

The Municipal Art Society of New York

**MASNYC**

Voice for the future of our city.

# Agenda

- 
- MAS NYC: Work, Members, and Objective
  - Population Overview: Prospective Audiences
  - Selected Target Audiences
  - The Message
  - Communication Channels
  - Expected Audience Actions

# MAS NYC: Overview

- What is MAS?
  - Livable city, resilience, zoning, preservation
- New York's leading organization dedicated to creating a more livable city



# MAS NYC: What They Do



- MAS Summit
- NYC Tours
- Jane Jacobs Walks
- Livable Neighborhoods Program



"The Atlas is meant to be a resource for residents and planners alike to ultimately make city plans more reflective of the neighborhood consensus."  
*Lyaandra Ohrtrom, The New York Observer*



**Stable-izing Brooklyn**  
Planning for All New Yorkers: An Atlas of Community-Based Plans in New York City  
To learn more about this plan please click the link [PDF](#)  
Borough: Brooklyn  
Council District: 38  
Community District: Brooklyn 07



# MAS NYC: The Who & The What

## ■ Current Members

- 2,000 Members
- Middle aged & up
- Mostly Caucasian

## ■ What does MAS want?

- Younger audience
- More members
- More engagement

Number of Members	Member Type
5	Benefactors
1	Chairman's Circle
57	Contributing
35	Corporate
160	Dual/Family
1356	Individual
27	Richard Morris Hunt
296	Seniors
24	Sponsoring
86	Student
94	Sustaining
200	Urbanist

# MAS NYC: Campaign Objective

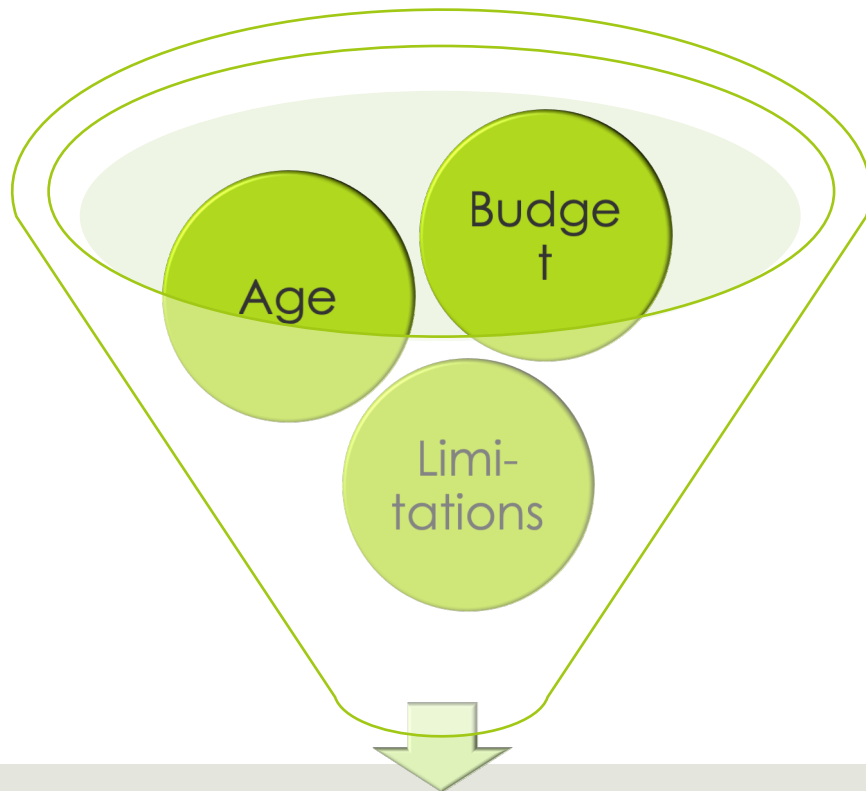
Increase membership by 1,000 new members in the “Urbanist” group generating revenues of at least US\$ 50,000 by the end of 2014, using the communications budget of US\$ 8,000.

→ Is this a “SMART” objective?

- Specific ✓
- Measurable ✓
- Achievable ✗
- Realistic ✗
- Timed ✓

**URBANISTS**  
Young professionals in their  
20s and 30s

# MAS NYC: Reframing the Objective



**Objective is not entirely  
S.M.A.R.T.**

- Budget restricts communications efforts
- Age is a limiting demographic factor
  - There are many people in their forties and fifties that are active, dynamic, AND...*they have money!*

*New Primary Objective:*  
1,000 new members **overall!**

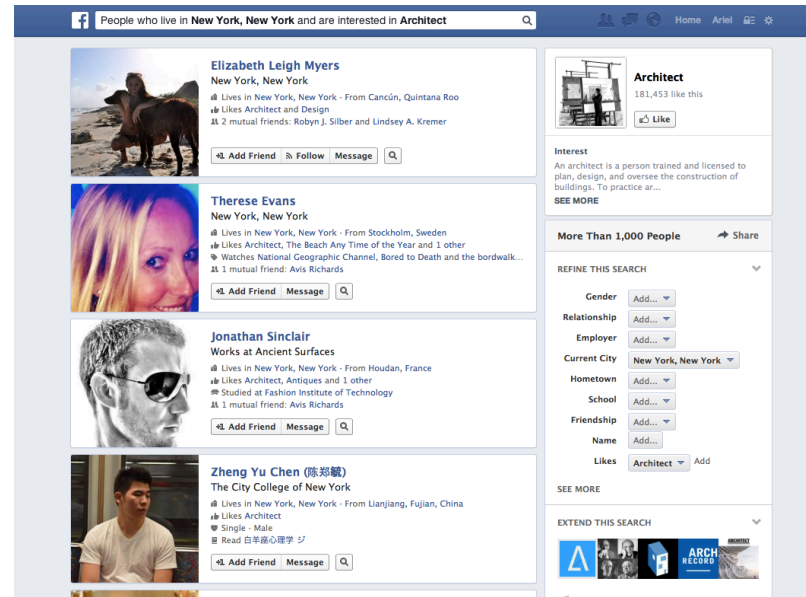
# Population Overview





# Research Methods

## Facebook Graph Search



Location as  
first filter: New  
York City

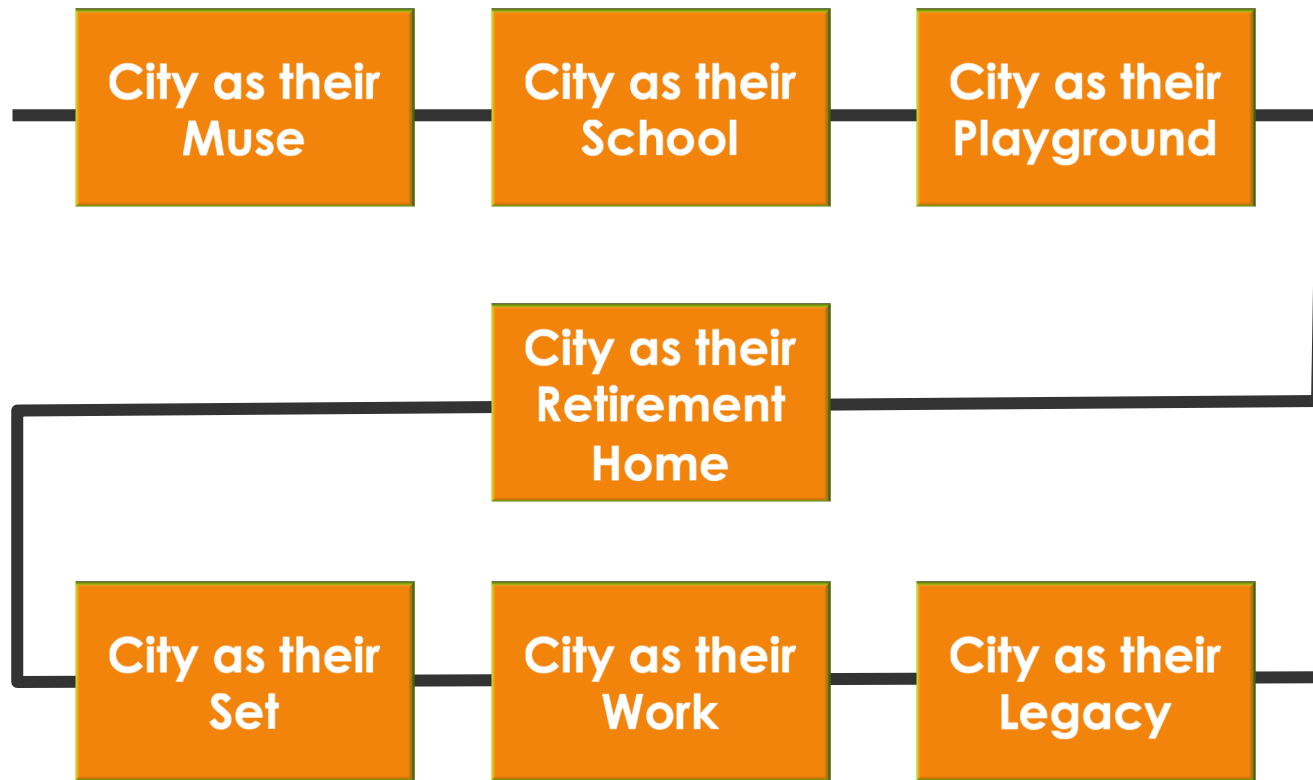
Find people  
based on  
shared  
interests (likes)

Analyze  
characteristics  
and lifestyle

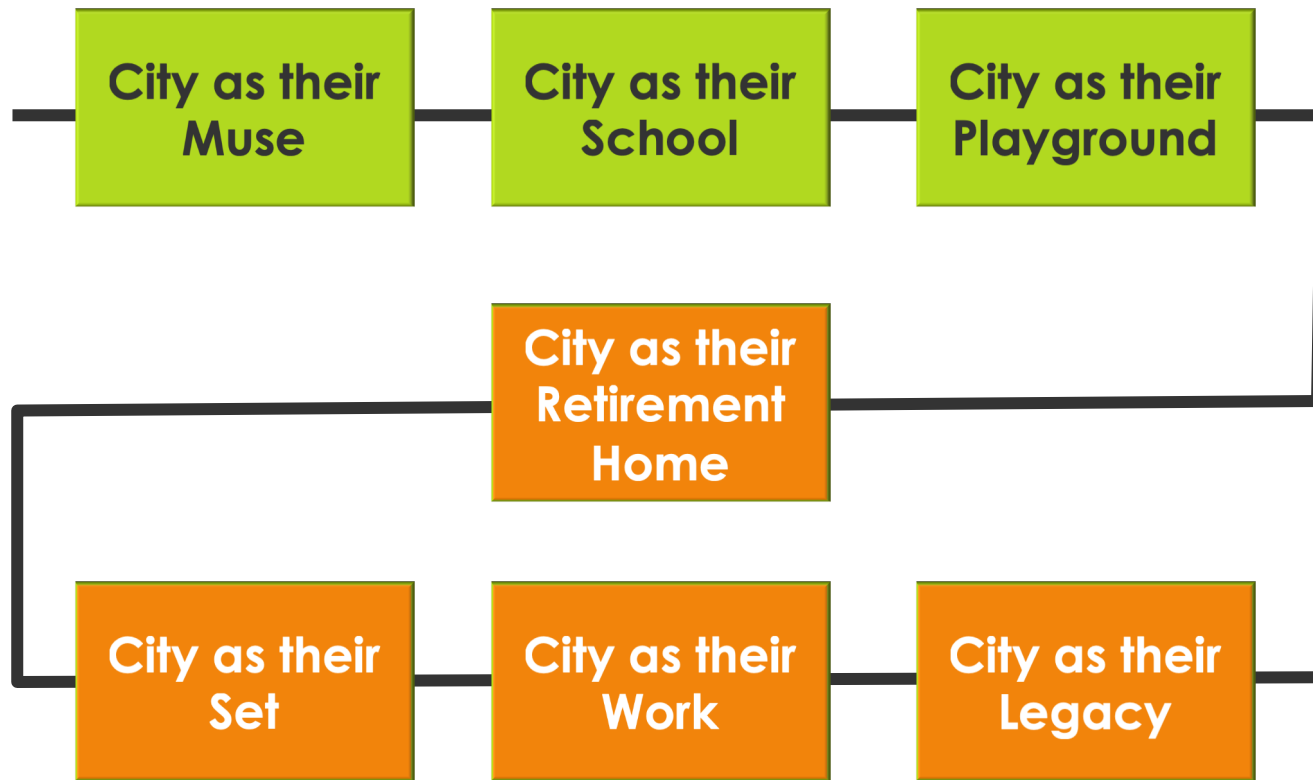
# Research Methods



# Prospective Segments



# Top Three Segments



# Top Three Segments

## “THE CITY AS THEIR MUSE” GERARD

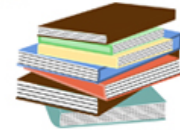
City as their  
Muse



# Top Three Segments

## “THE CITY AS THEIR SCHOOL” ALEXANDRA

City as their  
School



# Top Three Segments

City as their  
Playground

**“THE CITY AS THEIR PLAYGROUND”**  
**MIKE**



Sōsh



# Who will we target?

New “New Yorkers” or people who have lived in the city their whole life – it does not matter because they share a mutual passion for the city. They seek adventure, the “next big thing”, new activities, and opportunities to meet new people. They enjoy living life and having fun. They consider the city as their playground and an integral part of their lifestyle.

## “THE CITY AS THEIR PLAYGROUND” MIKE





# MAS Brand Positioning

To “Mike”, the Municipal Art Society is a source of new perspectives and knowledge about New York, that offers them real, and insightful views that no other organization can provide, so they can enjoy and discover fresh, unexpected aspects of their favorite city.

# Adjusting the product to “Mike”



Tour topics  
for younger  
audiences



“Power  
Tours”



Casual  
meet-ups

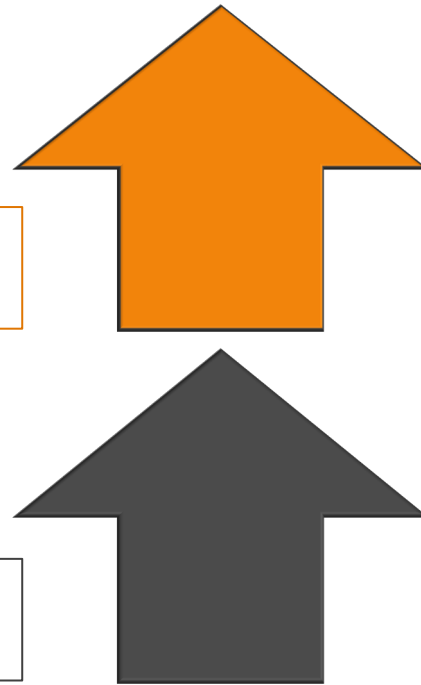


# Communication...

**1,000 new members**

...with General Public

...with Target Segment



# Communication...

## ...with Target Segment

Offer 2 months of  
free trial membership  
with automatic  
renewal



Offer tour and  
membership deals  
through Living Social

Create check-in  
locations for tours  
and get-togethers



Promote tours and get-  
togethers as activities on  
lifestyle apps such as Sösh

Introduce  
#MAStours hashtag



Leveraging NYC culture:  
cooperation with  
Restaurant Week

# Communication...

...with General Public

**Increase effectiveness** of existing channels  
and touch points

- Offer 2 months of free trial membership
- Automatic renewal as default
- Rearrange and reframe membership choices on website



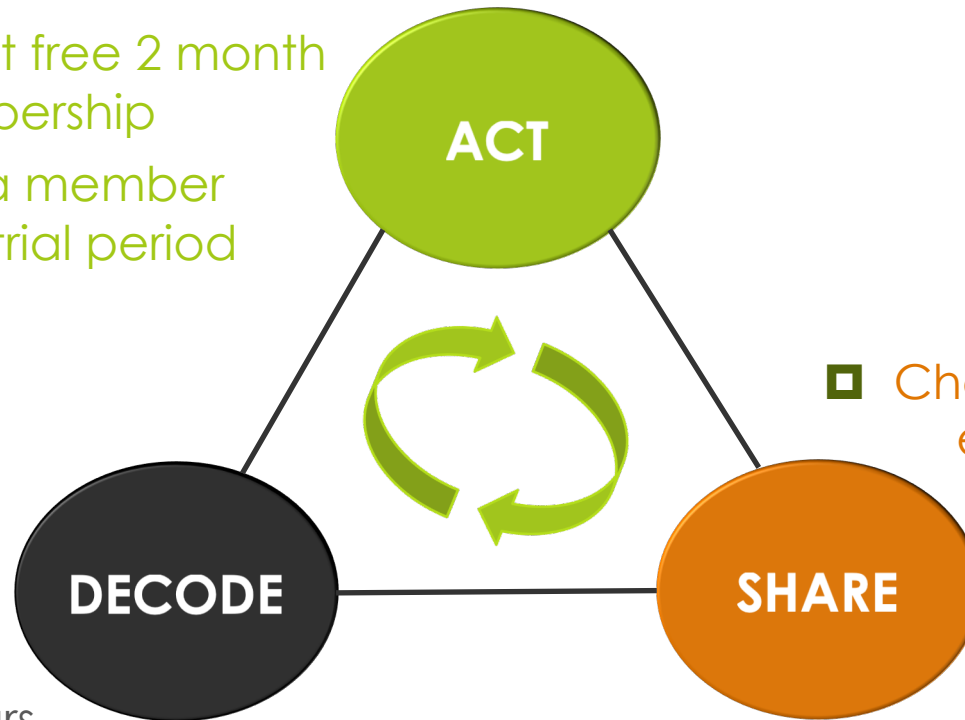
- Brand the tours
- Introduction of MAS at beginning of tours and distribute membership sign-up forms
- Offer sign-up opportunity at MAS summit

# Cost Estimate

- Automatic membership renewal as default **free**
- Rearrange / reframe membership website **free**
- Brand the tours **free**
- Promote membership at summit and tours **free**
- Create Foursquare check-ins **free**
- Promote activities on NY lifestyle apps **free**
- Organize get-togethers **free**
- Introduce hashtag **free**
- Two months free trial membership **loss in discounts**
- Offer Living Social deals **40% of earnings**

# Expected Actions

- ▣ Go to tours and events
- ▣ Try out free 2 month membership
- ▣ Stay a member after trial period



- ▣ Check-in at tours and events and share it on social networks
- ▣ Tell friends

- ▣ Learn about tours
- ▣ Learn about the MAS and membership benefits

# Summary





Thank You.

Q&A

# Appendix

- Sample Table Listing for Different Membership Types
- Sources

# Sample Table Listing for Different Membership Types

[illegible]

# Sources

- [https://courseworks.columbia.edu/access/content/attachment/COPRK4016\\_001\\_2013\\_3/Assignments/d4be2e35-cd94-479b-af18-513e90ab8c38/2013-Livability-Survey-Major-Findings\\_FINAL.pdf](https://courseworks.columbia.edu/access/content/attachment/COPRK4016_001_2013_3/Assignments/d4be2e35-cd94-479b-af18-513e90ab8c38/2013-Livability-Survey-Major-Findings_FINAL.pdf)
- [https://secure3.convio.net/masnyc/site/Ecommerce?store\\_id=1221](https://secure3.convio.net/masnyc/site/Ecommerce?store_id=1221)
- <http://mas.org/programs/>
- <http://mas.org/programs/livable-neighborhoods/>
- <http://mas.org/2013-mas-summit-for-new-york-city/>
- <http://mas.org/aboutmas/>
- <http://mas.org/membership/>