



# Oberlin Kids Marketing Report

Presented By:

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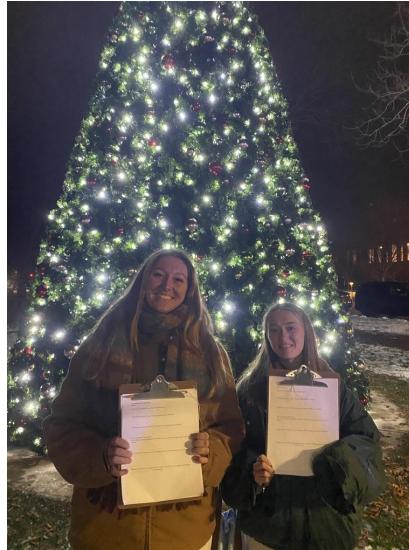
# Methodology

## *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

