



Client: National Steinbeck Center

<https://www.steinbeck.org/>

Serving: Salinas Valley/ Global

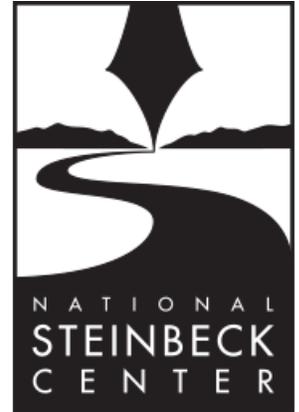
Cost of services/ programs: \$0.00- \$50.00 per person

Social Media Accounts:

Instagram: steinbeckcenter

Facebook: <https://www.facebook.com/nationalsteinbeckcenter>

Twitter: @SteinbeckCenter



Section A: Required collateral/ deliverables to complete/ create for your client including:

- A campaign theme
- A campaign logo that INCLUDES the National Steinbeck Center official logos
- Completed slide-deck client presentation (Template provided)
- Marketing and social media campaign branding board (PDF & screenshot in presentation-Template provided)
- 11x 17 campaign poster (PDF & screenshot in presentation-Template provided)
- Tri fold brochure (PDF & screenshot in presentation)
- 12 month social media campaign including creative image or video posts for one or more of the required social media platforms (Facebook, Twitter, Instagram)(Showcasing 1 post per month minimum)
- 1 minute client commercial/ public service announcement (MP4 or Youtube link)
- At least 1 custom required promotional item for the campaign & cost (embedded in presentation)
- >15 minute persuasive pitch recording of your/your team's campaign



Section B: Scenario/ Client Needs Assessment:

Problem Statement:

The [National Steinbeck Center](#) needs to brand itself as the major showcase of John Steinbeck and his works, archives, life and community throughout Monterey and Santa Cruz Counties and as a global museum destination. During the pandemic, they created a Steinbeck Subscription Box and deepened their [digital offerings from the Steinbeck Archives with their Finding Aids](#) . This campaign MUST tie the holidays/ social media posts to the National Steinbeck Center, John Steinbeck or his works. Their hope is to boost both digital and in-person engagement throughout the year. Increase participation in their Student Young Authors program, as well as rebranding and relaunching the annual Steinbeck Festival for the October 2022 event

Need to engage two or more of these new client types/target markets:

- Middle School/ High School students and teachers reading/ engaging with works of Steinbeck and/ or want to learn to write and sell their own book
- Students august 5-17 and their parents who want an exciting expedition summer camp experience.
- Families from local community and outside of the region Interested in knowing more about Steinbeck
- Families who want to their kg-12 youth to engage in local literacy programs, rooted in the local history
- Persons 18-65 globally interested in John Steinbeck, his books and life, and his impact on the Monterey/ Salinas Region

Campaign will need to create a **Theme** for the 1 year campaign using the approved black and white National Steinbeck Center logo. Create a **logo for the campaign**, and **use/ embed the current approved National Steinbeck Center logo**.

Campaign and posts **must** include the logo colors with **Hex & RGB Codes** has 2 colors which are Raisin Black (#231F20), White (#FFFFFF), the black and white National Steinbeck Museum Logo and website www.steinbeck.org

Key Measurements (Key Performance Indicators):

- Monthly social media posts
- Increased “Likes” and “Shares” and “Followers” on social media
- Increased attendance at the center
- Increased attendance at Steinbeck Festival in October 2022
- Increased sales of Steinbeck Subscription Box

<https://steinbeck.givecloud.co/product/Box-42020/steinbeck-subscription-box>

Task:

You are a marketing consultant/s bidding on this job with the client, the National Steinbeck Center. Create a 1-year Awareness/ Promotional integrated marketing and social media campaign for one or more of the new client types/ target markets, that the National Steinbeck Center hopes to engage and increase participation among.

You may use any creative apps, resources, or software to create your campaign as long as the final products are uploaded into the presentation. The slidedeck template has additional support resources in the slide not



Section C: A few social media calendar/ theme ideas. These are just a few ideas that **your client has provided**. You can design around these or you may develop your own. All aspects of your campaign **MUST** tie and promote the National Steinbeck Center, events at the National Steinbeck Center, gift shop, John Steinbeck’s life, or his works

December

- Read a book by Steinbeck or give a gift of a Steinbeck book/ subscription box from the [National Steinbeck Center gift shop](#)
- December 10, Nobel Prize Day
- December 18th, International Migrants Day
- Gift Giving Time of the Year: Give the Gift of Reading!
- SYA – Day of Writing Coach Recruitment
- 1919-Steinbeck meets Carlton “Dook” Sheffield in a French class at Stanford--long time friendship starts

January

- New year, new experiences
- Jan 18th [National Thesaurus Day](#)
- Day of Writing Save the Date
- Coach Recruitment for Day of Writing
- SYA School Visits to the Museum
- 1924-Steinbeck takes a short-story writing course with Edith Mirrielees, who had a strong influence on his work
- 1925-Steinbeck arrives in New York, starts a job in construction on Madison Square Garden
- 1928-Steinbeck starts manuscript for first novel Cup of Gold

January (Continued)

- 1929-Cup of Gold accepted for publication by Robert M. McBride
- 1930-Steinbeck and Carol marry in Glendale, CA and settle in Eagle Rock
- Walk Your Pet Month-Steinbeck had dogs throughout his life; Adam Trask gives his father Cyrus a mongrel puppy in East of Eden.
- 1948-Steinbeck flies to CA to do research for his next novel about the Salinas Valley (East of Eden).

February

- Love Steinbeck, come visit virtually or in person
- Feb. 14th is also Library Lover’s Day
- February 27, John Steinbeck’s Birthday (Born 1902)
- National Steinbeck Center Day of Writing Announcement
- National Steinbeck Center promoting, [Student Young Authors School Visits to the Museum](#)
- 1924-Steinbeck publishes “Fingers of Cloud” in the campus literary magazine, The Stanford Spectator.
- 1932-Steinbeck turns 30 and receives a telegram that Pastures of Heaven has been accepted for publication.



- 1951-Steinbeck starts on his “big novel” giving the working title “The Salinas Valley.” Steinbeck writes the novel on one page and a letter to Pascal Covici on the opposite page; letters later published as Journal of a Novel
- National Steinbeck Center Event Blind Date with A Book Event. Four Local Authors, 4 mystery books...find out who is your Blind Date Book!
- National Steinbeck Center Event Goodreads Meet Up on John's Birthday February 27th.
- [Steinbeck Summer Camps - Announcement](#)

March

- March 2, Read Across America Day
- March 16, National Artichoke Day (Salinas)
- March 31, National Farm Workers Day
- 2021-2022 Day of Writing
- 1926-Steinbeck’s Uncle Joe Hamilton helps him find a job as a reporter.
- 1934-Steinbeck finishes “Tortilla Flat” manuscript, sends for publication.
- National Women’s History Month/International Women’s Day (8)-Steinbeck was married 3 times and often relied on his wives to help with editing and typing of his manuscripts, Steinbeck’s mother was civically engaged in Salinas.
- [Steinbeck Expedition Summer Camps – Enrollment](#)
- Doctor’s Day (30)-Several doctor characters in East of Eden, Steinbeck wrote Doctor characters regularly in his work, modeled on Ed Ricketts.

April

- April 12, National Library Week
- [April 23rd is World Book and Copyright Day](#)
- Awards – Day of Writing
- [Steinbeck Expedition Summer Camps – Enrollment](#)
- 1861-American Civil War Starts (12), East of Eden patriarch Cyrus Trask fought one engagement in the Civil War and lost his leg during battle. Cyrus exaggerates his military career, turning it into a position with a veteran’s representative group; it influences his parenting of his two sons: Adam and Charles.
- Garden Month-One of Steinbeck’s hobbies was planting gardens wherever he lived, passed on from his own father who loved gardens/gardening. In East of Eden, Adam plants a large garden in his new home for Cathy (not that it turns out well).
- Month of the Military Child-In East of Eden, Adam and Charles grow up in their father, Cyrus’, military-discipline.
- National Humor Month-In East of Eden, fictionalized Olive Steinbeck gets to ride in an airplane to amusing results



May

- May 13 (1937) Of Mice and Men-Day George Shoots Lennie
- May 27th National Grape Popsicle Day (Grapes of Wrath)
- May 30th National Creativity Day
- International Day of Writing Awards
- [Teacher Appreciation Month - FREE Steinbeck Teacher Lesson Plans](#)
- [Steinbeck Expedition Summer Camps – Enrollment](#)
- National Stroke Awareness Month-Steinbeck’s mother suffered two strokes: one that caused a decline in her health and one that ended her life; Adam Trask in East of Eden also suffers a stroke at the end of the book.
- April-May 1949-Steinbeck meets Elaine Scott (who is, at the time,married to actor Zachary Scott), they eventually marry.

June

- It may be hot, but the museum is cool
- Last spaces [Steinbeck Expedition Summer Camps – Enrollment](#)
- June 8, World Oceans Day-In June, 1923 Steinbeck registers for summer classes at Hopkins Marine Station, classes fuel an interest in biology and the natural world
- June 23rd, National Typewriter Day
- National Steinbeck Center Event: Goodreads Meet Up for East of Eden with a Cocktails & Culture "Dress Up" Edition!
- July 30, 1933-Steinbeck finishes “The Red Pony”
- 1951-While reading Genesis 4:1-16 in the Bible, Steinbeck decides the phrase “East of Eden” would be a better title for his big novel.
- National Great Outdoors Month-Steinbeck’s love of the natural world showed itself in almost all of his writing.
- June 19 Father’s Day-Steinbeck had two sons: Thom and John IV. In East of Eden,many of his written work’s main relationships and conflicts are between fathers and sons.

July

- Bring the whole family to experience a national treasure and local hero, John Steinbeck
- July 17 World Day For International Justice
- July 30th, Paperback Book Day [The 15 Best John Steinbeck Books Everyone Should Read](#)
- July 28, 1914-WWI begins-This figures into the plot of East of Eden; Martin Hopps died in this war, first Salinas resident to be killed in a foreign war also mentioned in East of Eden.



August

- August 9, National Book Lovers Day
- August 26th Happy National Dog Day! “A dog, particularly an exotic like Charley, is a bond between strangers.” —John Steinbeck, [Travels with Charley in Search of America](#)
- National Steinbeck Center and Salinas Car Week: Vintage RVs on Main Street! Cocktails & Culture featuring Rocinante.
- August 15 National Relaxation Day)-Relax with a Steinbeck book!

September

- September 6 Read a Book Day Choose from any of [John Steinbeck's works](#).
- Sept 8 International Literacy Day
- National Steinbeck Center 2022-2023 [Student Young Authors](#) Teacher Registration
- National Steinbeck Center [Student Young Authors](#) School Visits to the Museum
- 1923-Steinbeck returns to Salinas, works as a bench chemist at Spreckels Sugar Factory, begins the life-long practice of writing letters to “warm up” for writing.
- 1926-Steinbeck hired as winter caretaker for a Tahoe vacation home, able to spend most of his time writing.
- 1952-East of Eden published, quickly becomes a best-seller.
- September 11 Grandparents’ Day Hamilton’s grandparents were a big part of Steinbeck’s life, and they feature prominently in the novel, East of Eden.
- September 17, 2022 Coastal Cleanup Day Steinbeck had deep love of the natural world and the ocean, recalling his time living in Pacific Grove and friendship with Ed Ricketts.

October

- National Book Month
- October 16th Dictionary Day
- National Steinbeck Center East of Eden Festival including Film Premier of East of Eden on the Big Screen!
- 2022-2023 [Student Young Authors](#) Teacher Registration Deadline
- [Student Young Authors](#) School Visits to the Museum
- [Student Young Authors](#) Coach Recruitment
- [Student Young Authors](#) School Visits to the Museum
- “Friendship” 1930-Steinbeck meets Ed Ricketts for first time, a deep friendship ensues.

November

- November 1, National Author’s Day
- [Student Young Authors](#) Coach Recruitment
- 1933- “The Red Pony” (short story) renamed “The Gift” appears in North American Review literary journal.