Three museums merge into one

- The Oslo City Museum
- The Intercultural Museum
- The Theatre Museum
How to reach new target groups...

...the tourists
Background

• The Norwegian museums reform

• The aim has been to make the museums more effective and functional.
A new museum
Three museums in Oslo were meant to merge into one…

The main challenges
• Three different locations
• Three different profiles
• Three different main target groups
The former situation

- Three different profiles, three different contents
Name of the new museum

• How?

• Why?
Hmmm – but what museum is this?
Is it a brand new museum or is it "same shit, new wrapping?"

And the result is...

oslo museum
A possible way to branded house?

(Brand Leadership. David A. Aaker, 2000)

Brand Relationship Spectrum

Branded House
- Same Identity
  - BMW
  - Virgin
- Different Identity
  - GE Capital
  - GE Appliances
  - Master Brand as Driver
    - HP DeskJet
    - Dell Dimension
  - Co-Drivers
    - Gillette Sensor
    - Sony trinitron
  - Strong Endorsement
    - Obsession by Calvin Klein
  - Linked Name
    - DKNY
    - McMuffin
  - Token Endorsement
    - Universal Pictures (Sony)
  - Shadow Endorser
    - Lexus (Toyota)
  - Not Connected
    - Pantene (P&G)

Subbrands

Endorsed Brands

House of Brands

A possible future

Former situation
om; bymuseet
om; interkulturelt museum
om; teatermuseet
Bymuseet, Testermuseet og Interkulturelt Museum (IKM) har fra 2006 sluttet seg sammen og dannede et nytt kulturyhistorisk museum, Oslo Museum. Våre utstillinger vises i hovedsak på Bymuseet, i Gamle Rådhus og på Interkulturelt Museum.
Oslo Museum bygger på verdien kompetent, inkluderende og modig.
• Three different museums

• Three different main target groups

The Oslo City Museum:
• The inhabitants of Oslo

The Intercultural Museum:
• The immigrants and people around them

The Theatre Museum
• People with a special interest of theatre
A target group on the bottom of the three lists:

...The tourists

Which attempts can be made to reach them?

What is the dream situation?
Often heard:

"The tourists have to become an important target group!"

• An extremely relevant question or often forgotten…

• Are the exhibitions adapted to this group?

• How about texts in different languages?

• Do we have guides and explanations for these groups?
Where do we start?

Our starting point:
The visitor center
Survey summer 2009

Main questions:

What would you like to see in this museum?

What do you miss?
The test, summer 2008:

Opening of an exhibition centrally located.

New: The exhibition was partly adapted for the tourists.

Positive results!
Plans for the coming period:

- All new exhibitions with at least English texts
- Guides of the exhibitions in more languages than English
- Special promotions towards these particular target groups
The dream situation without the really big tourist attraction:

An exhibition specially adapted for tourists based on surveys of what they want to see.
We want to give the tourists the good experiences...
Without competing with the amusement parks...