

Tara Myers, Ashley Tesorero, Lauren Elliott, Anna Kyes,
Catherine Karbon, and Angela Du

Introductions

Management Team

W. J. Beal Botanical Garden
Fig. 01



Ashley Tesorero
Advertising Management
Public Relations



Lauren Elliott
Advertising Management
Business Administration



Tara Myers
Advertising Management

Introductions

Creative Team

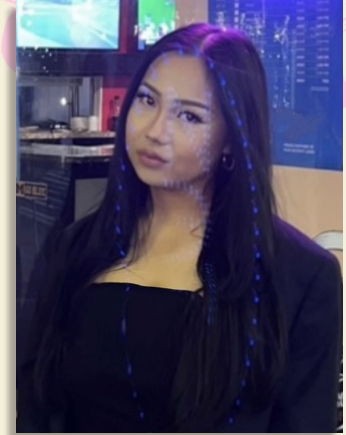
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Fig. 02*



Anna Kyes
Creative Advertising



Catherine Karbon
Creative Advertising



Angela Du
Creative Advertising
Graphic Design

Campaign Objectives

Our goal is to **increase awareness** for the garden all year round, not just when in bloom. To accomplish this, we want students to be **personally invested**.

How do we get students to care?

- ❑ Convey the garden are worth exploring and utilizing before graduation
- ❑ Make the garden accessible and tangible in a new and engaging way
- ❑ Invoke an emotional connection: people want to feel that they have a personal stake or connection to something

Target Market

Undergraduate students at Michigan State University

- ❑ Aged 17 - 23 years old
- ❑ Gen Z (1997 - 2010)

What we know about Gen Z:

- ❑ They enjoy caring for houseplants
- ❑ They love video games

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Fig. 04



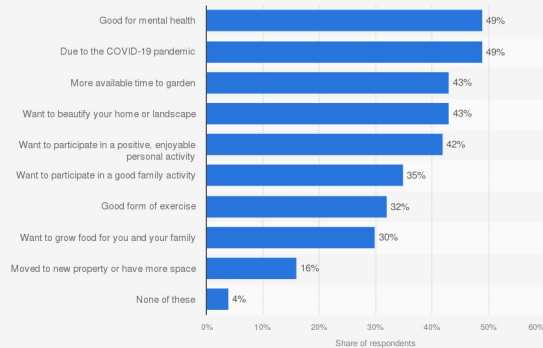
Research

So why the sudden interest in houseplants?

- ❑ Covid isolation/boredom
- ❑ Mental health (and happiness)



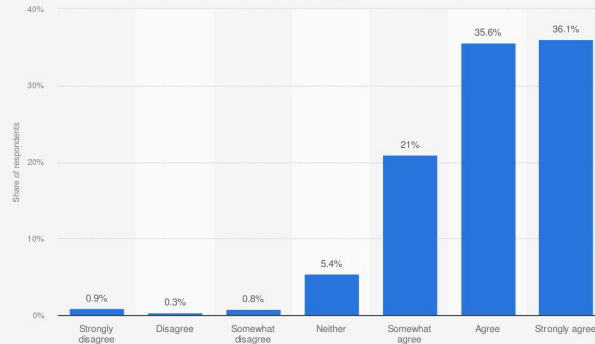
Reasons why "newcomers" started participating in lawn and garden activities in the United States in 2020



Source:
National Gardening Association
© Statista 2022

Additional information:
United States; National Gardening Association; 2020; 2,000 households

In general, would you say that houseplants make you happier?



Source:
Floral Marketing Fund
© Statista 2022

Additional information:
United States; Floral Marketing Fund; 2021; 1,722 respondents; Online survey

Research

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Fig. 06

How prevalent are video games?

- 80% of Gen Z & Millennials participate
- A way to connect

8/10 Gen Z and Millennial Consumers Are Playing Video Games

Consumers under 40 average around 7 hours of playtime a week, significantly more than older gamers

Share of Each Group that Played Games in the Past 6 Months
Base: Total sample



Average play time/week
7:20h



Average play time/week
4:25h



Average play time/week
6:50h



Average play time/week
2:30h

Key Insights

A remarkable 81% of Gen Z reports playing games. While this share decreases with each older generation, an impressive 42% of Baby Boomers play games.

We see a similar trend for time spent playing: the older the generation, the less time they dedicate to playing games every week. On average, Gen Z spends 7 hours and 20 minutes playing games—half an hour more than the Millennial average. This makes sense as Millennials—while still digital-native—typically have less leisure time due to full-time work and other life commitments. Meanwhile, Baby Boomers play for just 2-and-a-half hours per week; they tend to dedicate more leisure time to more traditional forms of entertainment.

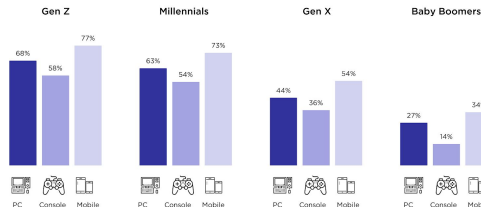
newzoo

Source: Newzoo C Games & Esports ("Global-weighted average across 33 markets").
Total sample: Representative sample of online population aged 10-65/10-50 (coverage in regional and age scope differs by market).
Base: Total sample (n=72,068), Gen Z (n=22,652), Millennials (n=26,123), Gen X (n=16,854), Baby Boomers (n=6,439)

Gen Z and Millennials Use a Wide Variety of Platforms to Play

Younger generations are the mostly likely to spend on games too

% Players by Platform (past 6 months)
Base: Total sample



Who's Paying?

Gen Z 69%
Millennials 70%
Gen X 52%
Baby Boomers 29%

Share that spent money on games on any platform in last 6 months
Base: Total players

newzoo

Source: Newzoo C Games & Esports ("Global-weighted average across 33 markets").
Total sample: Representative sample of online population aged 10-65/10-50 (coverage in regional and age scope differs by market).
Base: Total sample (n=72,068), Gen Z (n=22,652), Millennials (n=26,123), Gen X (n=16,854), Baby Boomers (n=6,439)
Base: Total players (n=52,000), Gen Z (n=18,598), Millennials (n=20,451), Gen X (n=10,416), Baby Boomers (n=2,535)

SWOT Analysis

Strengths:

- ☐ Beautiful and relaxing area
- ☐ Educational environment with learning opportunities
- ☐ Benches and tables for activities/studying

Opportunities:

- ☐ Co-ownership
- ☐ Social media presence
- ☐ Word of mouth advertising strategies
- ☐ Flyers (digital and physical)

Weaknesses:

- ☐ Brand/name recognition
- ☐ Plants aren't in bloom more than half the year
- ☐ Little to no marketing/advertising

Threats:

- ☐ Winter
- ☐ Student interests/activities



Insight

Through our research, we compared and contrasted other schools' botanical gardens or arboretums to see what they did similar and/or different from Beal Botanical Garden.

Contrast

Smith College: 2022 Chrysanthemum Show- Fall community tradition with professional lecturer, magazine

Berkeley: virtual tour, memberships, two-day botanical garden illustration workshop

Harvard: lilac t-shirt design, art show, walks, livestream lectures

Compare

- ☐ Events and exhibits
- ☐ Plant databases
- ☐ Collections
- ☐ Tours

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Fig. 08*

<https://bealbotanicalgarden.msu.edu/campus-arboretum>



Our Idea:

A year long plant adoption event in honor of the 150th anniversary.

- ❑ Students get to (fake) adopt a virtual version of a real life Beal plant
- ❑ Hosted on Beal's existing website
- ❑ Includes a simple plant care simulator



Meet Bernie

This is Bernie, he's a mustard plant

He enjoys playing the trombone, birdwatching,
and riding his bike.

He's located with the other flavoring plants at Beal
Botanical Garden.



FLAVORING PLANTS

BERNIE

MUSTARD FAMILY

WHITE MUSTARD

Sinapis alba

BERNIE enjoys playing the trombone, bird-
watching, and riding his bike.

TO LEARN MORE ABOUT **BERNIE**, CHECK HIM OUT IN REAL
LIFE AT BEAL BOTANICAL GARDEN

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Fig. II



PLANT PARENTHOOD

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virtual plant adoption

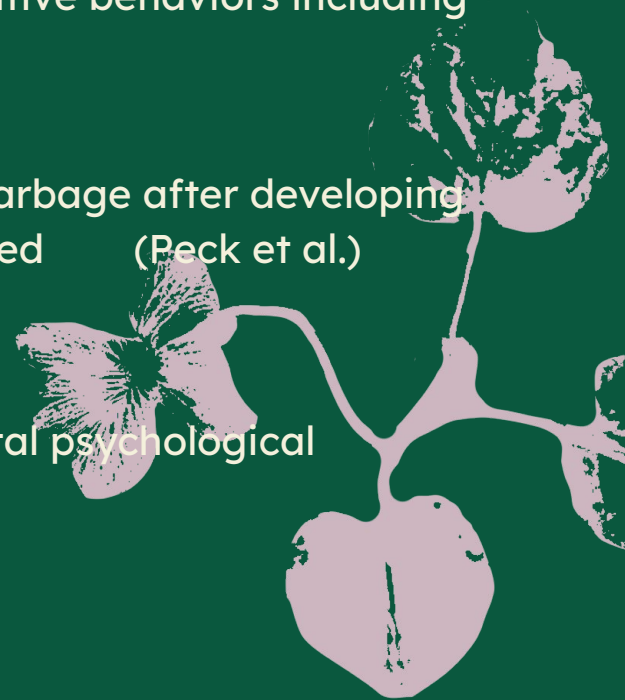


Emotional Stake of Plant Parenthood

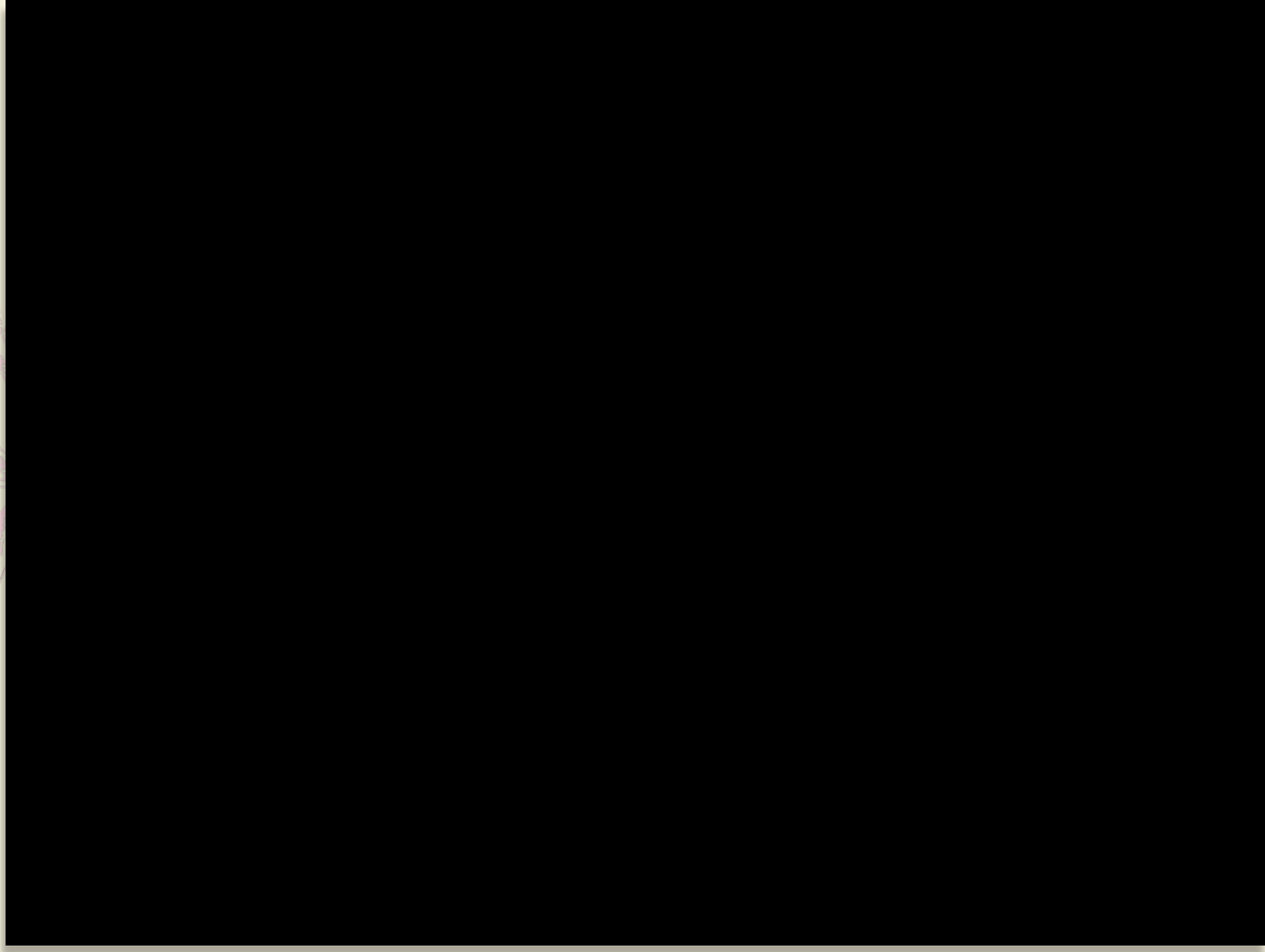
- ❑ Psychological ownership is associated with a range of positive behaviors including increased motivation and loyalty (2016 Oxford University)
- ❑ Research found that kayak tourists picked up more lake garbage after developing psychological ownership of lakes that they frequently visited (Peck et al.)
-their lake
- ❑ Study suggests that individuals with stronger environmental psychological ownership exhibit more pro-environmental behaviors

www.sbs.oxford.edu/mutuality

<https://doi.org/10.1177/0022242920952084>



Website Addition



Significance

- A measurable way to see who is interacting with the garden
- We can see which demographics use the website, and what they are interested in
- A way to gauge what works



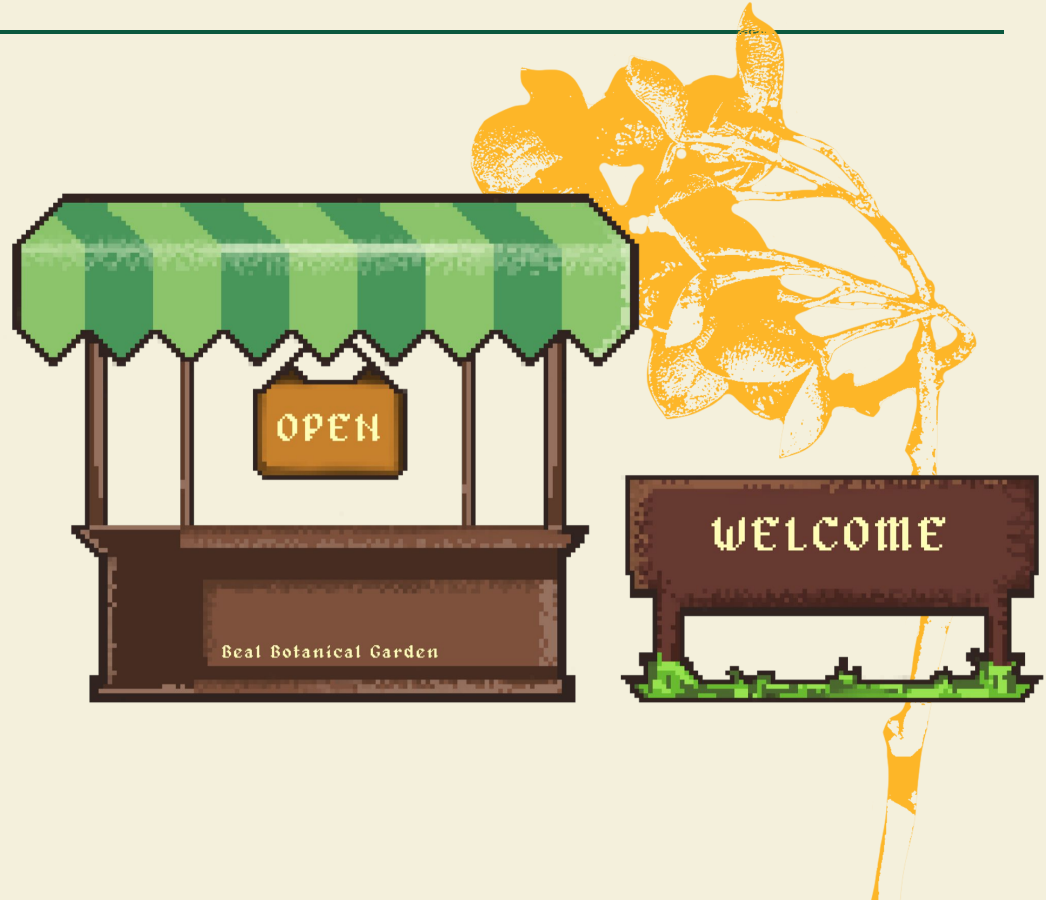
Adoption Booths

Adoption booths: Opportunity for the students to learn more about Plant Parenthood and to adopt

Location: Pop-ups can be put up by the garden or anywhere throughout campus with leisure traffic

Ex. The MSU Union

Adoption certificate and stickers will be provided



Adoption Certificate & Stickers



Flyer/Sticker & Social Media Campaign

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Fig. 17*

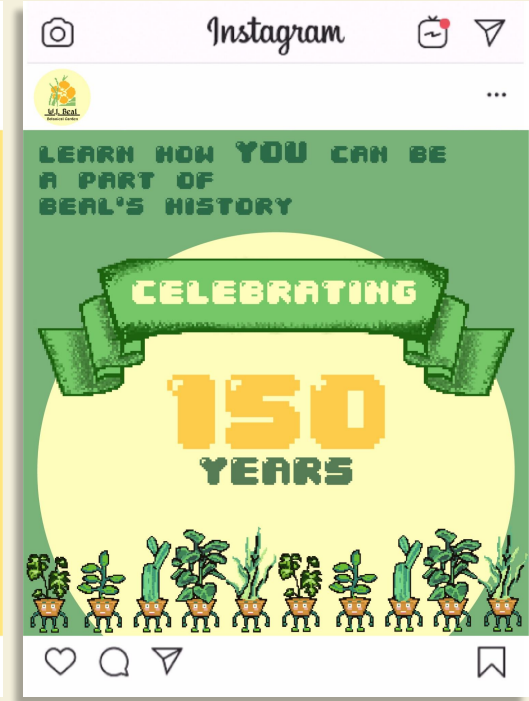
Flyers are low-cost and an easy way to spread information all around campus buildings

Stickers given out and used will generate conversation among students

Social media posts about Plant Parenthood will boost awareness to the new campaign

Post through established MSU Instagram accounts (@msu_football or @gogreekmsu)

Flyers & Social Media Posts



Calendar

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Fig. 19

PLANT PARENTHOOD CALENDAR

JANUARY

- Flyer/sticker campaign
- Social media

FEBRUARY

- Flyer/sticker campaign
- Social media
- Valentine's campaign, romance-themed plants, indoor adoption booths around campus
 - Adopt a plant for your partner as a gift

MARCH

- Flyer/sticker campaign
- Social media

APRIL

- Earth Day
- Adoption booth for Earth Day/Weekend

MAY

- Students graduating
- Adoption booth
- Paint "The Rock"

JUNE

- NSO tours, full bloom, pollinator month (bee club)
- Ask tour guides to bring new students by garden and bring up plant adoption program, hand out business cards with website info

JULY

- NSO tours, Green and White Days, full bloom
- Set up a booth at Green and White Days courtyard
- Ask tour guides to bring new students by garden and bring up plant adoption program, hand out business cards with website info

AUGUST

- NSO tours, full bloom
- Instagram campaign
- Ask tour guides to bring new students by garden and bring up plant adoption program, hand out business cards with website info

SEPTEMBER

- Back to school, especially focus on freshman
- Adoption booth

OCTOBER

- Homecoming
- Alumni-focused adoption event

NOVEMBER

- Social media campaign, holiday gift-focused
- A gift that grows over time

DECEMBER

- Social media campaign, holiday gift-focused



Recommendations

- ❑ Create website addition
- ❑ Reach out to MSU's video game department/Start developing video game
- ❑ Recruit volunteers for adoption booths
- ❑ Begin marketing and start spreading the word
 - ❑ Flyer/Stickers
 - ❑ Social media campaign
- ❑ Reach out to AIGA for design work





Thank You!

Contact Information

*W. J. Beal Botanical Garden
Fig. 21*

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