



MARKETING BRIEF



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MARKETING BRIEF



The Business

Business Category: Museum

Company Name: Meow Wolf

Brief description: Meow Wolf is a legally registered public-benefit corporation. We work with local artists to create immersive full scale exhibitions that transport users to another world. In addition to permanent exhibits, we host concerts and other events.

Value Proposition: Meow Wolf is an arts and entertainment company based in Santa Fe, New Mexico, with permanent exhibits in Denver, Colorado and Las Vegas, Nevada. We create immersive and interactive experiences that transport audiences of all ages into fantastic realms of story and exploration.

The Scenario

In the past, our marketing team has averaged a 20% ROAS across all channels in our funnel. However, recently, marketing costs have gone up, while the average amount each customer spends has stayed the same, dragging our ROAS down to 0%.





The Solution

The best way to make advertising profitable again is to **increase** the average order amount per customer from \$50 to \$75. The Meow Wolf marketing team is proposing to achieve our goal by creating a loyalty program, Meow Bucks. Our hypothesis is that by creating incentives and rewards for customers, we can increase the amount of money a customer spends per order.

Meow Bucks

Users earn Meow Bucks for every dollar they spend at Meow Wolf.

- Earn 3MB to every dollar for tickets, 2MB to dollar on merchandise, and 1MB to dollar for every food/beverage purchase
 - Can earn special incentives on points that are marketed via SMS & App notifications
- VIP access to special events
- VIP after-hour access to come before and/or opening hours
- Two-hour arrival window for tickets
- Happy hour discount all day at the bar
- Discounted tickets to special events
- Hit ten different exhibits that will give you a “Spin the Wheel” offer:
 - Redeem a Drink
 - Free Ticket at your next visit
 - Free cover charge for an event
 - 50% off a merch purchase
 - 20 points
- Use points to enroll in giveaways



MEOW BUCKS

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The Data

Funnel Stage	Marketing Channel	Impressions	Clicks	CTR	Conversions	CPA	CVR	Monthly Spend	AOV	Revenue	Net Revenue	% ROAS
Top of the Funnel	Paid search	278,790	7,560	2.71%	130	\$61.54	1.72%	\$8,000	\$75.00	\$9,750	\$1,750.00	121.88%
	Display ads	1,259,182	1,232	0.10%	25	\$80.00	2.03%	\$2,000	\$75.00	\$1,875	-\$125.00	93.75%
	Facebook	67,809	318	0.47%	12	\$83.33	3.77%	\$1,000	\$75.00	\$900	-\$100.00	90.00%
	TikTok	72,809	128	0.18%	14	\$71.43	10.94%	\$1,000	\$75.00	\$1,050	\$50.00	105.00%
Awareness Totals		1,678,590	9,238	0.55%	181	\$66.30	1.96%	\$12,000	\$75.00	\$13,575	\$1,575.00	113.13%
Middle of the Funnel	Paid search	109,898	4,536	4.13%	167	\$47.90	3.68%	\$8,000	\$75.00	\$12,525	\$4,525.00	156.56%
	Display ads	699,471	172	0.02%	12	\$125.00	6.97%	\$1,500	\$75.00	\$900	-\$600.00	60.00%
	Facebook	89,729	217	0.24%	40	\$87.50	18.43%	\$3,500	\$75.00	\$3,000	-\$500.00	85.71%
	TikTok	25,648	298	1.16%	32	\$31.25	10.74%	\$1,000	\$75.00	\$2,400	\$1,400.00	240.00%
Interest/Consideration Totals		924,746	5,223	0.56%	251	\$55.78	4.81%	\$14,000	\$75.00	\$18,825	\$4,825.00	134.46%
Bottom of the Funnel	Paid search	140,089	6,880	4.91%	370	\$37.84	5.38%	\$14,000	\$75.00	\$27,750	\$13,750.00	198.21%
	Display ads	529,471	241	0.05%	37	\$54.05	15.34%	\$2,000	\$75.00	\$2,775	\$775.00	138.75%
	Facebook	49,729	389	0.78%	63	\$63.49	16.20%	\$4,000	\$75.00	\$4,725	\$725.00	118.13%
	TikTok	35,089	389	1.11%	41	\$24.39	10.54%	\$1,000	\$75.00	\$3,075	\$2,075.00	307.50%
Conversion Totals		754,378	7,899	1.05%	511	\$41.10	6.47%	\$21,000	\$75.00	\$38,325	\$17,325.00	182.50%
Grand Total		3,357,714	22,360	0.67%	1000	\$47.00	4.47%	\$47,000	\$75.00	\$75,000	\$28,000.00	159.57%

Our Customers

Persona name	Demographics	Life circumstances	Motivations and considerations
Alex Rolbier	Age - 30 Pronouns - (they/them) Income - \$65k a year Education - Liberal Art School Location (Denver, CO)	Work Experience level - marketing design freelancer Relationship Status - single Parental Status - not a parent	• Loves the 'gram • Incentivized by promotions • Likes to have a drink or two every once in awhile • Likes unique group hangouts • Competitive • Artsy • Inclusivity

Our top customers are represented by Alex. Our product makes their life better because they enjoy unique group hangouts, inclusivity, and a fun environment to create instagrammable content - all while earning rewards.

Our Brand

Emotion	1-2 words that describe our brand's emotion	Inspired, unconventional, "out of this world", trippy, wonder, astonished
Tone	1-2 words that describe our brand's tone	Adventurous, open minded, immersive
Color	Choose 2-3 colors that our brand uses	Dark Indigo background: Hex: #15152F, with accents of Pink: Hex: #EC0089, Green: Hex: #65BD60 and Blue: Hex: #00BCE7