefits that might be had if they were a non-profit company.

Uncertain financial times in our nation are leading to conservative spending in the school system and reducing arts programs funding to little or no spending so funding must be provided not only by the schools but also by external sponsors.

Sociocultural factors include a mix of religions and races. The families are low income and urban. They are often multilingual. The sponsors of the projects are also multicultural but usually middle to upper class. The program provides community benefits, such as career enhancement, and the use of arts for healing.

Technological factors for the main hub of the Rainforest Project, which is their web site and blog, are positive as the Internet access is speedy and the database where the childrens' art is stored is reliable. The web site allows for sponsors to be able to contribute to the program, and allows the public to purchase artwork.

Competitor Analysis

Many schools in San Diego seem to be involved in the Art Miles Mural Project. Several schools have been involved in this project that promotes "education, culture, environmental preservation leading to global understanding, respect and peace through art." The web site <http://www.artmiles.org> is not nearly as state-of-the-art as The Children's Rainforest, but elicits donations worldwide. The web site stores the murals for viewing by the children and other children around the world. The Art Miles Mural Project is a non-profit organization based in San Diego.

More closely related is the ARTS program based in San Diego. The web site <http://www.artsurvive.org> is very clear and succinct. It is PHP oriented like the Children's Rainforest web site; this enables online shopping/donating/database. The ARTS program is a non-profit program that operates on a \$950,000 per year budget.

The ARTS program's philosophy is much the same as the Children's Rainforest Project, it is "transforming kids' lives through free art programs. They partner with hospitals and schools among other facilities, and cater to children and families facing adversity. Their services are free to qualified children. The web site has instructions on how you can help, as well as a very obvious "Donate Now!" button at the top right corner of the screen.

Another organization that provides healing through nature is Children and Nature Network. Though they are not competitive in their services, they promote reconnecting children with nature; they compete with the sponsor market dedicated to children's health and well-being. Their web site <http://childrenandnature.org> is very attractive and informative. They are a non-profit organization.

Internal Analysis

The Children's Rainforest core competency is their process of teaching art to children. In creating public displays of the children's artwork the children depart the program with a feeling of pride and accomplishment. This competency differs from the competitor ARTS, who also create art with children, because of the curriculum offered in the schools.

The Children's Rainforest team consists of five full time employees including Creative Director, Artist, Bookkeeper, Human Resource Coordinator, and Program

Coordinator. They also use at least four volunteers per class and interns when available and necessary.

The Children's Rainforest web site is well structured and uses PHP programming language to support its database and store. There is a WordPress blog that can be updated regularly. The blog has not been used and could be customized to fit with Rainforest's activities. However with the capabilities of the web site there is no place to donate. Since the web site and blog are to be the "main hub" of the Children's Rainforest Project, there needs to be interaction. Regular blogging, perhaps by participants in the activities, could be a core competency over their competitors since the others don't use a blog. This could also be key to involving supporters as they would be informed frequently of the Children's Rainforest' activities and needs. This would take an employee some time to contribute to the blog. They use Flash on the web site and could incorporate these graphics into art slide shows. The database capabilities can be expanded to be better used with the search page for the childrens' art.

Customer/Stakeholder Analysis

In comparison to their stakeholder analysis and competition, CRP's main competitor 'ARTS' has an up-to-date website, that is clearly organized, with flash implementations and continually posting new events and topics. Not having as well established of a website is the biggest downfall for CRP's internet marketing campaign. If they are to compete effectively online with their direct competitors they will need to have continually updated information, purge old events and redefined their blogs, and foundations, segments.

SWOT Analysis

CRP has some well defined strengths that have potential to break them into more innovative markets. One of the predominant strengths is their strong relationship with a well established distribution system. They have channels of distribution through Kaiser Permanente, The San Diego Zoo, Success Optimist Club, San Diego County, The Smith Family, Point Loma Credit Union, San Diego and Imperial Valley Optimist Clubs, just to name a few. With a strong distribution network , CRP has a well established following and support team to fall back on. Another strength is their innovativeness and uniqueness of service. To be so diversified in their field of art therapy, going from the San Diego Zoo to Baja California, CRP has a an innovative, unique approach to bringing art to those in need. This is also a well refined approach of environmental and nature art, which has lead to a more community based acceptance.

Some potential weaknesses found in CRP's stand are their lack of budget and getting budget cuts from the city of San Diego and other donors. Also, their strategy on their internet campaign is lacking great depth and page layout/copy. Their overall advertising has been nearly eliminated with the budget cuts and is loosing familiarity among the community quickly.

There is great opportunistic potential for CRP. They have already broken into the foreign market in Baja California, they could capitalize on this and expand further throughout mainland Mexico and Baja Sur. By having a well established relationship through the San Diego Zoo and city of San Diego, this could allow CRP to expand into other area's of teaching and artwork, for example, the wild animal park.

There are some potential threats that could hinder the progression of CRP in the future. They have a threat of new entrants with higher budgets or a more broad perspective on therapeutic healing techniques other than just through nature art. Possible new entrants could fall into niche organizations that specialize in unique aspects of certain art programs that may or may not have to do with therapeutic healing but still involve kids. For example, the San Diego Zoo splash presentations.

Strategy and Marketing Mix

For the strategic marketing mix and targeting programs, CRP should remain with this customer base that they have already well established and defined. With such an established distribution network already in place, this gives positioning CRP as an aesthetically pleasing, rehabilitating program a strong hold into the San Diego market. The core competency of their community based support system has allowed CRP to target anyone in the San Diego and Baja Mexico region as potential donors and/or potential members, this allows a wide array of demographic coverage as described above.

Positioning themselves as a for-profit organization, with community minded goals, has allowed CRP to not be as heavily effected by the state budget cuts on schools and teaching programs. By further establishing themselves as a company that is designed to help the community and for-profit has saved CRP with time restraints for establishing themselves, which has lead to a dominance in their distribution network, and an increase in member acceptance.

As mentioned in the opportunity analysis, CRP should enhance their image in the international programs throughout Mexico and potentially even into other neighboring

states. Their program can extend to any local communities in need of children's motivation and rehabilitation.

The service provided by CRP is unique in its aspects of nature art therapy. This has given them a niche approach to the marketing strategy and opened powerful channels through the San Diego Zoo, that is designed to help educate children about wildlife.