



A research centre within the
McMaster Institute for Music and the Mind.

THE TEAM



Emily Albanese
Art Director



Nick Crawford
Copywriter



Carter Crook
Account Manager

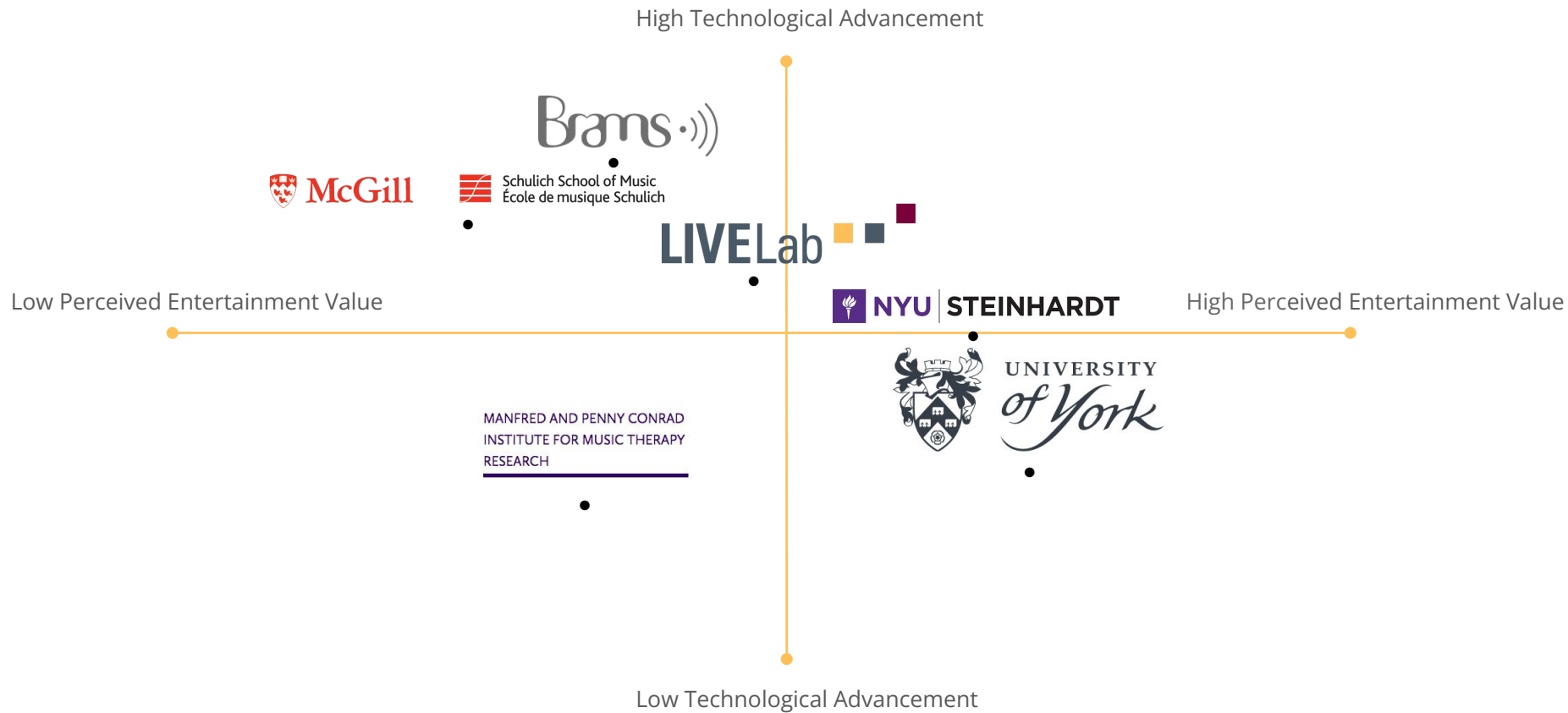


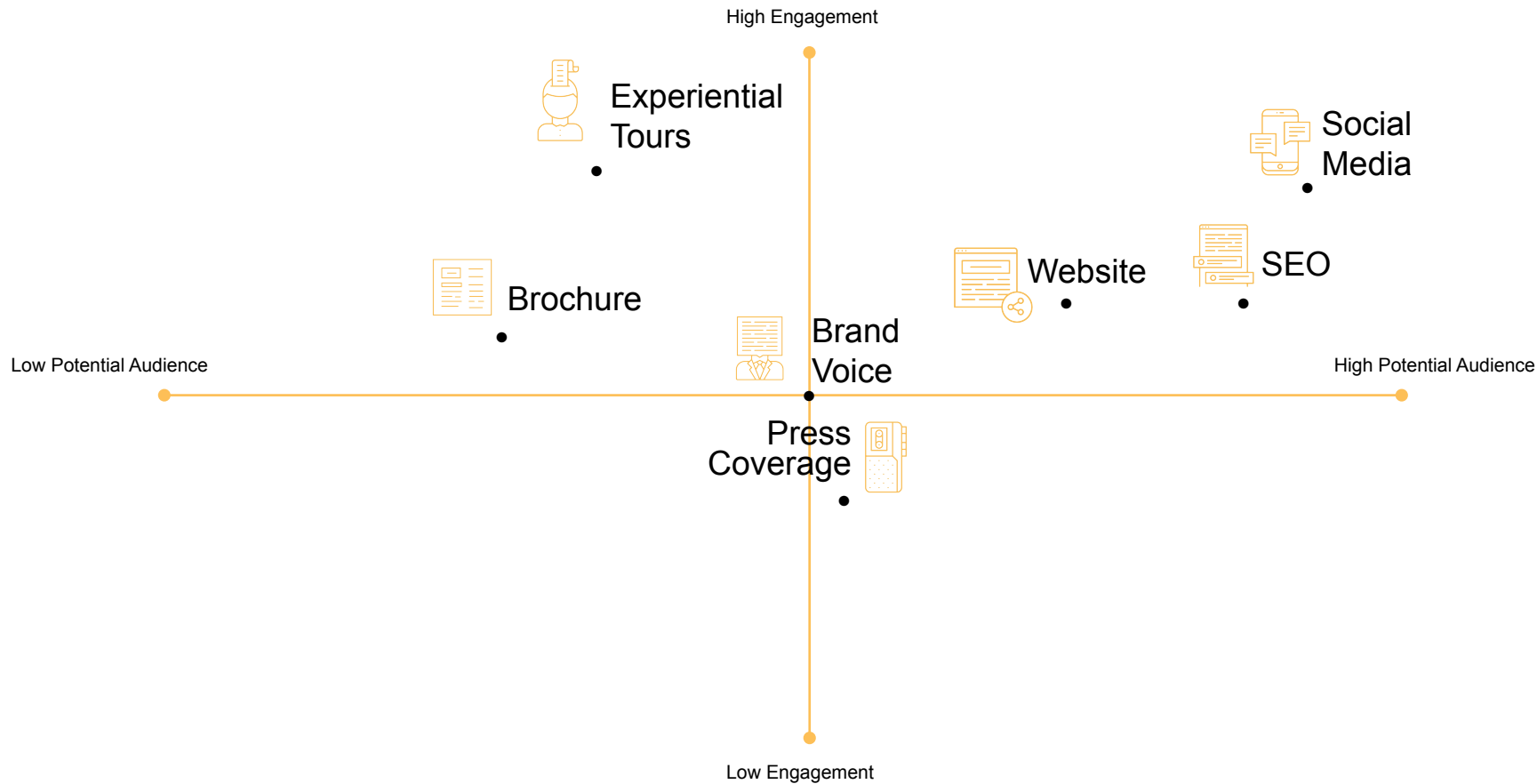
Jordan Topan
Project Manager

A photograph of a modern building at night, featuring large glass windows and balconies. The interior lights are on, and the building is reflected in the glass. A large white triangle is overlaid on the right side of the image, containing the text.

THE ASK

Increase number of research prospects for studies, with emphasis on families with children.



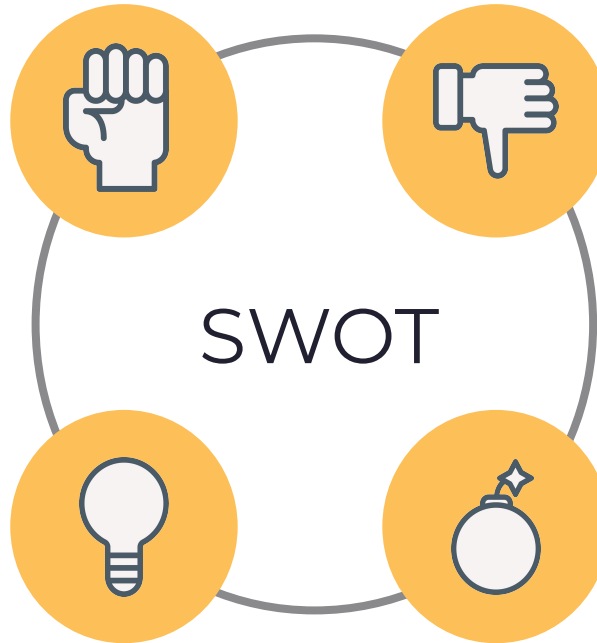


STRENGTH

- The only facility of its kind in Ontario with leading technology.
- Open to public, anybody can participate
- Stored database is 30 years old and focuses on infants and children.

OPPORTUNITY

- New channels to increase awareness
- No local competitors
- Tether to McMaster University will help boost community involvement as well as using local Hamilton media outlets to full advantage (i.e. City of Hamilton - Social Media, Website.)



WEAKNESS

- General lack of awareness and low perception of entertainment value in research studies
- No presence on page 1 of Google SERP for popular keywords and phrases

THREATS

- Name confusion with LifeLabs
- Cannot reach children as directly, must go through parents/caregivers
- COVID impacts consumer behaviour



JANET

Daycare Owner

Hamilton, Ontario

Janet knows that music is important for the development of infants, but doesn't know how or why. As she is a childcare worker, she is spending a lot of her time looking into activities for youth development. When she has free time during the day she likes to watch the local morning news to check for COVID updates and community events.

PERSONALITY TRAITS



SOCIAL MEDIA USAGE

Looking for parenting tips.



CUSTOMER JOURNEY MAP



Awareness

Research

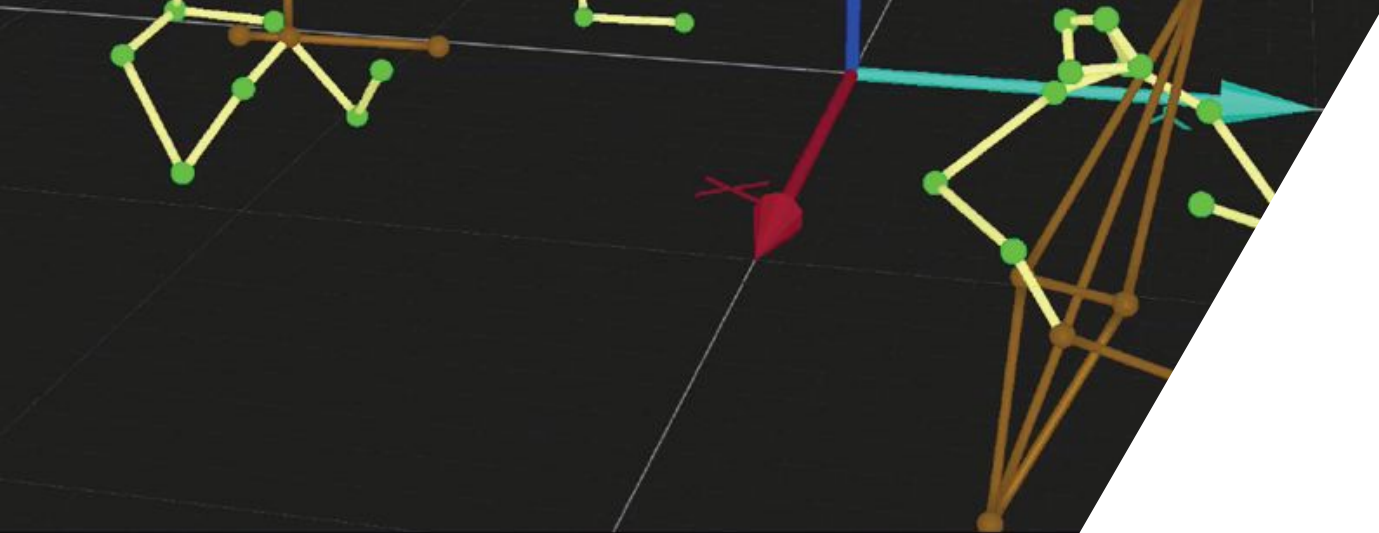
Decision

Participation
& Experience

Consumer
Loyalty







KEY RESEARCH FINDINGS

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CULTURAL

- Parents and families are not confident in letting research facilities conduct studies on their children.
- People are weary of anything health-related in today's climate, making it tough to recruit new participants and fill gaps in data.
- People may not realize that it is possible for healthcare and entertainment to be bridged as well as the benefit it has for them.

KEY RESEARCH FINDINGS



CATEGORY

- Most research facilities don't provide entertainment for their participants or any benefit.
- In an incredibly niche category of research institutions. These institutions are few and far between, offering different levels of technology and purposes across the board.

KEY RESEARCH FINDINGS



PRODUCT

- A one-of-a-kind research performance facility that provides entertainment for their research participants.
- Technology and research is used to improve different health technologies and improve understanding of cognition with sound.
- Large emphasis on community and public involvement, tours are available, and participation and using the lab for research are open to the public.

BARRIER TASK 1 - AWARENESS



BARRIER

Communications
channel compromised
during covid.

TASK

Establish new methods of using the
channels for LIVELab that will be
more effective during COVID and
more resilient in uncertain times.

TACTICS

Social Media, SEO, Website
Adjustments (front page).

BARRIER TASK 2 - CONVERSION



BARRIER

Young families hesitant to engage in healthcare research.

TASK

Find an effective way to convert prospective participants.

TACTICS

Develop brand voice, Social Media, Press Release, Brochure/ Letter to parents for field trips and local centres, SEO.

BARRIER TASK 3 - LOYALTY



BARRIER

There is little loyalty for the LIVELab brand.

TASK

Use database to show long-term benefits of participating in LIVELab studies.

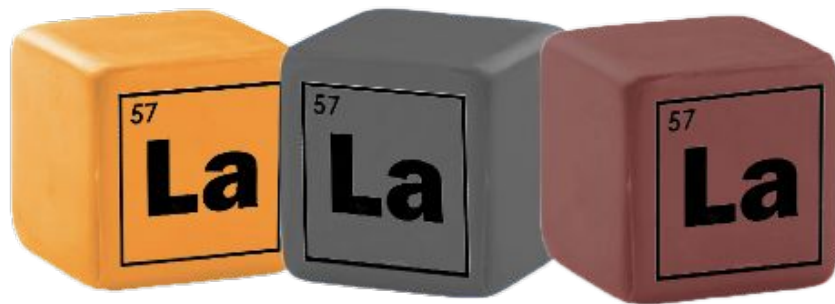
TACTICS

Social Media, SEO, Website
Adjustments (front page)
Local events, Field Trips,
Messaging for community
centres and daycares
(testimonials and stories)

Creative Concepts



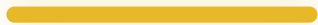
THE ELEMENTS



INSIGHT

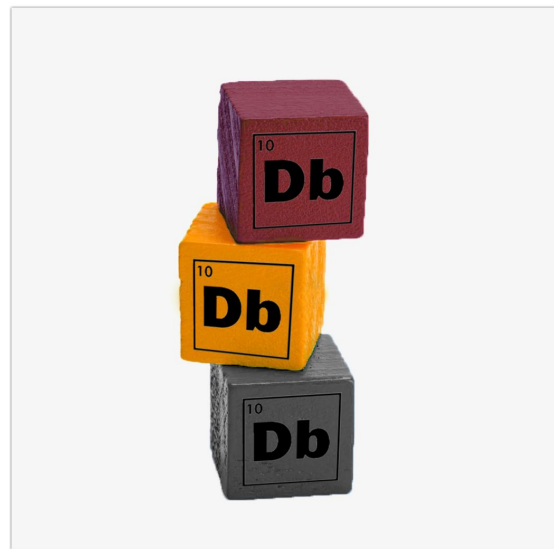


IDEA





LIVELab Where music and science overlap.
LIVELabs at McMaster.



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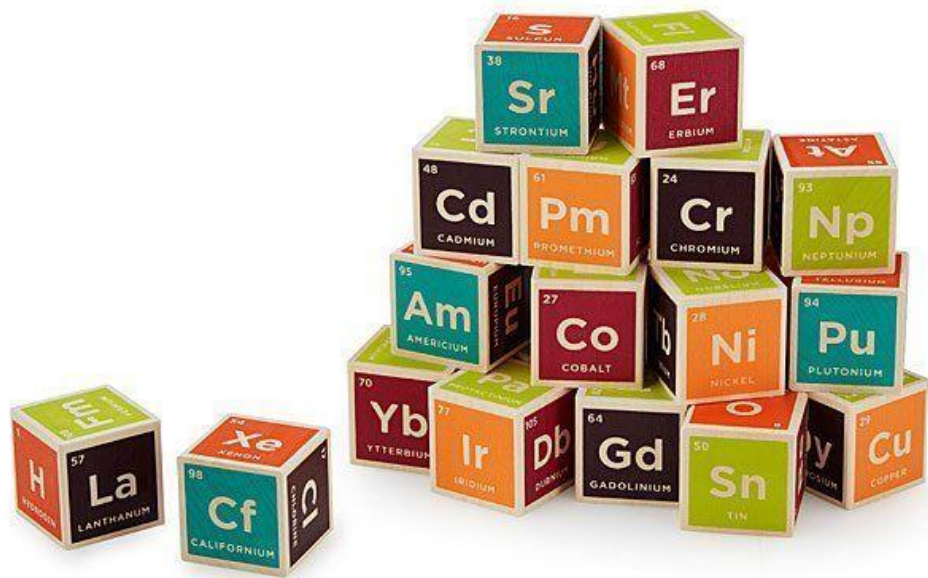
WHERE MUSIC
AND SCIENCE
OVERLAP.



LIVELabs is a research center within
the McMaster Institute for Music and
the Mind designed to entertain and
educate simultaneously.

LIVELab 





BABY'S FIRST CONCERT



INSIGHT



IDEA



LIVELab Presents

RHYTHM & INTERPERSONAL COORDINATION

livelab.mcmaster.ca

NOVEMBER 20, 2021

10:00 – 20:00 EST

VIRTUAL

LIVELab at McMaster University, Hamilton, Ontario

LIVELab

FEATURING TALKS

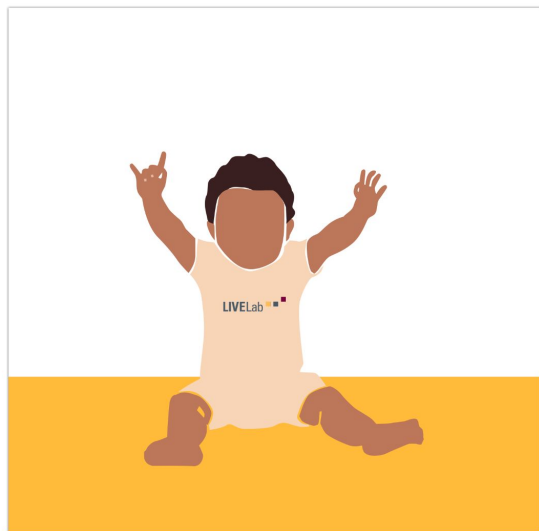
Dr. Sandra Lord
Dr. Kelly Chang
Dr. Peter Keller

ADMIT ONE



EVENT DETAILS





LIVELab Baby's first concert. LIVELab at McMaster University. Come for the songs, stay for the science.

LIVELab Presents ————— livelab.mcmaster.ca

BABY'S FIRST CONCERT.

RHYTHM & INTERPERSONAL COORDINATION

NOVEMBER 20, 2021 ———→ 10:00 – 20:00 EST

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LIVELab Baby's first concert. Yes, we said that correctly. LIVELab at McMaster University. Come for the songs, stay for the science.

BABY'S FIRST CONCERT.

Yes, we said that correctly.



LIVElab at McMaster University.
Come for the songs,
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FEATURING TALKS

Dr. Stefanie Hoehl
Dr. Keith Doelling
Dr. Peter Keller

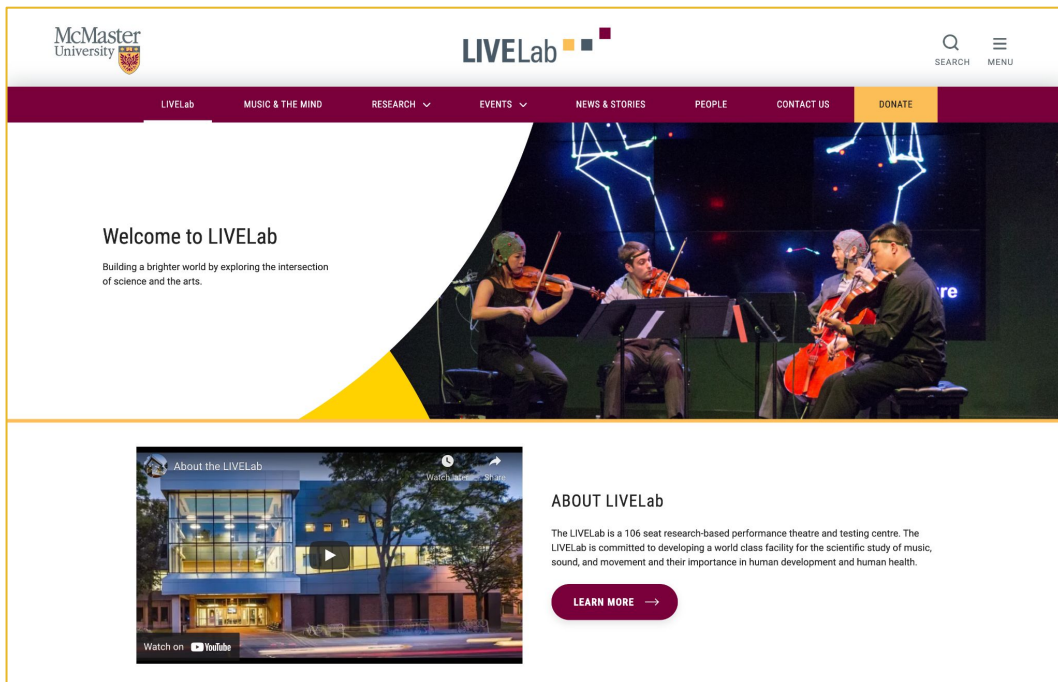


LIVELab





WEBSITE ADJUSTMENTS



Move facility highlights to the front page



Tell them what you do right away



Show most recent & upcoming events on front page



Use proper meta tags for SEO

FLIGHT PLAN



PRINT COST - CUSTOM BROCHURES

	UNIT COST	TOTAL COST	NOTES
VISTAPRINT	\$0.52/unit	\$259.20 + shipping (500 units)	2-10 business days depending on package
PRINTFAST.CA	\$0.36/unit	\$181.40 + shipping (500 units)	3-5 business days turnaround
48HOURPRINT.COM	\$0.36/unit	\$181.48 + shipping (500 units)	2 day turnaround, price increases with shorter turnaround

Possibility of McMaster Print Services

KPI



Concert Attendance



New Research Prospects
(expected gain vs actual gain)



Social Media Analytics



Press Coverage
Performance



Word-Of-Mouth
(i.e. Follow-Ups, Google Survey,
Thank You Mail/Gratuity)

High Technological Advancement

Brams ·)))



Schulich School of Music
École de musique Schulich

LIVELab



Low Perceived Entertainment Value



NYU | STEINHARDT

High Perceived Entertainment Value

MANFRED AND PENNY CONRAD
INSTITUTE FOR MUSIC THERAPY
RESEARCH



UNIVERSITY
of York

Low Technological Advancement

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THE OVERALL GOAL

Increase number of research prospects for studies, with emphasis on families with children.



— ANY QUESTIONS? —

Thank You