

Brand Alignment Final Project- Royal Aviation Museum of Western Canada (RAMWC)

1. Final Target Audience Profile

Primary Target Audience

Families with Kids: This audience includes parents aged 30-55 with kids between 4 and 12 years old, primarily families with young kids and, at times, multi-generational families. They live in Winnipeg or other parts of Manitoba, though some may be visitors from across Canada or abroad. Typically, they fall within moderate to high income brackets and prioritize family bonding, safety, and family-friendly outings.

These families value spaces where they can spend quality time together and where children can engage in learning experiences, especially activities that spark their interest and imagination. They prefer events and activities that fit around school and work schedules and are more likely to visit museums on weekends, particularly on Saturdays.

They are motivated by the prospect of a fun, engaging day for holidays or weekends with experiences catering to both adults and children. They may become regular visitors or invest in memberships if they perceive high value in the museum's programs. Special exhibits or events have strong potential to encourage repeat visits, as these parents want the best for their children and are more likely to return for hands-on workshops or activities nurturing their children's creativity.

Secondary Target Audience

Aviation Enthusiasts: This audience primarily includes adults aged 35-70, including young enthusiasts as well as retired ones. They live in Winnipeg and other parts of Manitoba, though many visit from across Canada and even internationally. They fall within moderate to higher income brackets. They are predominantly male, though there's a rise in female enthusiasts as well.

They value aviation heritage, technology, and pilot and aircraft stories. They have a high interest in the history of aviation, technology, engineering, the complexity of aircrafts. They are highly intellectual and have a passion for complex aviation topics and history. These visitors either come alone or with others who share a similar enthusiasm.

They are likely to attend the museum for aviation-themed exhibits or events, seeking to stay informed about both historical and modern developments in the field. Many could become regular visitors, investing in memberships for access to exclusive events, air-shows, and contributing to museum donations. This audience is also drawn to behind-the-scenes experiences and special exhibits, deepening their engagement with the museum.

Brief Comparison: The new content and strategy better align with Royal Aviation Museum of Western Canada's (RAMWC) audience by adopting a tone that is friendly yet professional, as opposed to the overly casual tone of previous social media posts. Aligned with our new mission, "Information on Innovation," the new content emphasizes the history and the individuals who shaped Canadian aviation. This strategy resonates with families with children, who seek educational yet enjoyable experiences, and with aviation enthusiasts, who appreciate honoring these pioneers and their innovations.

2. Final Brand Story

Status Quo: Aviation has always played an essential role in shaping Canada's history, acting as a key element of the country's cultural heritage. It has contributed to Canada's identity as a nation of innovation and resilience. Some pioneering figures in Canadian aviation continue to inspire Canadians today, reinforcing a legacy of adventure, exploration, and overcoming challenges.

Conflict: Despite the richness and inspiration of Canada's aviation history, aviation heritage is often overlooked or overshadowed by other aspects of national heritage. Many people may forget to remember and appreciate the aviation pioneers and their sacrifices and achievements, which helped shape Canada's identity as a nation of innovation and resilience.

Resolution: The Royal Aviation Museum of Western Canada bridges this gap by preserving Canadian aviation heritage and sharing stories from its history. The museum provides engaging, educational experiences that celebrate diverse stories, including those of Indigenous communities, in creative and family-friendly ways. Whether you're an aviation enthusiast or a family with kids, a visit to the museum invites you to become a part of Canada's aviation story.

Reflection:

The museum celebrates the often-overlooked Canadian aviation legacy and the pioneers who shaped it and emotionally connects with its audience. Through organizing engaging, educational exhibits or experiences, the museum lets the visitor connect with Canada's aviation past, honoring those pioneers for their innovation, and bravery and sparks a sense of pride (for some it could also be patriotism) for Canada heritage. It creates a space for families, aviation enthusiast, and the future generation to get inspired, supporting the museum's mission of preserving and promoting Canada's rich aviation heritage.

3. Final landing page

Brown Minimalist Casual Fashion Collection
Presentation - Presentation

 **Museum of Western Canada**

[PROGRAM & EVENTS](#) [EDUCATIONAL PROGRAMS](#) [HISTORY](#) [FAMILY MEMBERSHIP](#) [ABOUT US](#)



EXPLORE OUR COLLECTION

[Buy Tickets](#)

MISSION

Preserving Western Canadian aviation history and educating future generations, RAM aims to provide immersive exhibits, information on innovation and culture, and expand aviation knowledge.

UPCOMING EVENTS



LISTEN TO OUR STORIES



ROYAL AVIATION MUSEUM OF WESTERN CANADA

Presents: Storytime

[CLICK HERE FOR MORE STORIES](#)

AVIATION HISTORY



At Royal Aviation Museum of Western Canada, we celebrate the remarkable stories of our past brave pioneers who helped defined Canada's aviation legacy and inspire the present and future generation. Explore the heroes and their innovations- from the first aircraft to take flight in the country, to the continuous development of aircraft throughout the history of Canada.



https://www.canva.com/design/DAGVwg3gtEc/Ln0vz-DpYAWNt2anY54ThA/edit?utm_content=DAGVwg3gtEc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

The story and landing page now better align with the new brand identity. The story outlines what RAMWC provides, showcasing its commitment to rich aviation stories, fun and creativity, inclusivity, and diversity. This alignment reflects the museum's care for its audience and reinforces its reputation as a knowledgeable resource. Similarly, the landing page highlights the museum's three core values: inspire, educate, and entertain.

During the brand audit, I suggested that engaging with comments on social media would help foster stronger connections with the audience. In response, the landing page now includes a section dedicated to visitor photos, moments, and experiences, emphasizing the museum's appreciation for its guests. The "Contact Us" option directs visitors to a form where they can share their name and submit any questions or feedback for the museum.

4. Final Social Media Posts

Instagram



royalaviationmuseumofwc
Sponsored



Book Now



89 views

royalaviationmuseumofwc Gather your loved ones and dive into Canada's rich aviation heritage. Every corner of the museum tells a story of bravery, innovation, and creativity. Let's honor those pioneers and make new memories with the family. |

View all 14 comments

Facebook



Royal Aviation Museum of Western Canada

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Behind every plane, there's a story of courage, vision, and fearless pilots who dared to soar high. At the Royal Aviation Museum, we honour the incredible journeys and the people who took Canada to new heights. We're here to preserve these stories for the future generation and for you to experience the legacy those individuals left behind.

Learn more at royalaviationmuseum.com



ROYALAVIATIONMUSEUM.COM

[Learn more](#)

LinkedIn



Royal Aviation Museum of Western Canada

39 followers

Promoted



At the Royal Aviation Museum of Western Canada, it's not just the plane or the aviation heritage that fuels our mission– it's



The caption: “At the Royal Aviation Museum of Western Canada, it’s not just the planes or the aviation heritage that fuels our mission– it’s also the incredible volunteers whose passion and dedication bring Canadian aviation history to life.

We’re grateful and proud to have a dedicated team of volunteers keeping Canadian aviation legacy alive for future generations.

Thank you for helping us <3.

Click the [link](#) to learn how you can get involved and support the museum’s mission.

Rationale

I've chosen Instagram, Facebook, and LinkedIn for the social media posts because RAMWC is highly active on these platforms. This allows us to effectively reach our target audience: Instagram helps connect with families with young kids, Facebook engages the older generation and aviation enthusiasts, and LinkedIn allows us to connect with RAMWC community and potential collaborators.

These posts reflect the brand's new guidelines by striking a balance between a friendly and professional tone. The captions not only emotionally connect with the target audience but also highlight the importance of Canadian aviation heritage. The post featuring volunteers, along with its caption thanking them, fosters an emotional connection with both the RAM community and potential target audiences, showcasing the museum's caring and knowledgeable nature.

5. Final Summary

The brand story, landing page, and social media posts for the Royal Aviation Museum of Western Canada (RAMWC) work together to create a cohesive and engaging experience that also aligns with the new brand guidelines. The brand story emphasizes on how often overlooked is Canadian aviation heritage is along with the pioneers who shaped it. The redesigned landing page show the museum's dedication to aviation heritage along with fun and educational experiences it provides for its audience. Social media posts extend this story to diverse audiences with a friendly yet professional tone. Each post is crafted to reflect RAMWC's commitment to both education and emotional connection.