

Background

What do we know about the company/product, its offerings, and its current customers?

Research shows that every child learns differently, and those differences can be identified and categorized through testing.

Currently, the independent artist educator (IAE) struggles to meet individual learning needs of every student. Even, if they had the inclination, the instructors lack the expertise, time or resources to build the learning profiles needed to instruct individuals. And, shaping every lesson to address the profiles of every student would require more time that is available.

Also, art instruction is generally perceived as an extra-curricular exercise and lacks the academic credibility that STEM class instruction enjoys. Thus, relatively few resources are available to IAE's that are on par with STEM tools. So, there is a benefit to demonstrating the benefit of art education to overall student development as it builds credibility for the field.

The Service

Artsy offers an art education support system that utilizes interactive digital tools and artificial intelligence. It seeks to improve individual instruction in children's art class settings by identifying and catering to individual learning needs that are derived from direct interaction and by using all available academic data.

It uses the power of artificial intelligence to simplify time-consuming tasks related to lesson planning and classroom management. It identifies and uses individual learning needs that are derived from direct interaction and by using all available academic data.

Artsy offers:

- an intelligent & easy to use platform
- customized individual student learning profiles
- lesson plan & classroom management
- real-time lesson success audits & reports
- real-time student progress tracking
- STEM progress tracking & art lesson impact reports
- utilizes cloud access for portability
- instant, real-time reports

The Product

Artsy is a comprehensive, inclusive experience comprised of:

- a digital AI teaching assistant for the art teacher
- an interactive game modules for the art students
- and a digital education liaison for the parents of art students.

Defined target audiences

Primary: Independent Art Educators; They instruct non-traditional art classroom settings.

Who are they:

- trained artists or art pros
- retired art teachers
- art students, post high school

They deal with:

- varying roster sizes
- have minimal resources
- minimal pro support
- fluctuating enrollment
- no certification required
- multiple environments
- flexible in lesson plans

Secondary: Administrators in non-traditional learning programs and institutions.

These are comprised of:

- Home schooling
- After school class programs
- Educational co-ops
- For-profit art schools
- Non-profit community art programs
- Private learning practices

Defined market space

IAE's may not have traditional access to formal teaching methods, and need to be more resourceful than typical teachers of formal backgrounds and greater resources.

- online & digital resources
- teaching conferences & orgs
- professional enrichment seminars
- alternative teaching methodologies

Artsy is a fee-based system. This means that the brand will compete in a space populated by FREE services that may make similar promises, but offer less benefits. The brand will have to communicate expertise, effectiveness and value-worth-paying-for to a skeptical and budget-conscious consumer market.

Goals/Objectives

What do we want to achieve with this document?

This document will identify Artsy's potential brand position and overview the marketability of this position relative to possible competitors.

The document will also establish basic language for conveying this position to current and potential customers, and will form the basis for the written and visual components of future marketing materials.

The focus will be on brand promise, identity and communication:

- brand position
- company name
- tagline development
- trademark design
- product brand identity
- product website

Competitive Landscape

Who are the competitors, and how are they positioned in the marketplace?

Based on secondary research, there are no direct competitors offering art education support for independent artist educators. But, there are several products for the general educator.

Learn Boost - “Reach new heights with LearnBoost.”

< <https://www.learnboost.com/home> >

Learn Boost is aimed at both teachers and parents, because it allows them to track student progress in real-time and over a certain time span. Aside from acting as a digital gradebook, it can also provide teachers with the ability to upload new lesson plans, create schedules, and even track student attendance. This tool can also integrate with Google Apps and store all necessary information safely in the cloud. On top of everything, it is also free.

This brand struggles from a confusing and generic brand identity. It's icon of a detailed compass does not stand alone as a symbol for this brand's promise.

The website is well structured, and has decent information, but also has broken links and the design seems dated.

Moodle – “Community driven, globally supported”

<<https://moodle.org>>

Moodle, which is an acronym for Modular Object-Oriented Dynamic Learning Environment, is an expansive tool that is a Learning Management System (LMS) at its core, but which also enables students and teachers to create their own custom learning environments that fit their needs perfectly. Furthermore, it is also an open-source initiative, which makes it free, and its functionality can be expanded through integration of different features, plugins, and modules.

This brand struggles from a confusing name. And, although, the logo says graduation with a cap on the word, but it's not memorable or impactful. The trade dress is very generic and uninteresting. The brand communication is also vague and requires a lot of reading before their promise is clear.

The website is well structured, robust, and built responsively.

Class Dojo – “The simple way to build an amazing classroom community.”

<<https://www.classdojo.com>>

One of the most popular digital classroom management tools ClassDojo, which can be used effectively by teachers to better student behavior in class, and to inform parents about their child's performance in the classroom. For instance, using their smartphones or tablets, teachers can add

or subtract points to each student's avatar, which is displayed on the smartboard. The app is also able to generate reports which can be shared easily with parents.

This brand is well positioned. The logotype is oversimplified, and the icon is more of a cartoon avatar and won't translate well to other media. Overall, the brand identity depends on cartoon figures for interest.

The website has a contemporary, playful and youthful feel, is clean and a good UX.

Socrative. – “Visualizing student understanding has never been easier”

<<https://www.socrative.com>>

One of the biggest challenges of education is gauging just how well the students have been able to grasp certain lessons and concepts explained by their teachers. Thanks to Socrative, teachers no longer need to guess which students have understood the lesson. They simply share their inquiry using the app, and the students provide the feedback, thus making the teacher's job much easier.

This brand is targeted to the scientific community. The identity feel analytic and impersonal. The website has a contemporary and professional feel, good UX. The content delivery is clear and simple.

Engrade – “combines learning management and assessment into a single powerful platform.”

< <https://www.mheducation.com/prek-12/program/microsites/MKTSP-ENGTCM0.html>>

Engrade allows teachers to keep track of all their classes with just one application, and that includes managing grades and exporting them to Microsoft Excel. The same app can be used to track student attendance, as well as performance in class. Another useful feature of Engrade® is that teachers can create interactive lessons using the materials they have collected online, and even make online quizzes that will prepare their students for future tests.

This brand promise is fuzzy, as the identity is tied to McGraw Hill very closely. The identity feels institutional and exclusive. Navigating the site is difficult, bad UX.

Kahoot – “Play, learn, have fun and celebrate together”

< <https://kahoot.com>>

Kahoot allows teachers to introduce gaming elements in their classroom in order to engage students and grab their attention. The app enables them to create presentation, quizzes, and collaborate on each new lesson. Students can take part by checking out the presentations on a shared screen, or using their own smartphones, tablets, or laptops. Works best for groups.

The brand identity is responsive (logo collapses) which is nice. But, the design isn't very strong. The identity feels dated and institutional. Good UX on the site, but the design interferes.

The brand position seems to support the promises being communicated.

Read Write Think – ““Play, learn, have fun and celebrate together”

<<http://www.readwritethink.org>>

Readwritethink is an online platform which can help teachers integrate stuff such as new lessons plans, presentations, and even afterschool activities, which they can then share with their students. What makes this app stand out is the huge number of resources it relies on, and the way it is organized, so that students and teachers are never more than a few steps away from finding what they need.

This brand struggles from no clear identity. From the logo, to the website, there is no clear position or direction to the brand. The website look and feel chaotic, frantic even. The UX is dated, and not responsive in design. It is more of a repository of information more than a branded experience.

SWOT Analysis

What are the brand's strengths and weaknesses in the marketplace? What are the opportunities for improving the market's perception of the brand? What are the key threats to the brand's success?

Strengths

- first to market; unique product
- timely and relevant offering; a focused sweet spot
- easy-to-communicate message & promise
- Tech component is in-line with current cultural trends
- easy to acquire and use

Weaknesses

- no precedent for comparison; learning curve for acceptance.
- no current presence or marketing strategy.
- powered and dependent on technology

Opportunities

- low-cost product for low-income professionals
- alternative education market is growing
- Social media marketing & digital presence can support growth
- can own the space; there are no ArtEd-specific products out there

Threats

- AI monitoring and children is controversial
- potential for instant copycat products
- skepticism of ArtEd within STEM supporters
- anti-tech movement is arts community
- there are many FREE teaching resources out there
- legal and privacy issues may limit needed resources and content for product performance

Key Benefits to Customer

What does the company offer its customers? What problems does it solve?

Artsy simplifies the teaching experience while empowering the Independent Art Educator to create better learning experiences for the students in classroom or group settings.

- allows the teacher to know the student better
- gives the students a better learning experience
- allows the teacher to focus on teaching better lessons
- provides the teacher with the perfect assistant
- allows the parents to track student progress
- provides tools to demonstrate the art education's impact on STEM success

Desired Brand Attributes (Internal)

How do we want current and potential customers to perceive Artsy, and what are some of the key words and phrases that support this perception? What makes up the brand differentiator?

Desired perception

Individualized, legitimate, easy-to-use, powerful, effective, measurable, friendly, fun.

Brand promises

A brand based on vague promises won't work here. "The best" and "quality" may not be a good source of differentiation. To build trust, the brand must represent "results" and a tangible "experience", and "access" to a low-income professional user.

Its key differentiator is the promise to accurately identify individual learning profiles, and focus on art instruction academically and in relationship with STEM success. And, it reduces the burden on the IAE instead of adding to their workload, by automating the most time-consuming tasks.

Quality of the product

Prior to knowing the power of the product, the target needs instant reassurance and social support of AI assisted learning. It will be easier to choose Artsy if they know that it gives them a competitive edge to their practice, and is easy to use easy-to-use message.

Simplicity of choice

Plus, knowing that Artsy is dedicated to Art education narrows the selection to the target audience. Following up with "how easy it works" will make the decision a no-brainer.

Touting industry and institutional support will go a long way to adding "credibility" to the promise until real case studies are formed from actual users.

Word Matrix

Words that relate to this position include: smart; wise; individual; creative; explorer; expert; experienced; tangible; safe; trust; honest; alternative; young; fun; creative.

Tagline

The short phrase that most succinctly describes the brand's brand position.

(TBD)

This tagline will work on multiple levels. It will simply communicate the brand promise in a way the key target user will get, embrace and share.

Positioning Statement

How do we summarize the proposed brand position in a single statement of 50 words or less?

Artsy instruction isn't as good as STEM teaching methodologies at building leaders. It's better.

Artsy believes that individualized art instruction to children in group settings improves performance in STEM (science, technology, engineering, math) classes, and eventually better prepares future adults to be the leaders of tomorrow.

Brand Story

"Glamour" copy that can be used to describe the brand and promote it to a broad audience in places like the home page of the web site, brochures, advertising, etc. This copy will make a compelling case for SV' desired brand position, and also establish an attitude and tone for future marketing materials produced by the brand.

Artsy believes that individualized art instruction to children in group settings improves performance in STEM (science, technology, engineering, math) classes, and eventually better prepares future adults to be the leaders of tomorrow.

This system is rooted in science, and driven by creativity.

Artsy frees independent art teachers to focus on the art of teaching. Art education creates thinkers, and leaders. Now these Artist Educators can craft the young leaders of tomorrow, one art student at a time.

(Tagline)

Visual Manifestation of the Brand Position

A verbal description of how Artsy's "graphic voice" can effectively convey the position described in this document. This description will be important primarily in the initial development and rollout of a new identity. It is anticipated that in the future there will also be a graphic standards manual that will bear primary responsibility for ensuring that the look-and-feel of the brand's promotional materials supports its brand position.

Image Personality

Like the language used to describe the brand, the Artsy graphic identity and the look-and-feel of its marketing and promotional materials should convey an image of "Creativity. Freedom. Simplicity. Smart. Friendly." The look should be approachable, contemporary, credible and fun. It should be unique to Artsy, honest and professional.

Visual Brand Identity

The brand identity is the single most important tool in conveying Artsy's promise, and it should reflect the values of its consumers. It should be unique and, most importantly, it should communicate across all media. It must be functional and reproducible on all formats.

The marketing materials should always be consistent, as a family, and an extension of the brand identity. They should always speak with the same voice and tone and should never fall out of character. These materials should always appear to have high production-value and never appear cheap or "home-made" (even if they are). Beautiful but honest professional photography,

skilled layouts and typography, clever and poignant headlines, smart and insightful copy, and overall beautiful design are all hallmarks of strong, effective materials.

The brand website will be a particularly important manifestation of the new brand position, as Artsy is a digital product. For most consumers and potential customers today (even those that hear about a brand through the grape vine), their first exposure to a brand is its website, and many will use websites alone to cull selections to make buying decisions. A website, or a website that makes a bad first impression, can eliminate a brand from further consideration.

A website that appears generic, and uses too much stock photography or canned content, can be particularly problematic. There are many education sites on the Internet that are actually just thrown up out of anticipation of potential traffic, and a site that doesn't clearly demonstrate that it is tied to a real brand, with real value or promises, runs the risk of being confused with those less reputable sites.

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