



ROYAL  
AVIATION MUSEUM  
OF WESTERN CANADA

**FINAL PROJECT**

# **Proposal**

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**PREPARED FOR :**

Royal Aviation  
Museum of Western  
Canada (RAMWC)

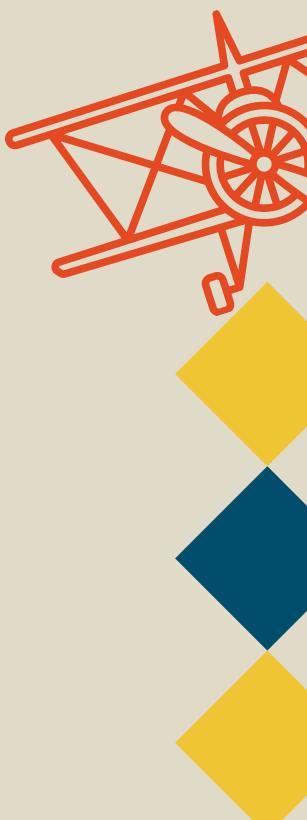
**PREPARED BY :**

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November 13, 2024

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# BRAND GUIDELINES

These guidelines will help shape future communications with the public and ensure consistency across platforms.

**Mission statement:** We strive to preserve aviation history while offering inspiring exhibits to both educate and entertain people of all ages.

**Vision statement:** Our goal is to establish a strong foundation for which the aviation community can reflect on our history, expand to new audiences, and bring innovation to the future of the industry.

## BRAND ARCHETYPE

**Sage:** Imparting knowledge is a fundamental trait of ours. We strive to encourage a new generation of aviation enthusiasts by sparking interest in young minds.

**Creator:** Our exhibits are curated to draw your attention but also to inspire and educate you. We've created a space that will leave you feeling awe-struck as soon as you walk through the door.

## CORE VALUES

### EDUCATE

Curating educational exhibits to preserve history and encourage new entrants to the field. A space for people of all ages to expand their knowledge.

### INSPIRE

Showing the next generation what the aviation industry is about with awe-inspiring exhibits. Inspiring young minds to get interested in STEM careers.

### ENTERTAIN

Ensuring people enjoy their visit by curating interesting exhibits with artifacts found around the globe. Establishing the space as a premium private event location.

## BRAND VOICE & TONE



### PERSONAL

We love to tell stories about how we found these artifacts, what they mean to our history, and what they mean to us.



### FUN

Come see what cool new exhibit we have this summer! Don't miss out on this exciting slice of history.



### INSPIRING

These incredible exhibits are a testament to human engineering capabilities! Isn't it wonderful that we can appreciate these marvels so many years after they were lost?

# TARGET AUDIENCE AND COMPARISON

## Primary

Families: predominantly mothers but some fathers, middle aged with disposable income to spend. These families have preschool or school aged children and enjoy engaging in the community and going out on the weekends. These parents want to bring their children to an interactive space that provides educational hands-on activities and entertainment.

## Secondary

Aircraft lovers: this audience expands across all age. Those with an interest in aerospace and aviation, who enjoy learning about space travel, Canadian aviators and innovators, flight dynamics, aircraft and plane engineering, and other related topics. This museum features rare items that these folks are willing to pay to see to fulfill their curiosity and fuel their passion.

History and culture lovers: those interested in tourism, regularly visit museums, educational spaces, exhibits, and enjoy stories of Canadian history. These people are willing to spend hours in spaces that offer new perspectives, enhanced knowledge, and memorable experiences.

## Comparison

The biggest gaps are connected to the brand voice and tone. A lot of the content marketing from RAMWC seems to miss the mark on using personal language and imagery in the captions, to connect with its audiences. The brand is missing the inspirational and stimulating tone that makes things sound fun and exciting.

The visuals on the website, social media, and marketing materials need to be updated as well. The use of the dark blue colour and the photo of the outside of the museum are used too often, the brand needs to add some bright pops of yellow and orange to all its channels, aiming to foster a sense of wonder and evoke curiosity.

*Below are some specific examples:*

- A Facebook post from August 16, says “We can't get over these images by Moore Photography from Jeff and Monique's wedding earlier this summer. Jeff and Monique opted for a ceremony on our hangar floor, surrounded by vintage aircraft and their reception was upstairs in our Observation Lounge overlooking the airport's runways. It was a beautiful day and we're so thankful we could be a part of it! Learn more about our event spaces and tell us what your dream event would look like,” with beautiful, sophisticated photos attached. As nice as the photos were, the caption and writing style does not match the brand's voice – according to the new guidelines – whatsoever, it's very straightforward and focused on the logistics, with little emotional appeal. With RAMWC's new voice and tone, posts like these are an opportunity to share more warmth and fun, even a chance to add some humour. This was also a missed opportunity to share the personal connection to the museum and why the couple wanted to get married there in the first place.
- RAMWC made a post on Instagram for National Aviation Day on February 23, and it was a single photo of a CL-114 Tutor by Ron Gerth, with a short caption that wrote “Happy National Aviation Day! We like to celebrate aviation every day at our museum, but this day is extra special. On February 23, 1909, the first powered flight in Canada took place. Things sure have come a long way since then!” This post showcases the history side of the brand but lacks the personality. As a museum that is about aviation, there is so much content potential for what could've been posted on this day, a montage reel of fun moments from the previous year, a carousel photo post, they could've hosted an event and went live, held a contest, so many missed opportunities for making people feel “amazed” and “inspired” on this special day, words used in the discovery meeting when describing the intention of the museum.

- TheTravel Manitoba website has a page for RAMWC promoting it as a “world-class” museum, that includes a boutique gift shop, children’s play area, an observation deck and more than 20 aircrafts. Tripadvisor advertises the museum as “a state-of-the-art facility with more than 25 aircraft and 17 immersive exhibits,” focusing on the 86,000-square-foot building. These two examples are not aligned directly with the brand guidelines because they’re missing the presence of the brand archetypes sage – encouraging a new generation of aviation enthusiasts, and the creator – to insider and educate. These three examples are more geared toward revenue and operations –which are essential for RAMWC’s success – but miss the connection to the core values of educating, inspiring, and entertaining.



## BRAND STORY

For decades, Canada's aviation heritage and stories remained scattered and scarce, only experienced by those who were involved or those who were lucky enough to hear about it. The awe-inspiring stories of these bush flying, military and commercial aircraft were not being told, and the pilots, engineers, innovators, and others involved were not being recognized.

The Royal Aviation Museum of Western Canada was created to fill the absence by showcasing, celebrating, and preserving aviation history among Canada.

Our roots traces back to five founders who in 1974 decided that preserving and collecting aviation heritage was going to be their new hobby. This decision led to one of the largest and most diverse aviation collections in Canada. From beginnings in the basements of its founding members, this collection now lives in a 86,000 square foot, world-class building, acting as a symbol of Canada's aviation legacy.

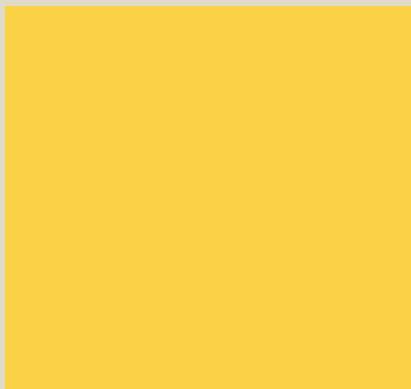
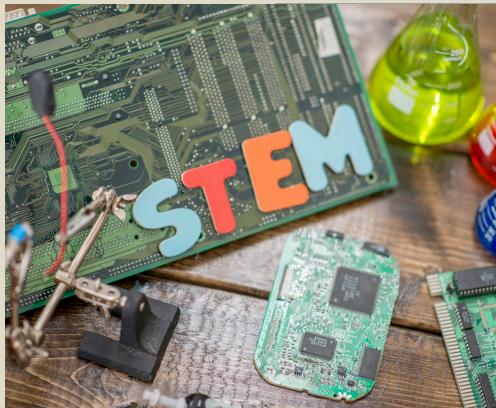
## REFLECTION

The story's core objectives are based on education, story telling, recognition, and celebration. It highlights building a legacy through the preservation of Canada's aviation heritage which aligns directly with the mission of "preserving aviation while offering inspiring exhibits to educate and entertain". This story also speaks to RAMWC's audiences and its values through the focus on connecting a diverse community through appreciating the role aviation played in Canadian history.

This brand story evokes pride, awe and wonder, and nostalgia, catering to the core audiences visiting the museum's website.



# LANDING PAGE MOODBOARD



# LANDING PAGE



ROYAL  
AVIATION MUSEUM  
OF WESTERN CANADA

## WELCOME TO RAM

Western Canada's world-class facility filled with inspirational aviation stories, once in a lifetime artifacts, and STEM-based interactive experiences.



**EXPLORE HISTORY**



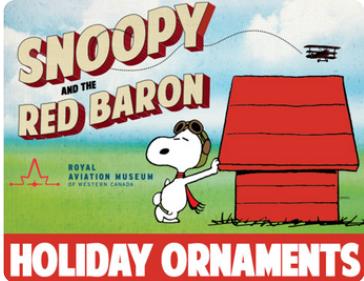
**JOIN OUR WORKSHOPS**

**PLAN YOUR VISIT**

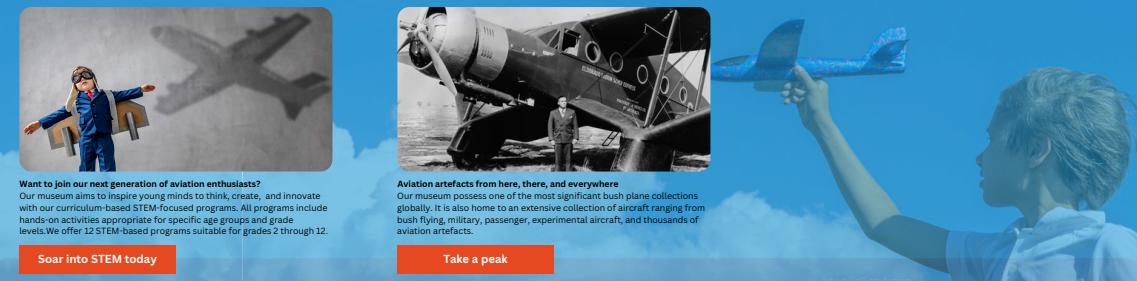
[About](#) [Education](#) [Stories & News](#) [Programs & Events](#) [Collections & Archives](#) [Booking & Rentals](#)

**Experience our lastest travelling exhibition before it departs!**

**Snoopy and the Red Baron**  
October 7, 2024 - January 4, 2025  
Dive into this beloved storyline in *Peanuts* through high-quality reproductions of original comic strips and discover the rich World War I history Schulz used in nearly every strip.



**HOLIDAY ORNAMENTS**



Want to join our next generation of aviation enthusiasts?  
Our museum aims to inspire young minds to think, create, and innovate with our curriculum-based STEM-focused programs. All programs include hands-on activities appropriate for specific age groups and grade levels. We offer 12 STEM-based programs suitable for grades 2 through 12.

[Soar into STEM today](#)

Aviation artefacts from here, there, and everywhere  
Our museum possess one of the most significant bush plane collections globally. It is also home to an extensive collection of aircraft ranging from bush flying, military, passenger, experimental aircraft, and thousands of aviation artefacts.

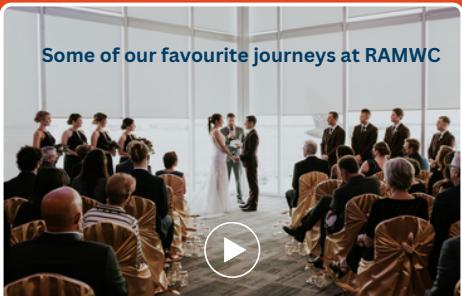
[Take a peak](#)

**“**

*“getting to say I do in the spot he took me on our first date was the most magical experience, thank you RAMWC for making it happen.”*

[Book your adventure now](#)

**Some of our favourite journeys at RAMWC**



**Connect with RAMWC**



[Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#)

# LANDING PAGE RATIONALE

My new homepage/landing page design aligns with the new guidelines because the colours and images now match brands voice and tone. We chose more vintage and bright colours in our brand guidelines which I used throughout this design, and we were aiming for our images to evoke feelings of fun and inspiration, while still representing the museum as a serious and professional establishment.

My featured posts are addressing our new core values of educating, inspiring, and entertaining, through the images: A child imaging he is flying a plane, advertisement photos of fun events the museum are hosting, and historic photos from the Royal Aviation Museum archives like The Bellanca Air cruiser built in 1935, named Eldorado Radium Silver Express and a Canadian Vickers Vedette replica.

In my audit I found that the brand lacked personality among their posts and lacked personal language and imagery, so I tried to focus on little touches of personality within the writing. Things like adding an exclamation mark, fun calls to action, little rhyming phrases like “think, create, and innovate,” and this was my focus for the brand story as well. I also wanted to add some creativity with the imagery so I incorporated some paper airplanes morphing into a real one, to represent the innovation side of children starting out creating paper airplanes, can lead to creating of flying real ones.

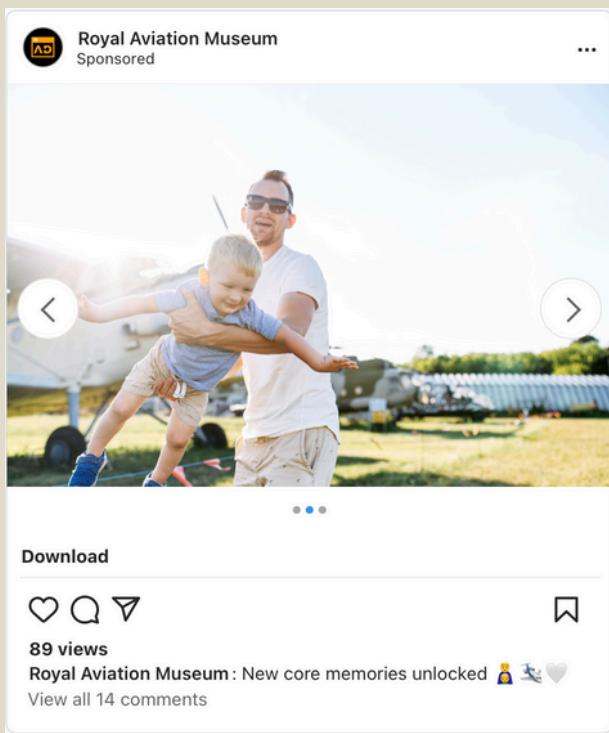
I also found they had trouble balancing and showcasing content for all their audiences, so with my design I tried catering to the aviation/aircraft lovers, the families, and the history and culture lovers with the visuals.



# ADS

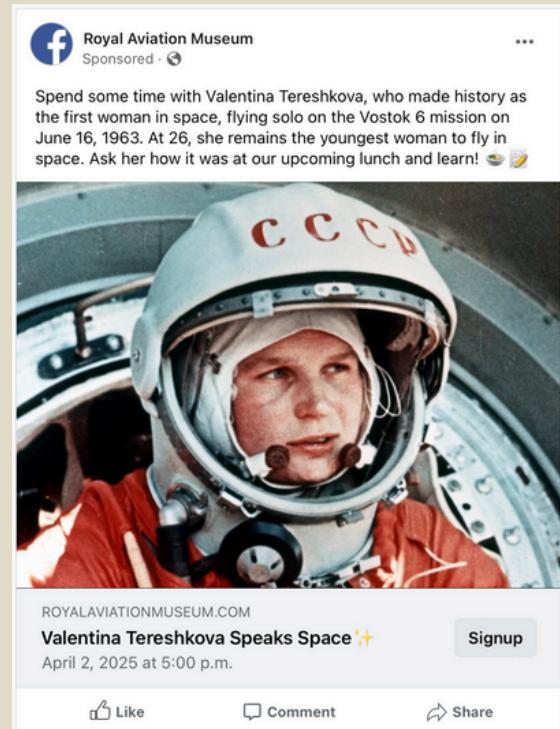
## INSTAGRAM

I chose Instagram for this ad as this is where families, in particular mothers, spend a lot of time scrolling and looking for inspiration.



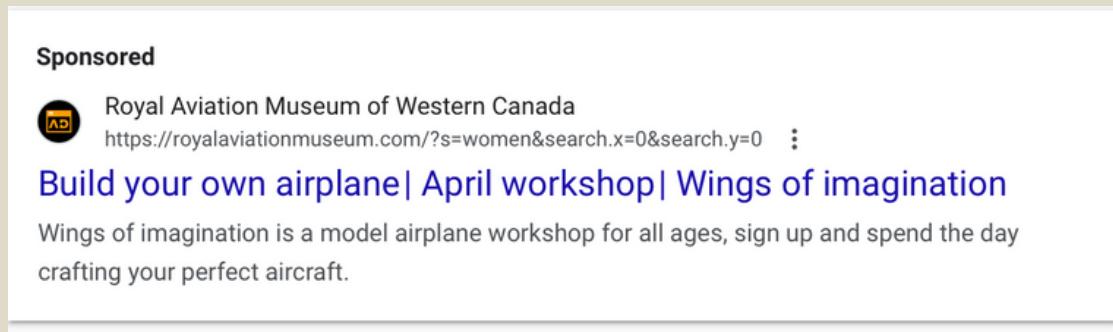
## FACEBOOK

I chose Facebook for this ad to reach the history and culture lovers as it's a good tool to reach more niche groups, and people often share things on this platform more often than others, and are willing to buy things on here.



## GOOGLE

I used Google for this ad because it made sense for the workshop event and i could insert my keywords to reach the aircraft lovers while they're scrolling and researching their passion.



# FINAL SUMMARY

The brand story sets the tone for how RAMWC communicates with its audiences and what it values.

The landing page is the first interaction visitors have with RAMWC, so I've made it bold and bright, with strong visuals evoking curiosity and wonder. I've also focused on accessibility and having majority of the important items shown to make it easy for visitors to find where they're going, while taking a moment to observe and take in the personality of the page through the design elements.

The social media posts showcase engagement and interaction, curiosity and passion, and inspiration through simple images while the captions showcase relaxed calls to action that revolve around fun and discovery.

All three of these factors work together to consistently convey a chill, conversational, quietly funny tone of voice, reflecting our new guidelines, while tapping into the values of each specific audience through action-orientated, vibrant images and displays.

