Searching for identity
- a brand building process

Director of Communications and Audience Activities Paal Mork

and

Marketing Advisor Josephine Østern,
Norsk Folkemuseum, Oslo
Searching for identity
- a brand building process

Museums merge into larger units

- Which consequences will consolidation have for museum brand management?

- How can the brand portfolio be organized?
Searching for identity
- a brand building process

The Norsk Folkemuseum has initiated a project to clarify its identity and brand equity and to define the relationship between the main museum and two units that are run by the museum
Importance

• Changed circumstances require new strategies

• Insight into possible consequences gives potential for better marketing and management

• In merging different museums into a new unit, the competitive situation might alter
Introduction to Brand Architecture

• The purpose of brands is to *identify* and *differentiate*

• A collection of brands in an organization is a *brand portfolio*

• The structural organization of your *brand portfolio* is your *brand architecture*
Models of Brand Architecture

• The different relationships between family brand and sub-brands give different models

• There are four typical models of brand architecture
### The Car Quiz

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The quiz is a table with images of cars in different positions. Each cell contains a car, and the quiz likely involves identifying or categorizing them.
<table>
<thead>
<tr>
<th>Branded House</th>
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<td>Family brand on all products</td>
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<tr>
<td>Branded House</td>
<td>Sub-Brand</td>
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- **Branded House**
  - Family brand on all products
  - Family brand added with sub-brand
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- Family brand on all products
- Family brand added with sub-brand
- Family brand as support
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Advantages and disadvantages with different models of brand architecture

-how do you choose?

• Evaluate brand equity of all brands
• Evaluate the market and competition
• Evaluate your ambitions
• Evaluate situation and history
Branded house strategy

Every museum of a group carries the same name and branding

NORSK FOLKEMUSEUM
Branded house strategy

Every museum of a group carries the same name and branding
Branded house strategy

Every museum of a group carries the same name and branding

Advantages:

• The audience can easier learn and recognize one common brand
Branded house strategy

Every museum of a group carries the same name and branding

Advantages:

• The audience can easier learn and recognize one common brand

• The museum group can run common marketing campaigns
Branded house strategy

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Advantages:

• The audience can easier learn and recognise one common brand

• The museum group can run common marketing campaigns

• The museum group will receive higher recognition
Branded house strategy

Every museum of a group carries
the same name and branding

Advantages:

• The audience can easier learn and recognise one common brand
• The museum group can run common marketing campaigns
• The museum group will receive higher recognition
• Internal reorganization can be easier
House of brands strategy

Every museum/unit has its own name and branding
House of brands strategy

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Advantages:

• The museum/unit is free to create a unique position
House of brands strategy

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• The audience can easier perceive the product as differentiated
House of brands strategy

Every museum/unit has its own name and branding

Advantages:

• The museum/unit is free to create a unique position
• The museum can easier target their audience in marketing campaigns
• The audience can easier perceive the product as differentiated
• Does not have to contend with complex, multiple portfolio
Norsk Folkemuseum
- See Norway in a day!

The Norwegian Museum of Cultural History shows traditional Norwegian culture and history. The Open-Air Museum features 155 authentic buildings from different national regions, i.e. Gol Stave Church, from the 13th century. Guided tours, folk music and dancing, demonstration of traditional arts and crafts, baking of "lefse".

But we also have indoor collections, the Old City, contemporary exhibits and research.
A place for contemplation and silence

Norwegian wooden houses

Contact with nature

Animals grazing in the fields

Take a walk

Nice place for the kids

Medieval ornaments

People in folk dress

Folke-dans

Lefsebakst

Nasjonale verdier
Large and complex
The Ibsen Museum consists of two major parts: A comprehensive exhibit featuring the playwright Ibsen's life and work, and Ibsen's private home, where he lived the last 11 years of his life.

The museum is in the centre of Oslo, right by the Royal Castle.
The Royal Farm
- The name of fairy tales

• A modern and an historical farmyard for visitors
• Cultivated fields and grazing lands
• The King’s Forest
• An important recreational area for all of Oslo’s population
• Old and well-known
• Used to be run by the Royal Family
What to choose:

• Branded house strategy?
  Every museum of a group carries the same name and branding

• House of brands strategy?
  Each museum has its own name and branding
Reviewing the options
- analyzing the situation
- and making a choice….

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Endorsed Brand
- a brand building process

The family brand is only used to be a discreet guaranty of quality.

- gives freedom to the units
- gives value when there is strong brand equity
- the family brand is still recognizable to the public
Endorsed Brand?

A PART OF
NORSK FOLKEMUSEUM

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NORSK FOLKEMUSEUM