

# Arvest: Marketing an Art Education App for the Modern Age

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**Eiva Arts  
Foundation**



# Arvest: An Educational Art Board Game for All



The background is an abstract watercolor-style composition. It features a central area of deep red and purple, which transitions into a vibrant teal and blue on the right side. The edges are irregular and splattered, with some areas showing a fine grid pattern. The overall effect is artistic and textured.

# Goals & Objectives

# Objectives



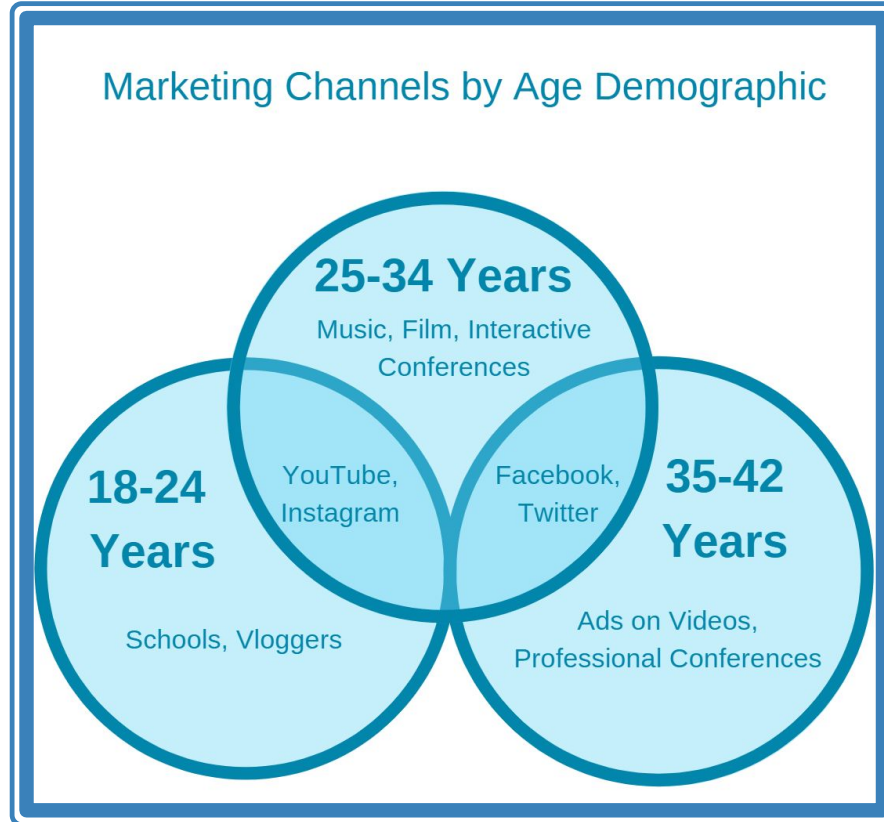


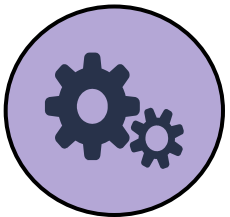
The App Must Be Used For It To Be Effective:  
A Well Branded App Is More Likely To Be Used



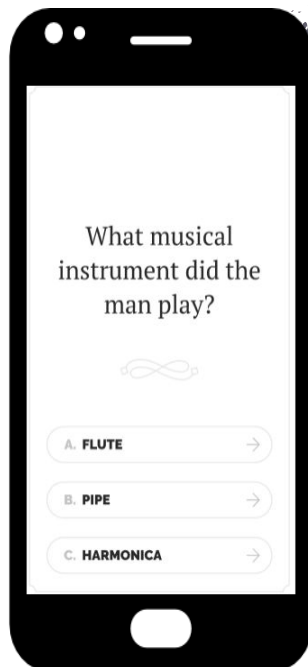
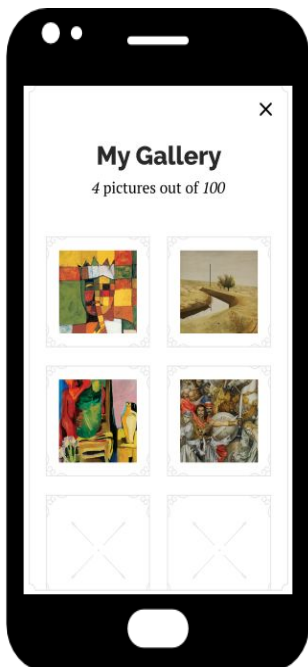
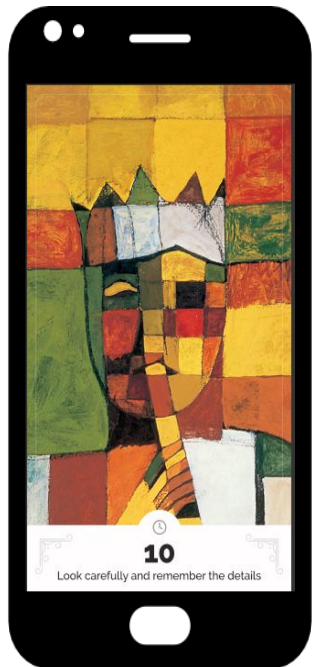


# The App Will Be Downloaded More if Promoted Through the Appropriate Channels



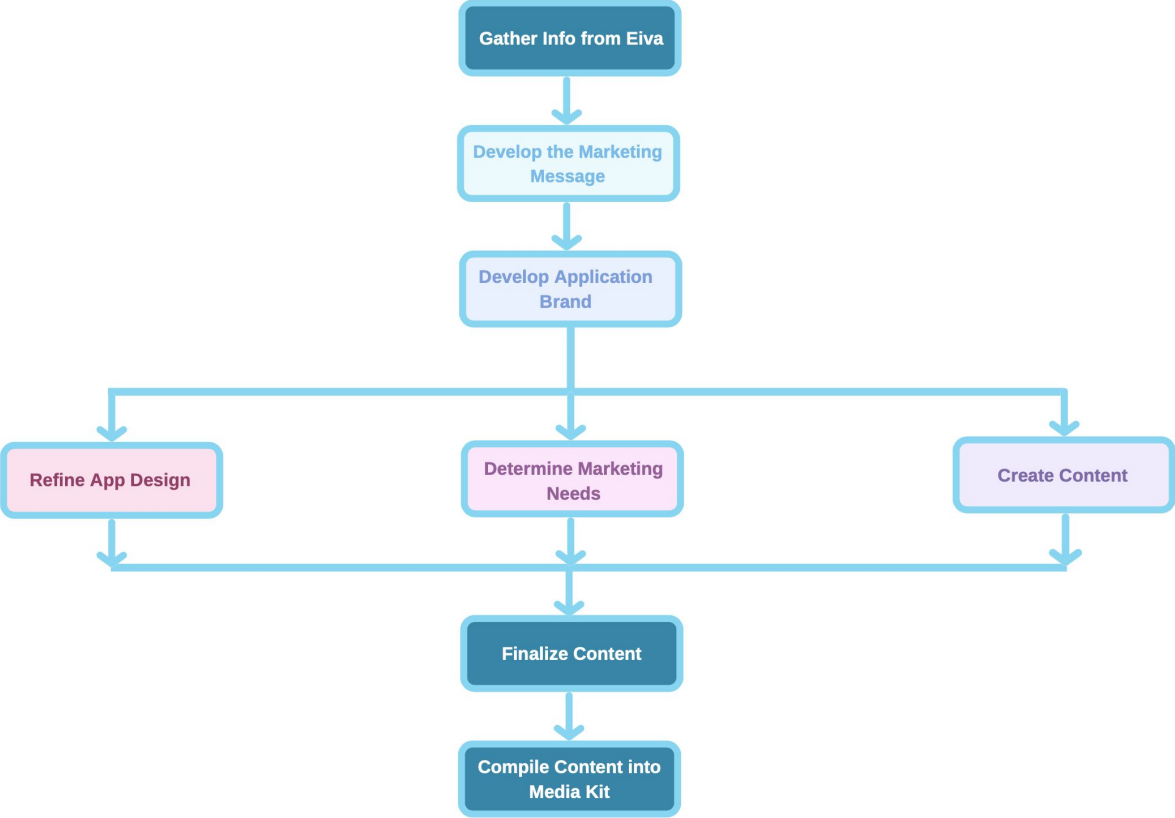


# Testing Gives Feedback to Eiva, Helping Them Design a More Engaging Experience

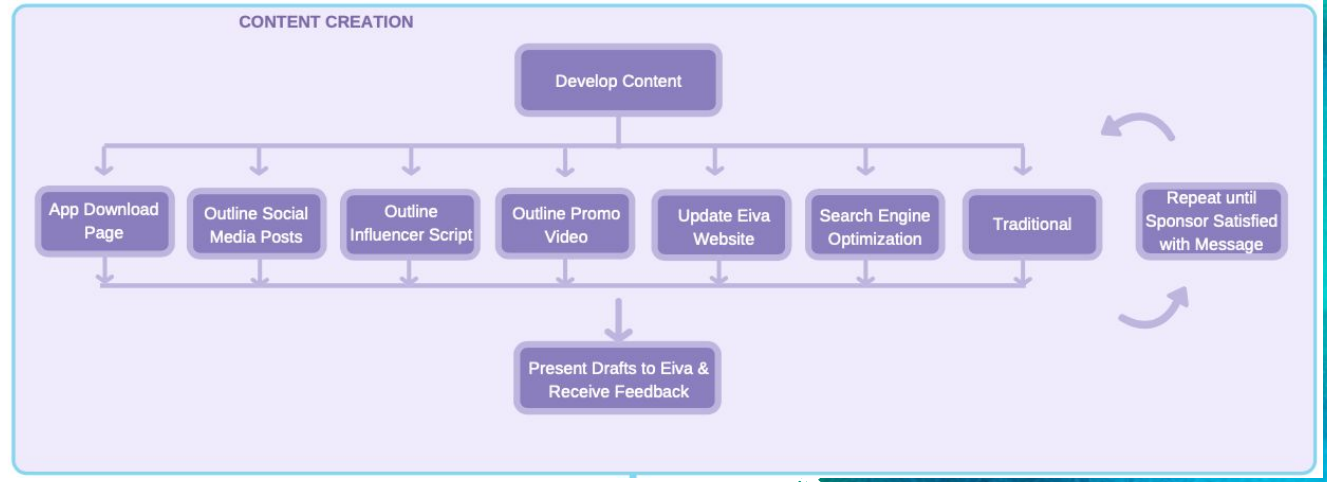
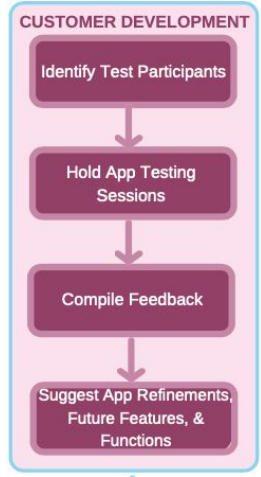
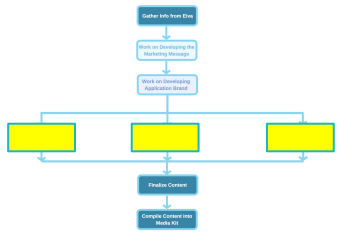




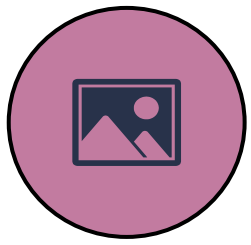
# Project Plan



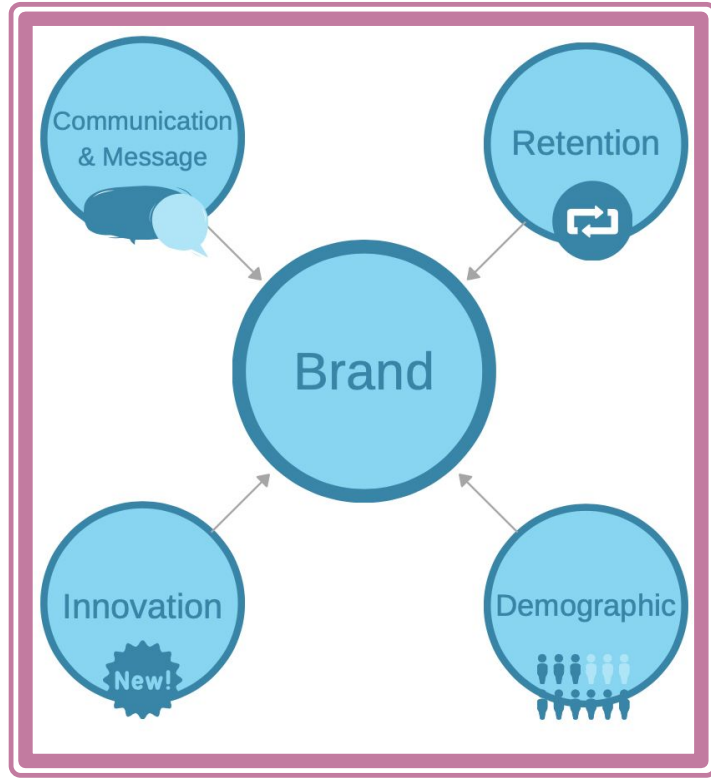
# Project Plan



# App Branding



# A Well Developed Brand Captures the Essence of an Organization





# A Mission Statement Is Necessary to Concisely Define the Purpose of the Organization

## Who We Are

### OUR MISSION

The Eiva Arts Foundation aims to further the role of art education by creating innovative and socially engaged art projects that better communities both in Armenia and beyond.

### OUR GOALS

To fulfill their mission, the Eiva Arts Foundation works to:

**Promote** Art Through Innovative Technologies

**Educate** Through Art and About Art

**Engage** the Community Through Art Projects

**Showcase** Armenian Art on a Global Scale

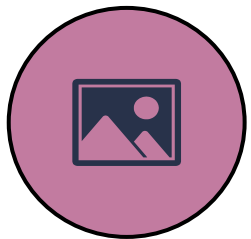
**Present** Social Issues Through Art

### OUR STORY

Since its establishment in 2012, the Eiva Arts Foundation has highlighted the value of art globally. The projects implemented by the Eiva Arts Foundation are special due to their cultural and historical context as well as cognitive and educational content.

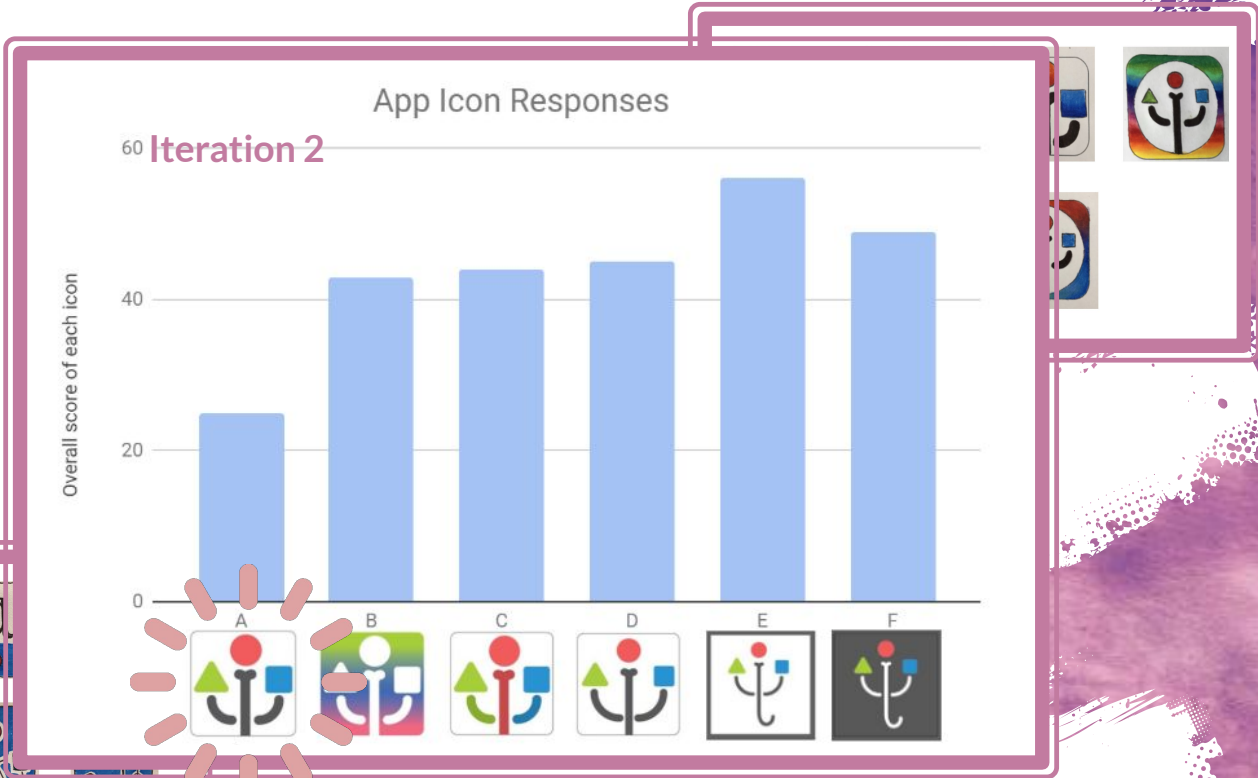
Eiva aims to educate both local and global audiences about the rich artistic history that Armenia holds, with the hope of giving Armenian art, new and old, the recognition that it deserves. Additionally, the Eiva Arts Foundation aims to advocate for the upheaval of social norms, individual stigmas, and stereotypes through the implementation of socially engaging, community-based art projects.

The Eiva Arts Foundation strives to promote art through innovative techniques. As technology becomes increasingly prevalent within society, it is important to evolve the ways through which art is taught and presented. Technology allows the Eiva Arts Foundation to expand their impact to a global audience and further their mission.

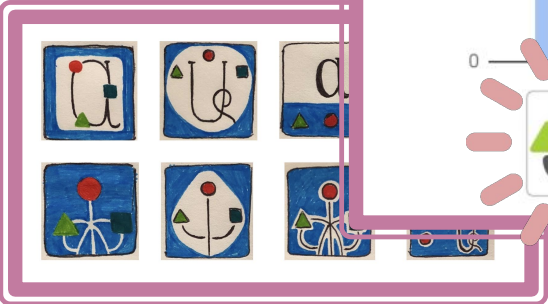


# An Icon is Necessary to Create a Visual Brand for the Application

Iteration 3



Iteration 1





# A Slogan Works to Further Define the Brand in a Catchy, Memorable Way

## New Slogan Suggestions

“Discover your love for art”

“Find art in your heart”

“Uncover your inner artist”

“Discover your inner artist”

“Fall in love with art”

“❤art”

“Learn & Love Art”

“Part art, all heart.”

“Put art back in heart”

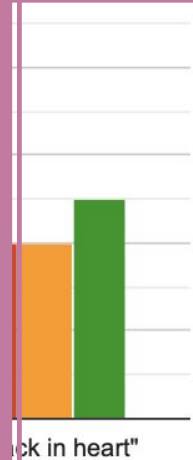
“Art. You love it.” / “Art, you love it!”

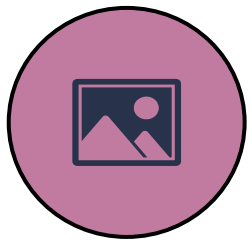
“Learn. Love. Art.”

“Learn to love art”

“Make art part of your heart”

“You love art, you just don’t know it yet”





# Find Art in Your Heart

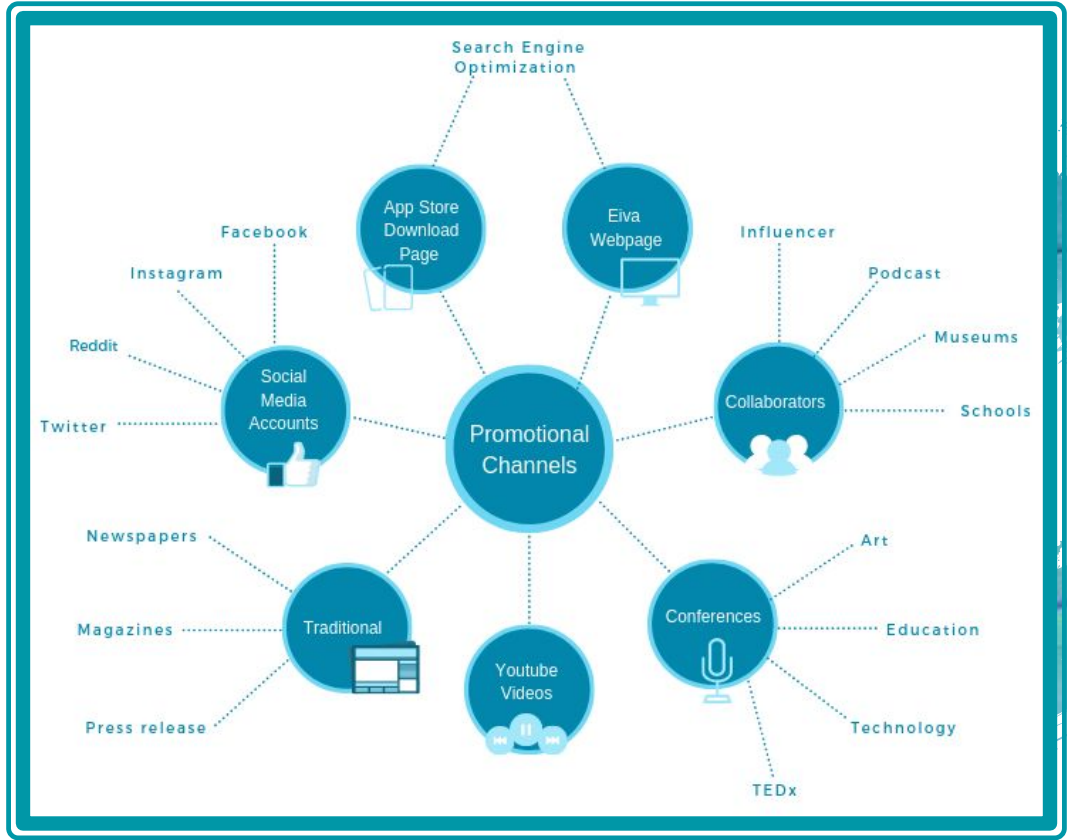




# Marketing Strategies



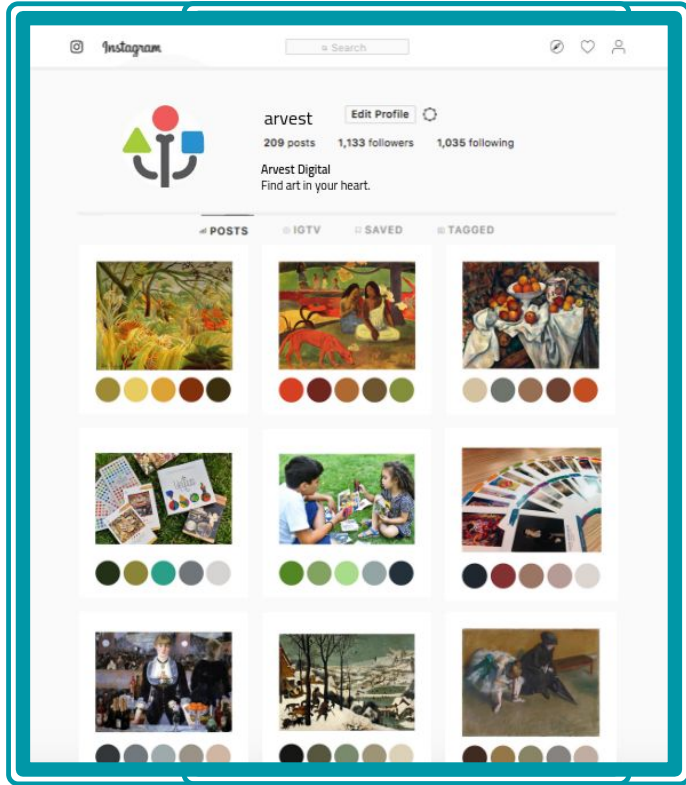
# Selecting Appropriate Promotional Channels Ensures Effective Marketing





# Promotion Through Social Media is Free and Effective

Instagram 



Facebook 





# A Video Will Help Promote the App

Art can be hard to understand

That's why we created Arvest, A game to teach you how to look at and understand pieces of art.

Arvest is for everyone, from teens to adults, and children to parents.

Arvest shows you different pieces of art and asks you questions.

The more art you look at, the more you will be able to understand art

Arvest features art pieces from all around the world, each with its own history.

Everyone loves art, so use Arvest to find art in your heart



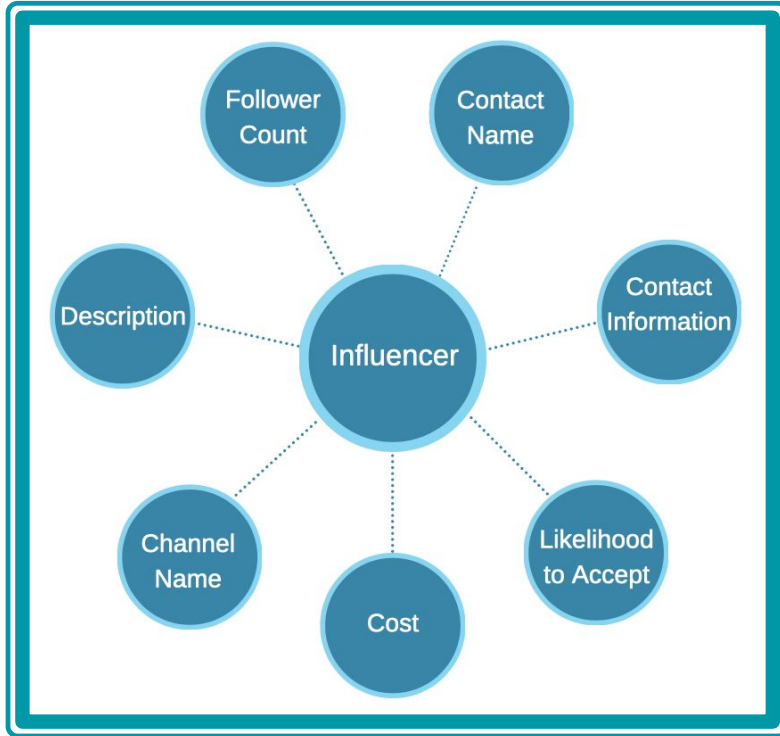
0:00



0:30



# Influencers Promote Apps for More Downloads



Key:
Educational
Art & Art Education
Parent & Lifestyle
Armenian Diaspora
College Armenian Diaspora
Tech Based
Other

Rankings:



# App Design Feedback

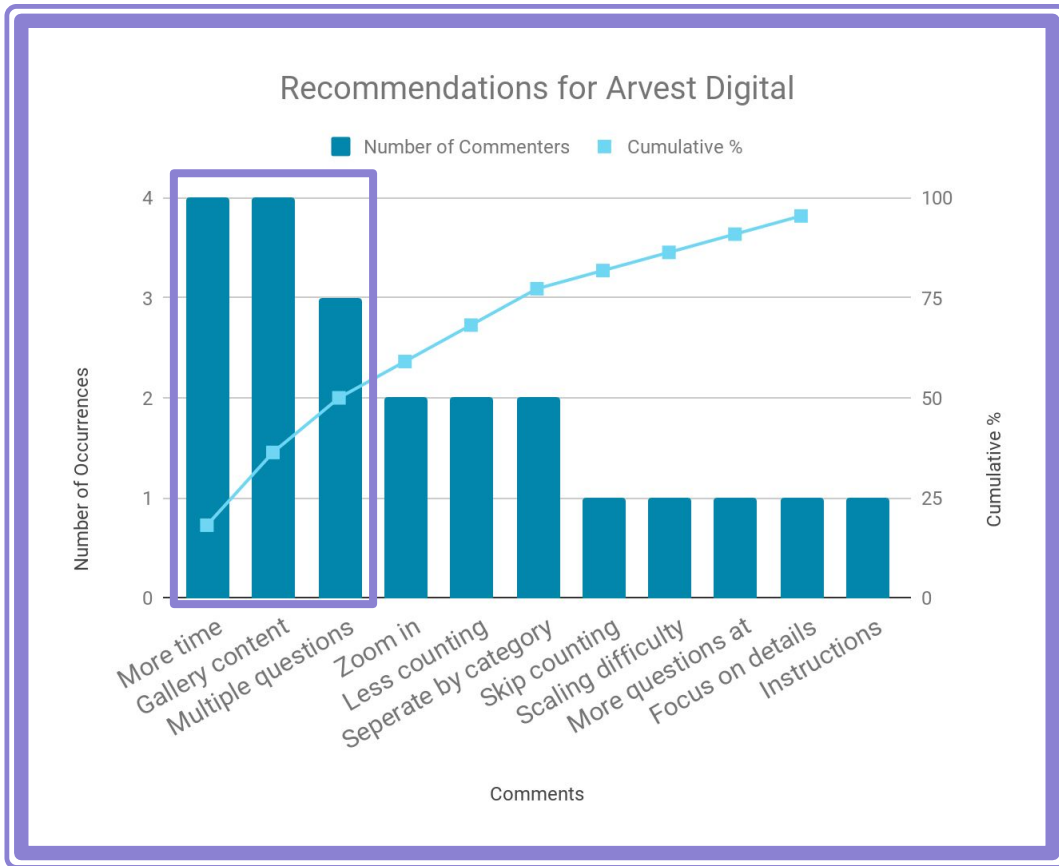


# Holding In Person Testing Sessions Increases the Quality of the Results





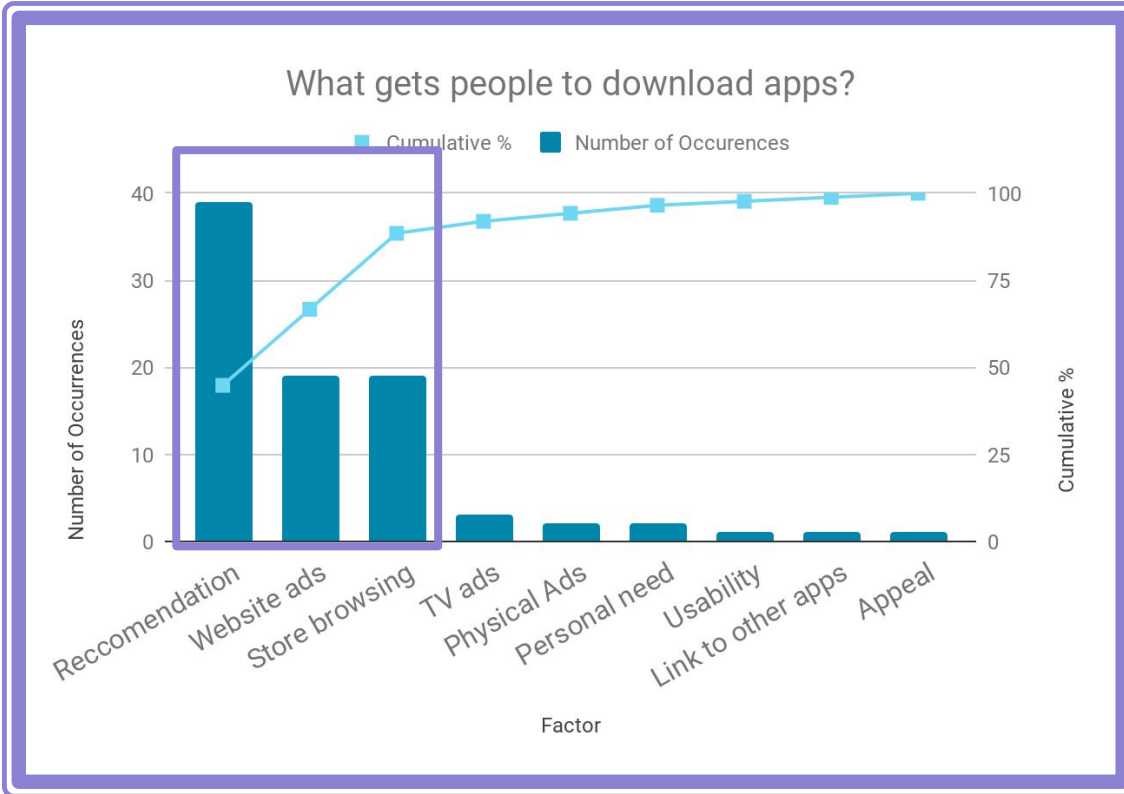
# Users Give Valuable Suggestions for Improvements to the App







# There Are 3 Channels Through Which Most People Find Apps to Download



# Implementation Plan & Recommendations

# Eiva Needs Materials to Continue Marketing the App



**FEBRUARY**  
Contact influencers with a better established social media presence.

# A Social Media Calendar Outlines What Content to Post Ahead of Time

**MAY**

11

Salvador Dali's Birthday

*Facebook:* Post a poll asking users to pick their favorite Dali painting.

*Instagram:* Post a picture of a famous Dali painting wishing him a happy birthday.

*Notes:*

arvest  
Yves Saint Laurent

**Arvest Digital**  
March 13 at 6:13 PM · 🌐

Happy Birthday Salvador Dali!! Dali was born in on May 11th, 1904 and was known for his surrealism paintings. Two of his most famous paintings are "Meditative Rose" on the right and "The Burning Giraffee" on the left. Which one is your favorite? What differences and similarities do you see? Comment below and like and share for your favorite painting!  
#art #arteducation #Dali #TheBurningGiraffee #MeditativeRose #ArvestDigital



**POLL**

What Salvador Dali painting is your favorite?

#ArvestDigital #ArvestFoundation #ArvestDigital

🏠 🔍 + ❤️ 👤



**Thank you to  
the Eiva Arts  
Foundation!**

# Questions?

