AIAS
UMASS AMHERST

CREATIVE BRIEF
SPRING 2018 - FALL 2018

BACKGROUND

AIAS or The American Institute of Architecture Students started in 1956. The organization has already had *three rebrands* in the span of 63 years [1]. While not a direct offshoot of the AIA, its members are connected to it, NCARB, and ACSA [2]. As the name implies, AIAS began in the United States; however, AIAS is now an international organization. AIAS UMass Amherst is located at the Design Building (551 N Pleasant St, Amherst, MA).

OBJECTIVE

To increase the member count for the AIAS UMass Amherst chapter to a balanced 30-35 members.

TARGET AUDIENCE

Undergraduate Architecture Students:
Ages 18-24

+ these undergraduate students want to socialize, eat, "be cool," see incredible local/state/national architectural landmarks, and have fun

PROMISE

By creating a unified AIAS chapter identity and complementary narrative, we can gain new architecture student recruits. Having a variety of "essential," exclusive AIAS UMass Amherst events will entice potential chapter recruits too.

ANATOMY OF AN AIAS UMASS AMHERST POSTER

MARKETING STRATEGY

+ Rebrand: tweak the chapter's logo and design a flexible poster design that has consistent stylistic elements (see the poster dissection above)—the poster aesthetic is a cross between brutalism and vaporwave

+ Fear of missing out (FOMO): promote the regional and national AIAS events our chapter plans on attending (i.e. NYC and Seattle)

+ Food reward as a "nudge": knowing that many architecture students rarely leave the Design Building to grab a decent meal, we can provide excellent food options at our events as a means to tempt hungry architecture students [3]

+ More-exposure-effect: host events and place posters in high-traffic areas around the Design Building (see the circulation heat map diagrams below to pinpoint the busiest zones) [4]

DESIGN BUILDING CIRCULATION HEAT MAP DIAGRAMS

TIMELINE

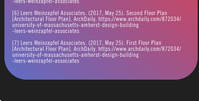
January: Rebrand the chapter logo and share it with the AIAS UMass Amherst team for feedback. Collect images of student work for the "Recent Work" exhibition graphics. Begin designing posters.

Early February: Set up the "Recent Work" exhibition. Finish the rebrand project and share the first iteration of posters with the chapter officers.

Mid-February: (1) Finalize the posters, (2) print the posters, and (3) hang the posters in the design building.

March through December: Continue designing posters, getting feedback, and posting the marketing collateral

"RECENT WORK" EXHIBITION POSTER



"RECENT WORK" EXHIBITION LABELS

BUDGET

AIAS UMass Amherst's overall budget is $30,000.00. Listed below are the approximate marketing campaign costs. The total cost is $188.00 or 0.63% of the original budget.*

+ $18.00 for two 24"x36" inch posters printed on the Design Building plotters

+ $120.00 for 350 tabloid-size posters

+ $50.00 for printing the Recent Work Exhibition poster and labels

*Marketing costs are subject to change

REFERENCES

[1] The American Institute of Architecture Students. (n.d.). *History: Blast from the Past* [Fact sheet]. The American Institute of Architecture Students. Retrieved January 5, 2018, from https://www.aias.org/about/history

[2] American Institute of Architecture Students. *History: Blast from the Past*.

[3] Hallsworth, M., & Kirkman, E. (2020). The History and Thought behind Behavioural Insights. In Behavioral Insights (pp. 25–70). The MIT Press.

[4] American Psychological Association. (n.d.). (APA Dictionary of Psychology). mere-exposure effect). American Psychological Association. Retrieved January 5, 2018, from https://dictionary.apa.org/mere-exposure-effect

[5] Leers Weinzapfel Associates. (2017, May 25). Third Floor Plan (Architectural Floor Plan). ArchDaily. https://www.archdaily.com/872034/university-of-massachusetts-amherst-design-building-leers-weinzapfel-associates

[6] Leers Weinzapfel Associates. (2017, May 25). Second Floor Plan (Architectural Floor Plan). ArchDaily. https://www.archdaily.com/872034/university-of-massachusetts-amherst-design-building-leers-weinzapfel-associates

[7] Leers Weinzapfel Associates. (2017, May 25). First Floor Plan (Architectural Floor Plan). ArchDaily. https://www.archdaily.com/872034/university-of-massachusetts-amherst-design-building-leers-weinzapfel-associates