



ADVERTISING & INTEGRATED MESSAGING

STABILIZING THE ARTS COMMUNITY THROUGH DISRUPTION

THE UNITED PERFORMING ARTS CASE STUDY





THE PERFORMING ARTS NEEDED AN INTEGRATED CAMPAIGN THAT PERFORMED. WE TOOK CENTER STAGE.

How do you get people to donate to the United Performing Arts Fund? You use drama. This case study illustrates how the power of disruptive messaging can put on a successful performance. Through collaboration and an integrated campaign from STIR the Milwaukee community donated record amounts to UPAF.

The United Performing Arts Fund (UPAF) is essential to sustaining the thriving arts scene in Southeastern WI. Performing arts are vital to the well being of our community, and UPAF is the single largest donor to their fifteen Member and Cornerstone Groups. Annually, UPAF raises and donates over \$10 million through its fundraising efforts. By 2013 UPAF was struggling to make its overall goal for yearly donations - current fundraising efforts had leveled off. UPAF solicits the aid of local media and agencies to create and run its messaging, and the efforts seemed to have lost enthusiasm and creativity.

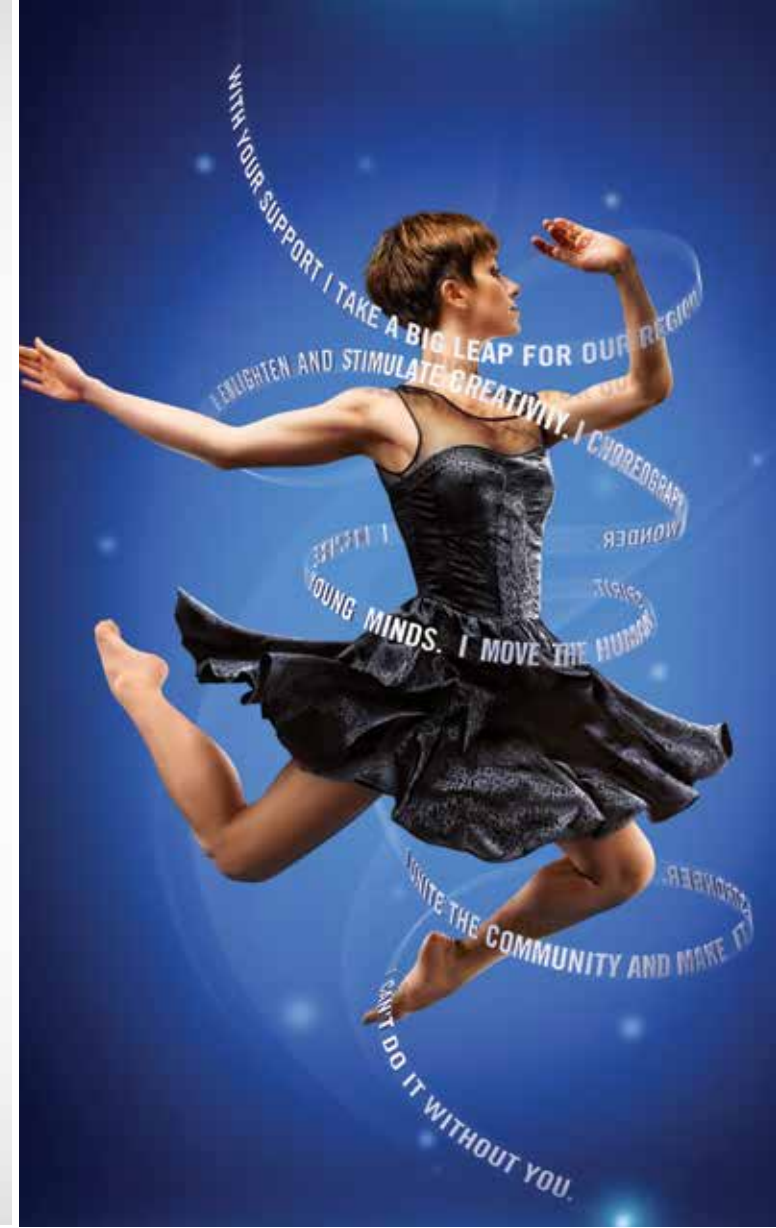


A DRAMATIC PERFORMANCE DESERVES A DRAMATIC INTEGRATED CAMPAIGN.

To attract and motivate people to support the performing arts we had to communicate to them in a dramatic fashion with thought provoking aesthetics.

STIR and UPAF worked together to identify the following needs:

- » INCREASE OVERALL DONATIONS TO UPAF
- » INCREASE THE NUMBER OF REPEAT DONORS
- » INCREASE THE NUMBER OF FIRST-TIME DONORS
- » INCREASE THE NUMBER OF YOUNGER DONORS
- » INCREASE THE NUMBER OF RIDERS AND OVERALL DONATIONS FOR THE RIDE FOR THE ARTS.



stirstuff.com

MODERIZE THE BRAND.



Color Palette



BE A VITAL PART OF THE PERFORMANCE.

Our first task was to reinvigorate the UPAF logo. STIR worked to bring it to life with color: Lesernat et alic tem inci nonsequam facea sed quiaspit qui iliqui ommos minctem verem eicabo. Exerae. Ut quam iuria prae prae venimus sequi res qui consequi velicti consequi idelesto te cum, quibusam, autem ut quatem qui unte rem. Tae nonsectem. Ibea quia ni ut qui rereprae doluptatia voluptatus que quia ipietur mod magnatq uatiae es endam eatur?

Seque ratur millita temporum exceria volupti aestrup taspic totatem olorae. Itatecto cones dentiat odis sit, ommoles toremod igenihi Ilitis delit velicaboris mo bea voluptatum quam atquis estemquia cuptatur repersperum estia nisimen imincto tatiosa quassit istruntus, torest as a porrunt.

Atquibus alitemp ossunt et molorerspero officiis nestion sendant occum aut ommost illorendem hilit de labo. Busda nobitem oloreprae dolupta

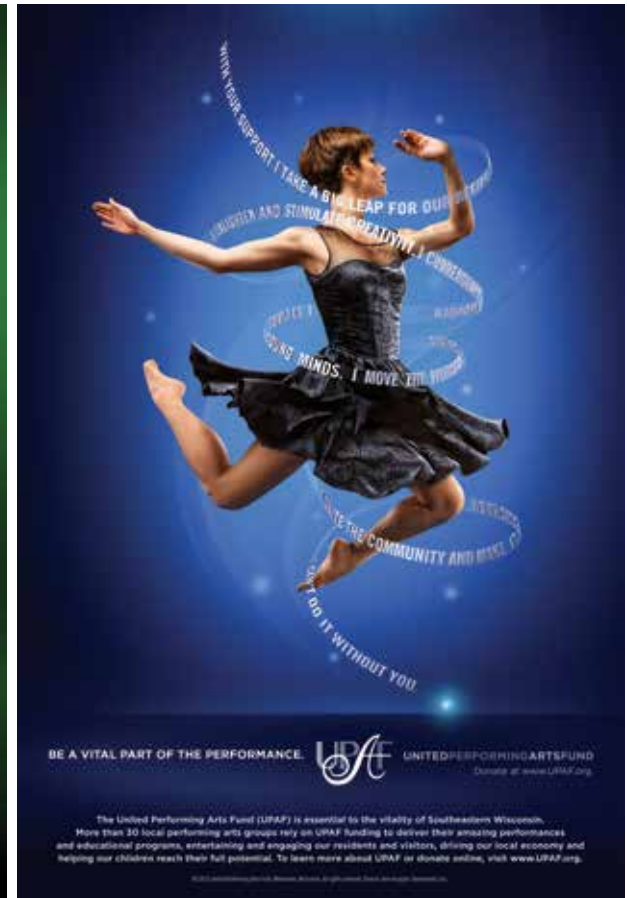
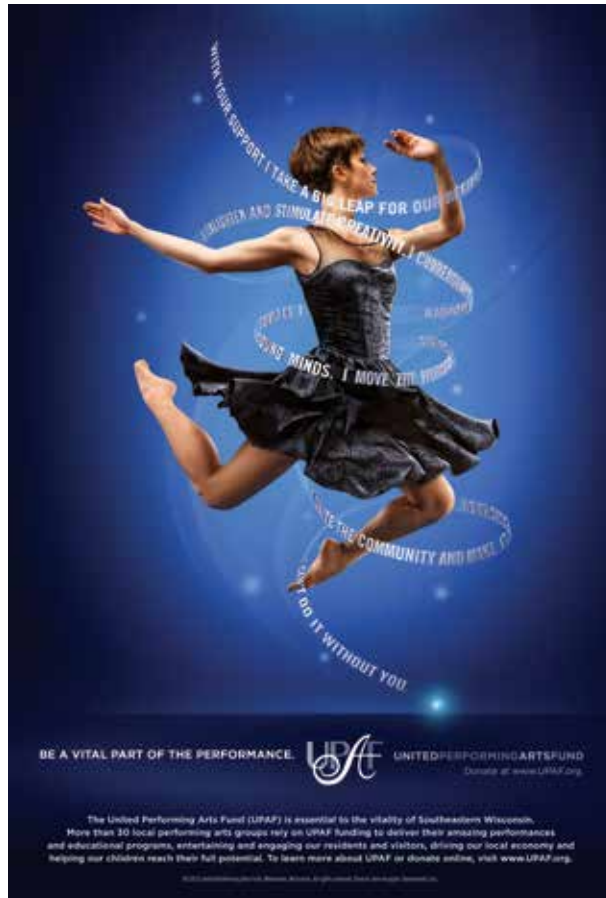


SETTING THE STAGE

The essence of UPAF is its appeal to community members to make a contribution that supports and sustain the performing arts groups. Our goal was to communicate the importance of the contribution to the acts on stage. This concept reminds and rewards contributors that they are a vital part of the performance. This is a creative strategy that has been maintained for four consecutive record setting years for fundraising. Each year, a new campaign theme is created and executed through collateral advertising materials. Most notably, the changing theme per year consistently adapts and engages donors in a new way.



2013 UPAF CAMPAIGN



This campaign brings copy to life by aesthetically representing it as the voice of the performer. Each ad concept features performers speaking to donors about the importance of their donation – and that without their donation, they would be unable to perform.



stirstuff.com

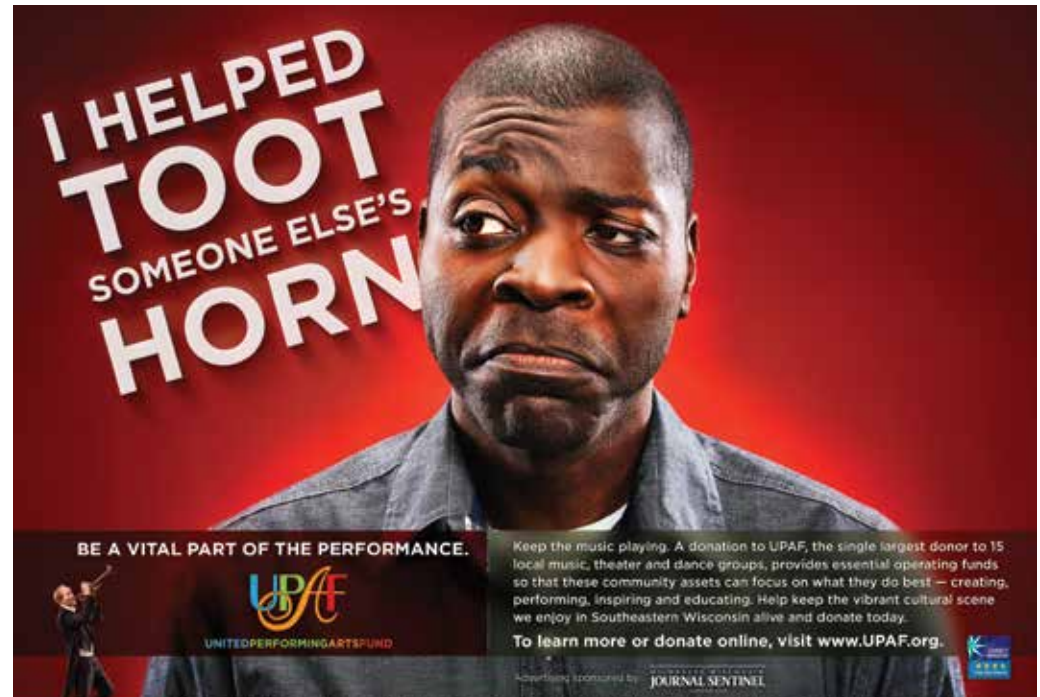
2014 UPAF CAMPAIGN



This campaign shows that when supporting the performing arts, you become a part of the performance. Each ad concept features a performer in action and a plain-clothed donor who appears mid-action, representing the symbiotic relationship between the two.



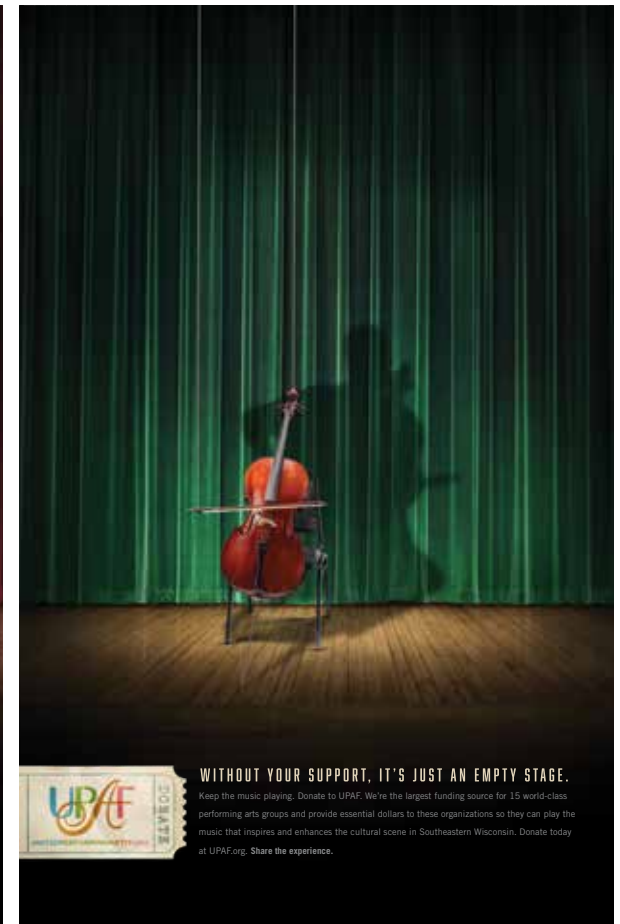
2015 UPAF CAMPAIGN



This campaign features headshots of donors who proudly tout their donation in an accomplished, lighthearted tone. Each donor is featured as the star of the performance, elevating the act of donating with an empowering message.

“this is where a STIR employee quote would go- personalizing the work a bit.”

2016 UPAF CAMPAIGN



This campaign shows that without the support of donors it's just an empty stage. Figures on stage highlight the three disciplines of the performing arts – dance, theater and music – but remain only visible through a shadow, referring to what would happen if funding for these arts were lost.

RIDE FOR THE ARTS



The UPAF Ride for the Arts, sponsored by Miller Lite has totaled more than 280,000 participants since its inception in 1981. The Ride for the Arts is regarded as one of the nation's largest one-day recreational bike ride fundraiser events. Participants can choose from four different routes that showcase Milwaukee's lakefront and the Hoan Bridge. The Ride ends with a finish line party at the Summerfest grounds. Each year, new Ride creative is executed in order to keep the brand image engaging and fresh.



THE ART OF DISRUPTIVE INTEGRATION.

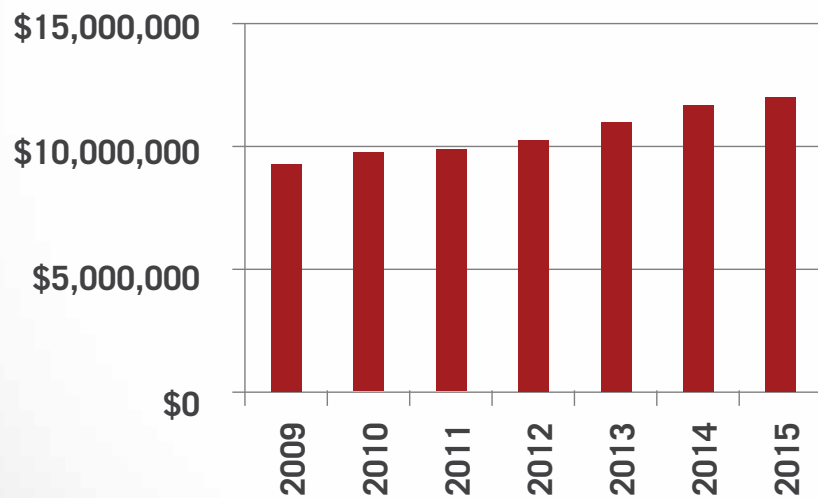
A successful campaign is not limited to beautiful poster art. There are many collateral elements that must be designed and produced within the constraints of a highly choreographed campaign. Brochures, signage, table tents, post cards, flyers, billboards, print ads and radio spots are updated and created. Each year, more than 40 pieces of art are produced within a three-month period. Getting the messaging right in all these formats takes skill and coordination. We worked closely with UPAF to ensure that these elements are properly executed.



stirstuff.com

THE RESULTS GOT US A STANDING OVATION.

High levels of creativity drive higher levels of awareness and giving. The campaign that had been losing steam began to grow again, and to higher levels of achievement than ever before.



“STIR has been instrumental in developing UPAF’s brand identity. Their campaign advertising has produced breakthrough creative that not only built awareness, but also contributed to the tremendous growth of the UPAF campaign. We are extremely grateful for STIR’s partnership, hard work, creativity and dedication.”

Deanna Tillisch, President and CEO of UPAF.

On June 9, 2015, the United Performing Arts Fund (UPAF) awarded STIR with the Jack M. Birchhill award for providing advertising and marketing efforts that have helped the organization exceed its fundraising goals.



BELIEVE IT OR NOT, YOU HAVEN'T SEEN THE WHOLE STORY.
FOR MORE DETAILS, OR TO SEE MORE CASE STUDIES, CONTACT BRIAN BENNETT, PRESIDENT.
BRIANB@STIRSTUFF.COM OR 414.278.0040

STIR ADVERTISING & INTEGRATED MESSAGING
stirstuff.com 414.278.0040 330 E. Kilbourn Ave, Suite 222 Milwaukee, WI 53202

