WHAT DIFFERENCE DO MUSEUMS MAKE?

Using values in sector branding and public marketing
Premises

1. Brand equity
2. Values brands
   - Product brands – Coke, Nike
   - Corporate brands – Banks
   - Value brands – Museums
Developments

1. Audience research into intrinsic needs and motivating values
2. Public value
The political context

- Modernising government
  - economic reform
  - social reform
- *Utilitarian or instrumental paradigm* for assessing the public value of museums based on fiscal and social accountability and opportunity costs
The Reaction

- Counter-movement on the part of the museums’ sector
- Calls for a more holistic paradigm to assess the public value of museums
- Democratisation of culture to involve the public more in values identification
The public context

- Less time
- More competitors for limited leisure time
- More competitors with bigger marketing budgets than museums!
# Public sample

<table>
<thead>
<tr>
<th>SAMPLE</th>
<th>Small city</th>
<th>Regional centres</th>
<th>Large city</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young adults 18-24 years Group 1- museum visitors Group 2- non museum visitors</td>
<td>Young adults 18-24 years</td>
<td>Young adults 18-24 years</td>
<td>Young adults 18-24 years</td>
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<tr>
<td>Parents with children under 12 years Group 1- museum visitors Group 2- non museum visitors</td>
<td>Parents with children under 12 years</td>
<td>Parents with children under 12 years</td>
<td>Parents with children under 12 years</td>
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<tr>
<td>Adults without children 35-50 years Group 1- museum visitors Group 2- non museum visitors</td>
<td>Adults without children 35-50 years</td>
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<td>Adults without children 35-50 years</td>
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<tr>
<td>Seniors 55 + Group 1- museum visitors Group 2- non museum visitors</td>
<td>Seniors 55 +</td>
<td>Seniors 55 +</td>
<td>Seniors 55 +</td>
</tr>
</tbody>
</table>
Questions of value

- Meaning
- Contribution
- Loss
Value outcomes

Four dimensions
- Intrinsic value
- Instrumental value
- Institutional value
- Use value
Use value

- Direct use
- Non use
  - existence
  - option
  - bequest
Non-use values

- **Existence value**
  *I rarely visit museums, but I recognize their importance as a visual record of the past* (Public cohort: male, visitor, 55-70, urban resident)

- **Option value**
  *Even though I do not visit often, I would still feel the loss personally if museums no longer existed. I anticipate that in retirement I may have the time and be more inclined to visit* (Public cohort: male, visitor, 55-70, urban resident).

- **Bequest value**
  *I don't think I would lose much sleep if museums ceased to exist; However, it would be sad for future generations not to have the opportunity to see our history other than in photos, books etc.* (Public cohort: male, non-visitor, parent, urban resident)
Institutional value

1. Information that is trusted because it is honest, balanced and fair
2. Public access to collections
   - Exhibits would be lost to private collections, beyond the sight of the majority of people (Public cohort male, visitor, 35-50, urban resident)
   - [Museums] enable ordinary people to see artifacts they might never have the opportunity to experience (Public cohort: female, non-visitor, 35-70, urban resident)
Instrumental value

- To the economy through tourism, employment, a multiplier effect on local economies
- To communities through social participation, leisure, provision of an educational resource and cultural capital
- To individuals through learning
Contributions to the economy

- Access to the ideas archive
- Inspiring creativity and innovation
The public

- Promoting those values that resonate with the public experience of museums
- Intrinsic values
  - perspective
  - reflection
  - enrichment
  - discovery
  - awe
  - joy
  - access to history
In their own words…

- **[Museums]** give a perspective of how insignificant the human race really is. Sometimes that is really good when you feel like things happening in your life are overwhelming (Public cohort: female, visitor, parent, urban resident)

- A quite place to go and have a look and browse; A tranquil place to wander when quiet time is needed (Public cohort: female, visitor, 18-24 years, urban resident)

- **[Museums offer]** possibilities to look at both the familiar and the unexpected. New discoveries among the old friends at every visit (Public cohort: female, visitor, 55-70 years, urban resident)

- Museums can be places of excitement and awe. They can provide windows to art, history and worlds that individuals have no other way of experiencing (Public cohort: female, non-visitor, parent, regional resident)
Access to history

- The communal archive
- Experience of the past
- The lessons of history
- Belonging
- Cultural transmission
- Cultural continuity
The use of values

- Promoting the positive value of the sector to politicians and bureaucrats
  - institutional
  - instrumental
  - use including value by non-users

- Promoting to the public through the things they value about museums
  - using their own words for alignment
Thank you

Questions welcome