



Situational Analysis
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Creative Mornings Overview

In 2008, an inspired creative professional, Tina Roth Eisenberg (SwissMiss), was struck with the idea to spread her creative knowledge to the people of New York City. The idea of breakfast and an artistic social event appealed to the greater majority of the city, thus, the organization began. One Friday each month Ms. Eisenberg gathered her creative folk and shared ideas over coffee and breakfast items for the brief early hours of the morning. As Creative Mornings gained more affability, the organization hosted meetings with talented creatives as spokespeople and began spreading their wealth of knowledge, creativity and breakfast goods throughout the Americas and Europe. Each month as they traveled city to city, a new theme was presented to ensure new topics of discussion would be shared. Overall, Creative Mornings has become an important amiable and sociable organization to the greater creative community. (*About Creative Mornings*).

SWOT ANALYSIS

Strengths

Creative Mornings began as a very humble organization, stemming from an online community to a strong worldwide organization. They are similar to TED Talks, but geared towards creatives and their sessions are free of charge due to their strong partnerships and sponsors (*About Creative Mornings*). A list of their strengths is listed below:

- Worldwide organization (137 cities) (*Cities, Creative Mornings*)
- Free of charge
- Help individuals harness their creativity
- Speakers are creative professionals
- Registration is limited; more people are interested because it is often unattainable
- Strong community
 - In-person meetings
 - Breakfast social events
 - Newsletters

- Strong communications through social media
 - Facebook is their primary social media platform for engagement
 - Twitter is their primary social media platform for awareness campaigns and their Kickstarter
 - Instagram is their secondary social media platform
 - Tumblr is used for sharing important quotes, encouraging engagement
- Videos posted on the web
 - Parascope: live streaming of talks
 - Vimeo

Weaknesses

All organizations have their weaknesses, for one, Creative Mornings is still relatively new. Their restricted seats make it nearly impossible for people new to the creative community to attend their meetings. Their Lack in advertisements also makes it very difficult for individuals to find out about the organization. (*About Creative Mornings*) Below is a list of their weaknesses:

- Restricted seatings
- New cities every month, but their talks are live streamed online
- Lack in advertising
- Weak presence on some social media platforms
 - Vimeo

Opportunities

As a growing organization in a very fast paced industry, Creative Mornings needs to keep an eye out for current trends in the creative industry and find new content as well as new ways to appeal to audience and engage more creative professionals (*About Creative Mornings*). Creative Mornings has a generally strong presence on the web and social media, there are some websites and forums that may be worth consideration. A list of opportunities will be listed below:

- Posting short (15 second - teaser) videos on Instagram
- Update their Vimeo
- Increase number of seats or number of talks per month
- Increase financial input in advertisements

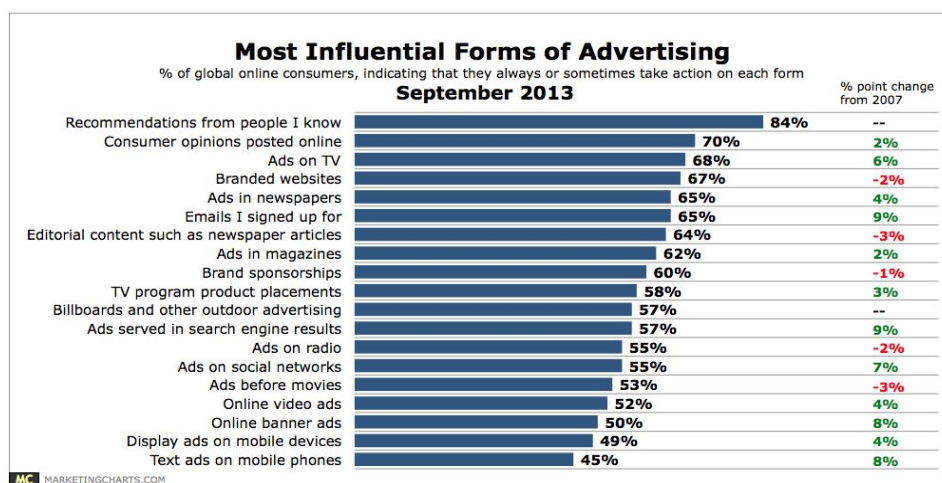
Threats

Creative Mornings is a well established organization, they have very few competitors, but the market of creative talks is already very narrow and therefore very competitive. Their main competitor is North by North East. North by North East is a music festival geared toward the artistic, musical side of the creative industry. They also have very strong sponsors that are well known, therefore, advertisements are done on a more frequent basis. They have a very strong social media presence and engagement with their community. Tickets are sold and limited. This last statement could be considered as a strength as well as a weakness; a strength because the event has a monetary value, and a weakness in favor for Creative Mornings because the creative people in the industry have to pay to be granted access to the events (*Information, North by North East*).

SITUATIONAL ANALYSIS

Scope of the Creative Industry

The creative industry has grown throughout the years as more careers are geared toward creative professionals. The art of advertising has increased immensely since the launch of the Web 2.0 and social media. Industries are researching which are the most effective ways to reach out to their target market, respecting who that is and what their interests and daily activities may be. As seen in the graph below, there is significant change in commercial electronic messaging and search engine results. These changes are important to organizations like Creative Mornings, this way they can find new, efficient ways to engage with their current audience and expand to creative individuals who may not be aware of the company yet. (*Graph retrieved from: MarketingCharts, TV's influence as an Advertising Medium*).



Competitive Analysis

As mentioned in the SWOT Analysis, Creative Mornings main competitor is North by North East. Their audience is a subcategory of the same industry as Creative Mornings but both organizations have their respective strengths and weaknesses. Below will be a list of North by North East's strengths and weaknesses.

Strengths:

- Strong partnerships and sponsors
- Well known artists
- Music Festival held in major cities
- Strong presence on social media
- Monetary value
- Some social media engagement

Weaknesses

- Limited tickets
- Events are held in a condensed period of time
- Not as widespread as Creative Mornings
- Events are labeled with a price rather than creative value
- Not as much social media engagement as Creative Mornings

Consumer and Community Analysis

Creative Mornings has a strong presence on social media. Their current accounts are currently on platforms such as Twitter, Instagram, Facebook, Tumblr, Kickstarter, Youtube, Vimeo, and Periscope. On each platform they post specific content related to the age group, activities, and interests. For example, they post more content that will engage in community discussions on Facebook, and they post more awareness campaigns on Twitter. One of the opportunities for their organization and social media engagement would be to post more videos on Instagram.

Twitter (58,700 Followers)

- Over 6000 tweets
- Retweet a lot of awareness campaigns
- Very active (Post a tweet every hour on average)
- A lot of promotion for their Kickstarter and interactions with users who back them
- Tweets and Retweets consists of tools to help creatives

- Based on the amount of followers, more likes would be expected

Facebook (25,580 Page Likes)

- Similar posts seen on their Tumblr (Quotables of breakfast lectures)
- Notify page members of the “Theme of the month” at the beginning of every month
- Interaction on the post with the quotes from the lecture are more frequent compared to non-quotable posts

YouTube (26,170 Subscribers)

- Average one upload per day
- Very limited interaction (Few comments from viewers or subscribers)
- Archive of breakfast lecture talks from various founders, makers, photographers, designers and artists around the world

Vimeo

- 73 videos
- 75 likes
- Last video was uploaded over a year ago
- Do not use Vimeo since they made the switch to YouTube

Tumblr

- Blog dedicated to a variety of quotables taken from different breakfast lectures from around the world

Questions

To enhance our campaign, we are mandated to ask Creative Mornings and Minimal Agency a few questions regarding their goals for the campaign and how they would like their organization to be perceived more in depth. The following are some potential questions that could help the agency strengthen the quality of the new campaign.

- The main goal of the campaign is to create awareness. Are there any other specific goals you wish to attain through this campaign?
- Your current target market is perceived as the creative industry as a whole. In this campaign is there a subgroup you wish to target such as students, creative professionals, etc?

- Your key message is that Creative Mornings has offered creative networking for over three years. Are there any other key messages you would like to extend to the public through this campaign?
- The theme for the June campaign is “Broken Miss Me.” Please elaborate on the correlation between that theme and the usual Creative Mornings lectures?
- Timing is important when launching a campaign. Is there a specific time slot where you would prefer this campaign to take place?
- Being a non-profit organization, your budget is something important to consider. How much is usually spent on campaigns and will that same budget apply to this campaign or will the budget be increased?

Conclusion

Creative Mornings has been a successful organization for 8 years beginning from an online lecture, growing to a worldwide creative conference. They have managed to extend their creative inspirations to many who searched for more knowledge. With campaigns and themes as interesting as they currently possess, one must ponder, why they are not more popular on the social media. We hope to solve this issue and create a campaign that will virally expand their viewers and participants. One of the main issues we confronted through our situational analysis is that the number of seats is very scarce and the creative community struggles to earn a seat. With a stronger campaign, we aspire to increase the budget over time and offer the organization the possibility of a larger venue for their morning lectures. Overall, Creative Mornings has been successful in attracting a loyal audience and they have the potential to make significant changes in the creative world.

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