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Entry for Design Effectiveness Awards
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By Tayburn for Museums Galleries Scotland
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Author: Jessica Wilson

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FESTIVAL OF MUSEUMS - USING EFFECTIVE DESIGN TO CONTRIBUTE TO THE SCOTTISH ECONOMY



Executive Summary (292 words)

Museums Galleries Scotland (MGS) is currently undergoing the transition to become the National Development Body for museums and galleries in Scotland. The Scottish museums and galleries sector welcomes 25 million visitors and provides £800 million in value to the Scottish economy.

Since 2006, as part of its support and promotion strategy, MGS has run a weekend of approximately 90 daytime and evening events designed to celebrate and showcase the many eclectic cultural experiences offered to visitors by museums and galleries.

However, in 2011, against the backdrop of cuts to public sector budgets¹, MGS recognised the need to up the ante on the event and as a result of a name change, briefed Tayburn to create a unifying mark and a national publicity campaign with the objective of bringing a very diverse and geographically dispersed events programme together.

Aimed at galvanising museums from Aberdeen to Ayrshire and Skye to Stirling this was a major opportunity to engage the general public. It was also a chance for Museums Galleries Scotland to demonstrate the strategic and developmental role they play to the sector.

If executed well, MGS knew the impact of this one weekend in May would be of benefit to not only the much financially squeezed sector but would have a longer term positive impact through encouraging people to visit a museum or gallery for the first time – and with such a positive experience, they would come back.

The work paid off. On that one weekend in May over 19,000 customers engaged with the programme. It delivered almost half a million pounds to the Scottish economy and importantly left 91% of visitors inspired to visit more museums and galleries in the near future.

¹ Source: The Moffat Centre Scottish Visitor Attraction Barometer Report April 2010/09

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Project overview

Outline of project brief

MGS work to strategically develop the sector, promoting its work to the public, stakeholders and the Scottish Government. This includes showing that museums and galleries are not only custodians of Scotland's rich and diverse history, but also have a lot to contribute to modern society.

The overall purpose of the weekend event was to attract visitors to Scotland's museums and galleries encouraging new, lapsed and infrequent users to re-appraise their thoughts about what it's like to visit a museum or gallery hopefully shifting their out dated attitudes and perceptions of what they offer through showcasing a vibrant, modern and relevant programme of events and activities.

The programme aimed to reach these new audiences by staging events that visitors found exciting, entertaining and surprising anytime during the day or night – bringing museums to life with events that are full of colour and excitement and importantly provide a great day – or night – out. They included everything from workshops at the City Art Centre in Edinburgh to a Murder Mystery event at Lauriston Castle.

Since its launch in 2006, the May weekend event had been called Show Scotland. But in 2011 the client re-named the event The Festival of Museums and created the strapline 'Igniting Scotland's Imagination'. It now needed a new identity and a fresh approach to promoting the event.

Logos prior to rebranding



The marketing objectives were concise:

- 1. Increase visitor numbers and consequential spend.**
- 2. Help shift attitudes to what museums and galleries have to offer.**

The communications objectives were:

- 1. To create a unifying mark that would bring a very diverse and geographically dispersed events programme together.**
- 2. Convey the celebratory 'festival' nature of the event and the creativity and colour that museums and galleries offer.**
- 3. Communicate the breadth of activity on offer over the weekend and that the events being staged were exciting, intelligent and culturally enriching entertainment.**
- 4. Communicate that the events were taking place 'Scotland-wide'.**

Designing the communication materials

One of the main pieces of communication was a new website. The current site was not simply re-skinned with a new look and feel. The site was re-built incorporating a search interface to allow users to search by region, date or museum for maximum exposure for all museums and galleries participating. A simple CMS was also installed to allow for timely updates by the client.

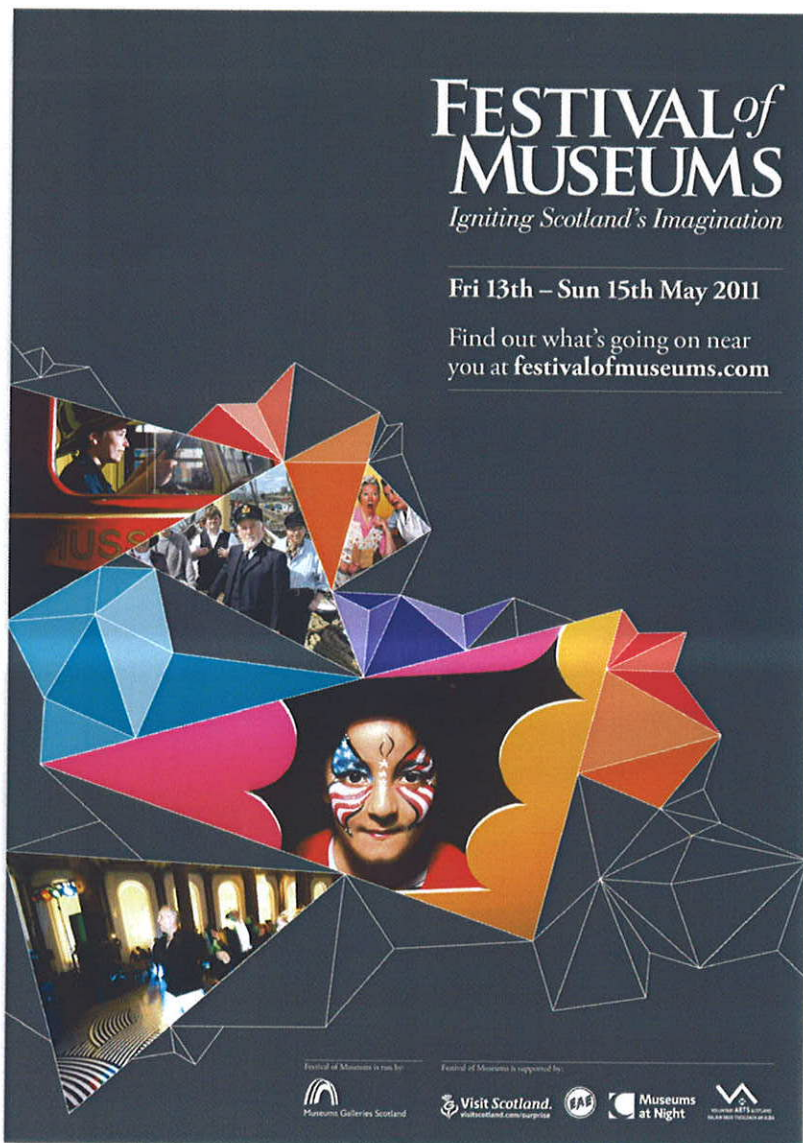
Full page ads were placed in key events guides and publications across Scotland and online banner ads and skyscraper formats were used within the VisitScotland e-zine and The List sites. Mobile adverts made their way around Scotland's capital.

Amplifying the event for individual museums and galleries was very important to demonstrate MGS's support strategy. And it was also important that these comms reflected the new Festival of Museums identity consistently.

Empty belly digital poster templates were therefore created for museums to add digital or physical copy to the poster, whilst promoting the national event.

A simple set of guidelines was provided as part of the promotional pack to provide guidance on how to use the logo in any individually designed promotional material for specific events.

³ Source: A national survey involving more than 12,000 participants, conducted by Harris Interactive on behalf of Northwestern Mutual Financial Network



A3 and A4 posters

Outline of design solution (499 words)

MGS needed all participants to use any new design on their materials to ensure consistency and communicate that the Festival was lots of events but under one big programme. This was about creating more than just a logo. We needed to create a design that would bring everything together.

The key challenge was to find a unifying hook that they could all connect with.

Our insight came from a recent study by Harris Interactive³ that finds people are happier when they spend money on experiences rather than material purchases because experiences provide positive personal reinterpretations over time. That is, as we revisit the memory of our trip to the museum we have a tendency to psychologically weed out any negative memories (should there be any).

This insight – coupled with the target audience of ‘young and roaming families’ – drove the creative thinking. We wanted to show people’s previous experiences and communicate the range of modern and relevant experiences on offer to help shift any negative perceptions of museums as stuffy places only visited on rainy days.

Three routes were developed and through consultation with the project team a final route was selected.

Final route

The brand identity comes alive within a dynamic graphic banner. Populated with images of people experiencing and enjoying events and activities. The banner became the vehicle through which MGS could communicate the diversity of the events linking them together under one events programme.

It also allowed us to use existing client photography – a requirement of the brief.



The word mark for Festival of Museums uses a classic typeface. The mark needed to communicate the gravitas and credibility of the event. This wasn't a bunch of disparate pieces of activity with no central co-ordination or purpose. It was also a big departure from the last identity to help signify a renewed energy and approach to compliment the name and strapline change.

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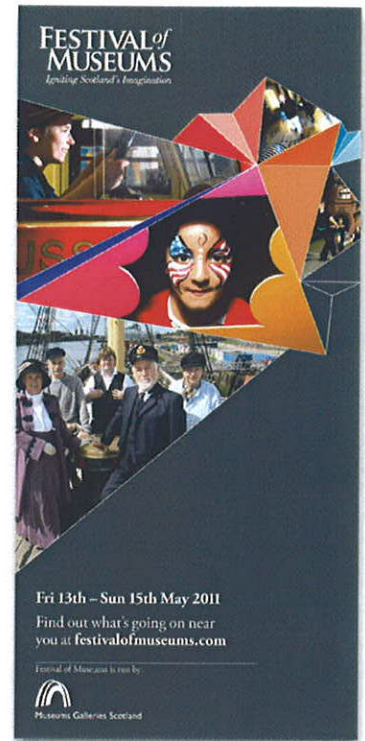
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Regional advert (1 of 4 variations)



Leaflet – available at tourist attractions across Scotland



Empty belly posters – for personalisation by individual museums and galleries



Website

Summary of results

The hard measures:

Venue participation

In 2010, while the event was 'Show Scotland', 43 museums and galleries took part.

In 2011, with the introduction of the new Festival of Museums identity, this increased to 80 museums and galleries.

An increase in visitors

In 2010, 14,914 visits took place over 4 days.

In 2011 the event was held over a reduced 3 day period. But during that 3 days 19,366 visits took place showing a 29% increase. If the event had continued over 4 days we may have expected to see a further 6,455 visits.

In terms of increased revenue it is difficult to gauge as some venues and events were free of charge. However the average spend in museums and galleries in 2010 was £4.20 per head therefore in 2010 the event would have generated approximately £62,638 worth of additional income into participating venues. In 2011 this would have risen to £81,337 worth of additional income.

Did we reach the right people?

The target audience for Festival of Museums is the young and roaming family and cultured Scots.⁴

In 2011 young & roaming family accounted for:

35-54: 45.6% of visits

Families: 60.8% of visits

Cultured Scot's accounted for:

28-45: 40% of visits

Shifting attitudes and perceptions

Feedback from visitors was collated by the client through a bespoke evaluation form tailored to the different audience segments. Survey Monkey was used for each evaluation form, with the opportunity for visitors to fill in after the event (with an incentive of £100 of high street or amazon vouchers). A staggering 91.3% of respondents said that their Festival of Museums experience had inspired them to visit museums in the future.

“Hi, just to let you know we had a lot of fun at the event on Saturday. My daughter loved the day and she was on about it for ages! Many thanks – we will be back for another visit in the future.”

Visitor to event in Edinburgh

And importantly of the people attending, 33.1% were visiting the museum for the first time and 2.3% had never been to a museum before.

⁴ Socio-demographic A, B, C1, C2. Adults 35-54 within a 50 mile radius of a venue.

And were the museums satisfied with the branding and materials?

MGS sort feedback from the museums and galleries that had participated in the Festival of Museum event. In response to the question; "How satisfied were you with the new website?" 90.8% were completely satisfied. In relation to the marketing materials and redesigned identity 71.7% were satisfied. Strong positive scores.

The uptake of marketing materials was 85.5% and the majority of respondents rates the communication via branded email as "Brilliant".

A update for 2012

The 2012 event has now happened. MGS has seen a slight increase in the number of museums and galleries participating in the Museum of Festivals up to 86.

The Bigger Picture

MGS also know that the museums and galleries sector plays an important part in the Scottish economy and we can extrapolate the figures to demonstrate the contribution the event made over one weekend alone.

The proportional average spend in museums and galleries in 2010 was £4.20 per head. Local visitors (within one hour drive) contribute £2.21 in transport expenditure per visit.

Domestic Visitors (more than one hour drive away) contribute £11.07 in transport expenditure per visit and £25.44 in accommodation expenditure allocation.

(Calculations are based on commission research focussed on the museum and gallery sector completed by Moffat Centre using the Visitor Attractions Monitor in 2008 and updated for 2010.)

FESTIVAL OF MUSEUMS, 2011 CONTRIBUTION

There were 20,000 visits – 57% local (11,400) and 43% domestic (8,600).

$11,400 \times £2.21 = £25k$

$8,600 \times £(11.07 + 25.44) = £314k$

$20,000 \times £4.20 = £84k$

Total estimated contribution to economy = £423k

The projection for 2012, using the established identity is:

22,000 visits – 57% local (13,680) and 43% domestic (10,320).

$13,680 \times £2.21 = £30k$

$10,320 \times £(11.07 + 25.44) = £377k$

$22,000 \times £4.20 = £92k$

Total estimated contribution to economy = £499k

This campaign delivered on the objectives of attracting more visitors to Scotland's museums and galleries with an overall increase in consequential spend. The publicity campaign and an appealing visual identity reached the target audience and motivated them to attend, with a long-term impact on their visiting behaviour. In May 2012 Festival of Museums was recognised as an effective and inspiring campaign at the Marketing Society Star Awards which acknowledge world class marketing in Scotland.

Other influencing factors

During the Festival of Museums weekend there were no other activities encouraging people to attend museums and galleries across Scotland. The weekend was not held on a Bank Holiday weekend that may have seen a natural uplift in people looking for family activity.

Research sources

Moffat Centre for Travel and Tourism Business Development

A University-based centre undertaking key consultancy and contract research projects in travel, tourism, hospitality and events sectors.

Harris Interactive

Founded in 1975, Harris Interactive is one of the largest market research and consulting firms in the world.

The role of the May event was becoming increasingly important as visitor numbers across all visitor attraction in Scotland for the previous year were down – 4.6%². This set in a continuing economically difficult environment meant that the May event needed to work even harder to deliver more than previous years.

The Museums and Galleries sector is also a very diverse and geographically dispersed sector which presented another real challenge when creating a unifying mark that would galvanize all the museums and galleries taking part.

Project launch date

Tayburn had only three months from brief to event going live in May 2011 to create the identity and launch the campaign materials including a refreshed website with improved added-value functionality.

The Budget

Museums Galleries Scotland has a limited budget to work with. As a public body whose sole purpose is to support and promote museums and galleries it needs to ensure that every penny is wisely spent. The total spend for the identity development and communications materials totalled £25,000 So a key challenge was providing them with a striking identity that was flexible in its application on a shoestring!

² Source: The Moffat Centre Scottish Visitor Attraction Barometer Report April 2010/09