

# Oberlin Kids Marketing Report

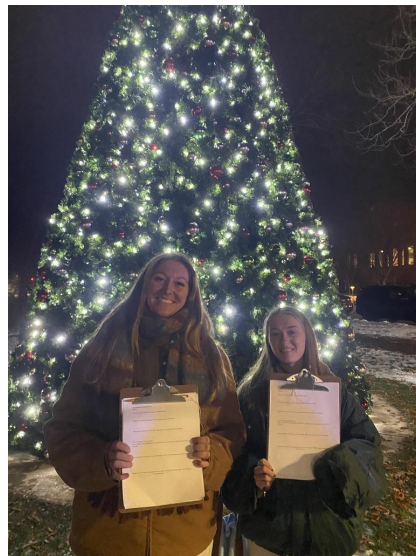
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# Methodology

## *In-Person Events:*

- Oberlin Kids Winter Photo Event (22)
- Kids in Motion at the Cat in the Cream (10)
- Walking in a Winter Oberlin in Tappan Square (14)
- Oberlin Public Library Storytime (2)
- Early Child Learning Center (4)



## *QR Code Locations:*

Mickey Mart, Tappan Square, Slow Train, The Local, Low-Income Housing (138 S Main Street & 95 E Vine St.), Martin Luther King Memorial Park, Child Garden, Goodwill, Dollar Tree, Dollar General, CVS, Doobies, Aldi (Break Room), Aladdins, Gibsons, Blue Rooster, Carlyles, Yings , Apollo Theater, Oberlin Police Department



# Findings

## **Biggest Barriers to Attending Events :**

Timing: 50% (14/28)

None: 28.8% (8/28)

## **Preferred methods of receiving information about events:**

Email: 32% (17/53)

Social Media: 32% (17/53) (Facebook: 14/53, Instagram: 2/53)

## **Types of Events/Services Most Interested In:**

Play, Social & Group Interaction: 21% (11/53)

Arts and Crafts/Creative Expression: 21% (11/53)

Specific Timing Preferences: 17% (9/53)

Educational 13.2% (7/53)



# Recommendations for Oberlin Kids Board

- **Start a parent group**
- **Focus on social media more**
  - Instagram and Facebook
- **Get an answering machine**

## More

- Organized playgroups
- Physical activity during the winter months
- More arts and crafts activities
- More musical events
- Review timing preferences

