

PRSSA 2024 BATEMAN CASE STUDY COMPETITION

PROJECT BRIEF (*Updated Oct. 3, 2023*)

THE CLIENT:

Culturs' mission is to enhance community and foster human connection for our culturally fluid community of multiethnic, multicultural, mixed race and geographically mobile people (which includes immigrants, refugees, and Third Culture Kids). Culturs activates 21st century cultural diversity because everyone should feel like they matter. We call this culturally fluid population the "cultural in-between."

How do we work?

Culturs currently reaches about 24 million people in 200+ countries and territories using media, products and experiences that enhance community for and foster human connection in the cultural in-between. Our [membership page](#) contains a diagram easily outlining these three distribution avenues and the items we use to reach our audience.

THE CHALLENGE:

Culturs has two major goals this year:

- 1) Become a household name to build a larger, more engaged community that helps create a sense of belonging and a feeling of home for culturally fluid individuals (the cultural in-between). We also want the public to automatically associate the brand with global multiculturalism when they hear the name "Culturs."
- 2) Bringing our inclusive messages to college/university campuses around the globe. More specifically, creating awareness to help provide safe higher educational spaces for cultural "in-betweeners" and develop safe spaces where the college/university-aged audience can feel seen, and their families can trust that they will be nurtured.

OBJECTIVES:

COMMUNITY BUILDING AND DISTRIBUTION

A) Build a network of ambassadors and affiliates that will use social media and their networks to educate about the cultural in-between. User generated content will be a major part of this effort.

Example of Success:

- 20–30 applications completed to become an ambassador or affiliate. (More information will be provided regarding ambassadors/affiliates in the coming weeks.)

B) Garner media coverage on college campuses, local and national media to introduce Culturs media and how its nuanced message of diversity will benefit the local community and support local institutions of higher education. Teams must receive permission from the client before reaching out to media outside their university/college. Email hello@cultursmag.com at least a week in advance of contacting the media to receive permission from the client.

Examples of Success:

- Story in each of your University Newspaper, radio and tv outlets.
- Major Local Network Channels and Newspapers in your area.
- National TV Appearances

C) Establish or create plans to establish a partnership with your university to offer brand visibility on campus that will educate students, faculty, and staff on the nuanced cultural diversity of the cultural in-between. A partnership would mean your university enters into an agreement with Culturs by implementing any of the suggestions below. Email hello@cultursmag.com to get permission from the client to implement any of the partnerships listed below.

Example of Success:

- 1-2 partnerships per school.

Partnership suggestions:

- 1) Confirm or create a plan to confirm, a Culturs Experience featuring a Culturs expert researcher(s)/speaker(s) on campus in person or virtually to continue educating and building awareness in students, faculty, and staff.
- 2) Confirm or create a plan to confirm, a Culturs Experience featuring diversity training to educate university executives and faculty on culturally fluid populations on their campuses, thus creating more communication, awareness and understanding of and for the cultural in-between.
- 3) Establish a relationship with the appropriate department at the university who could work with Culturs for possible features of their culturally fluid faculty, students, staff in our print magazine, digital magazine, online magazine and/or podcast. These features could be distributed to university constituents, including alumni.
- 4) Establish a relationship with the appropriate department at the university who could work with Culturs for possible features of their diversity programs and forward-thinking diverse initiatives in Culturs print magazine, digital magazine, online magazine and/or podcast. These features could be distributed to university constituents, including alumni.

5) Confirm or create plans to give back to local communities by providing culturally diverse communities in your area with teaching resources, literacy resources and magazines.

JUDGING:

Successful entries will:

- Develop campaigns that show understanding of culturally fluid populations (we offer university credit-worthy onboarding materials to provide a full overview).
- Achieve many of the “examples of success” included with objectives.
- Show creative ways to help Culturs achieve its community and distribution goals on the way to becoming a household name.

RESOURCES:

- AMBASSADOR PAGE: <https://www.cultursmag.com/about-culturs/work-with-us/culturs-ambassadors/>
- PRESS PAGE: [CulturMag.com/press](https://www.cultursmag.com/press)
- MEMBERSHIP INFORMATION: [CULTURSMAG.COM/membership](https://www.cultursmag.com/membership)
- SHOP AND BLOG: [Shop.Cultursmag.com](https://www.cultursmag.com/shop)
- PODCAST: [Cultursmag.com/podcast](https://www.cultursmag.com/podcast)
- MEDIA KIT AND GENERAL INFORMATION: [Cultursmag.com/advertise](https://www.cultursmag.com/advertise)

ONBOARDING:

- [Culturs Onboarding](#)* (Steps Listed Below)
 1. Training
 2. Non-disclosure Agreement
 3. About Culturs – London
 4. Culturs Audience – Israel
 5. Marketing Questionnaire – China
 6. Branding – Fiji
 7. Resources – Egypt

** Please note, the full Culturs Onboarding has more steps, but the training was shortened for the Bateman Competition. Additionally, between step 1 and 2 there may be a 24-hour delay. However, you will progress forward after this step to subsequent steps by taking a short questionnaire. We suggest you not rush this onboarding but allow for at least 4–5 hours to review it all. Questions can be sent to PRSSA Headquarters at bateman@prsa.org.*