

Carol Fox and Associates Client: Sloomoo Institute
820 N Orleans St, Chicago, IL 60610



Client Assignment: Create a Public Relations and Marketing Plan

Description: Sloomoo Institute is an indoor slime factory and immersive slime experience for all ages from children through adults.

The client wanted the plan to focus on attracting a 21+ crowd.



My involvement: I worked with a team of other interns to create a public relations and marketing plan. I had a lead role in creating the plan for Theme Nights. To attract the 21+ crowd, we came up with “Ooze & Booze” nights. Adults would be invited to Sloomoo Institute after hours, have access to the slime activities, and be able to order alcoholic beverages. Trivia Night and Aromatherapy Night were also suggested to be part of the plan. I went to the venue to experience the event space and the product first hand, to better tailor the plan.



Partnerships were also part of the marketing plan. I personally came up with a proposed Sloomoo Institute partnership with the Sugar Factory. Sugar Factory is known for their signature cocktails that can contain alcohol for the 21 and over crowd. The company has mastered entertaining both children and adults. They are also known for their many celebrity appearances and connections that would benefit Sloomoo Institute. The distance between the two facilities is just an 8 minute drive.