

Culture Shock Miami Brief

Department Lead:

Project Lead: Miranda Morisette

Kick-off: TBD

Due Date: TBD

The Situation: Culture Shock Miami is an entertainment and arts company that focuses on making the arts more accessible to young audiences. They are a program part of the Miami-Dade County Department of Cultural Affairs and are sponsored by Miami-Dade County and several foundations. Culture Shock Miami offers \$5 tickets for an array of events including film screenings, dance performances, museum exhibitions, live music events and theatre performances for people ages 13 to 22. With one purchase of a \$5 ticket, you can buy an accompanying \$5 ticket for someone of any age. Culture Shock Miami was created to make the arts more accessible and affordable for young adults. Although the brand's targeted audience is people ages 13 to 22, they have a very inconsistent and weak social media presence. They have 12,000 followers on Facebook but only 44 followers on TikTok. Younger generations are forgetting about Facebook and steering more towards other social media platforms such as Instagram and Snapchat. Social media is also the primary way young adults receive their news and information and Culture Shock Miami's current primary method of communication is through their website.

The Solution: I believe being more active on social media can have a positive impact on Culture Shock Miami and their goal to reach younger audiences. I would like to create visual content to advertise Culture Shock Miami to a wider audience, particularly people ages of 13 to 22. I would like to create content that shows previews of these events, clips of performances, what goes on behind-the-scenes, and how audiences can get involved. Culture Shock Miami is not effectively reaching its targeted demographic and as a company that focuses on young audiences, they are underutilizing their ability to increase access to the arts. I would also like for Culture Shock Miami to be more consistent with their social media posts and engage more with followers.

Strategic Objective: To reach more people by focusing less on advertising through websites and more through social media since most young adults between the ages of 13 to 22 have Instagram, TikTok, Twitter, or Snapchat. I also want to promote contests where people can win free tickets and VIP tickets to meet actors, musicians, and other people who are involved in the performing arts. Everybody likes free stuff and if we can advertise these contests to a wider audience, more people will engage with Culture Shock Miami's brand. Culture Shock Miami has already provided free field trips to students in Miami-Dade County but I think they should collaborate with more schools and youth centers to spread their message to students.