

Yale Peabody Museum

Influencer Campaign Brief

Organization Overview

Founded in 1866, the Yale Peabody Museum is one of the world's oldest and largest university museums of its kind. Home to over 14 million objects and specimens across 10 distinct collections, it preserves and displays more than four billion years of Earth and human history. After a comprehensive four-year renovation, many of the Peabody's more cherished specimens, like the first Brontosaurus, Stegosaurus and Triceratops ever discovered, have been dramatically redisplayed based on the university's latest research. And while the more than 150-year-old Peabody is best known for its dinosaur and prehistoric fossil collections, its cultural, anthropological and science exhibitions have been extensively expanded to make room for never-before displayed artifacts and contemporary art.

Campaign Brief

Campaign Goal: Showcase New Haven as an excellent day trip option for those in NY/CT/NJ tri-state area and New England, with the Yale Peabody Museum as the centerpiece of the experience.

Campaign Message: New Haven is having a cultural moment. Those looking for an easy day trip option can come to New Haven to visit the newly reopened and free-to-the-public Yale Peabody Museum, as well as try some of New Haven's famous pizza.

Key Words: Free admission, evolution, discovery, easy travel

Key Objective: Public awareness

Channel: Instagram and/or TikTok

Deliverables: At least one (1) Instagram reel or TikTok video of at least 15 seconds in length

Target Audience: NY/CT/NJ tri-state area and New England residents looking for day trip ideas

Content Review Process: You agree to receive approval of both the video and caption before posting.

Please contact Kayla McCullough at kmccullough@rubenstein.com and Steve Scarpa at steven.scarpa@yale.edu with your video and caption within seven (7) days of visiting the Yale Peabody Museum.

Payment: The compensation for the above content is \$500 total, intended to cover travel and dining for both you and a plus one, although how you use the compensation is left to your discretion.

Campaign Deliverables

Description: Create a video (platform and length specified above) showcasing the Yale Peabody Museum as the centerpiece of an easy day trip to New Haven.

Deadline: Your video and caption are due to Kayla McCullough and Steve Scarpa for review within seven (7) days of your visit to the Yale Peabody Museum. Your post(s) should go live on your account within seven (7) days after receiving post approval from Kayla McCullough and Steve Scarpa.

Branded Tag, Hashtags, & Location: @yalepeabodymuseum (in the caption and the photo/video), #sponsored in the first three lines of the caption, and location set to Yale Peabody Museum

Influencer Dos and Don'ts

Dos:

- Do include the campaign messages in the post captions (as specified above)
- Do submit your content for review on or before the timeline indicated
- Do include the #sponsored hashtag in your post

Don'ts:

- Don't include pictures or references to drugs
- Don't use profanity or criticize the Yale Peabody Museum
- Don't compare the Yale Peabody Museum to any competitors
- Don't incorporate any other sponsored posts

Contact Information

Point of Contact: Kayla McCullough, RUBENSTEIN / kmccullough@rubenstein.com