Towards a new brand platform for the National Museum of Science and Technology
Every little genius’ favourite place
The Brand

The added experience and impression that surround an organisation

= the company image.
A brand – not just a logo

• Logotype = words + images
• Message
• Commitment
• Content and expression
• All activities – what you say, do and how
Gains

• Increased commitment and participation
• Easier to define operational goals
• Increased creativity
• Greater efficiency
• More clearly defined role and mission
• Easier recruitment
• Protects the brand against theft and piracy
Brand platform benefits

- Clarifies qualities and values that the organisation likes to be associated with
- Defines what it is that distinguishes the organisation from its competitors
- Long-term perspective
TEKNISKA MUSEET

Facts & figures
The Museum Park
The National Museum of Science and Technology was founded in 1924 by the Royal Swedish Academy of Engineering Sciences, the Federation of Swedish Industries, the Swedish Inventors’ Association and the Swedish Association of Graduate Engineers.

- 1936 – the museum was inaugurated
- 1947 – the foundation was set up
- 1965 – state subsidy introduced
- 1985 – Teknorama/science center
- 2006 – The Studio
- 2007 – Cino4
- 2011 – Next generation exhibitions
Background

The National Museum of Science and Technology was founded in 1924

Founders

• the Royal Swedish Academy of Engineering Sciences
• the Federation of Swedish Industries
• the Swedish Inventors’ Association
• the Swedish Association of Graduate Engineers

The museum was inaugurated in 1936
Facts

• Sweden’s largest museum of technology

• Exhibition space, approx. 10,000 m²

• 320,000 visitors a year
Instructions

Both Government assignment & Museum statutes
Mission

We want to make the world more understandable by placing modern technology in a contemporary context based on the historical past, and with the future around the corner.
Organisation

The Museum's activities are divided into core operations and support functions.

Core operations/departments:
- Knowledge
- Public Functions
- Collections

Support functions:
- Economy
- Public Relations
- Human Resources
- Support
Number of staff

53 permanent
28 on hourly or temporary basis

Staff turnover rate approx. 4%.
The number of visitors is increasing

2005: 164,258
2006: 187,258
2007: 305,746
2008: 305,725
2009: 318,240

53% are under the age of 19
The Collections

- 56,000 items
- 1,100 archive shelf metres
- 56,000 books
- 200,000 construction drawings
- 1,000,000 photographs
- 400 films
The Exhibitions

- The Energy Game
- Inventions by Women
- Kom.nu.då
- Cino4
- The Studio
- Similar/Unique
- "Teknorama on the Run"
OUR CHALLENGE
Positioning

• Move from being a traditional to becoming a modern museum of technology
• Attract more visitors and sponsors
Background

The world is changing

- Cuts in public spending/grants
- We were “too small for our suit”
- Growing competition
- Increased media noise

Measures

- Better financing
- Be market oriented
- Well-adapted product
- Improve communication
Adapt the product

**Today**
- Long-term perspective
- Static product
- A great deal of historical background
- Product expectations

**Tomorrow**
- An up-to-date product
- Flexibility (change/update)
- Past-contemporary-future
- The element of surprise
- Attracting many visitors
- Cooperative
- On the customers’ terms/target group friendly
## Communicate better

### Strategic documents
- Brand platform
- Sponsor platform

### Main activities
- Target groups
- Core values
- Brand positioning
- What can we offer our partners?
- From needs oriented to customer oriented
Targets 2015

Quantity
500,000 visitors

Quality
To be one of the most creative museums in Europe
This is how we began

- Brand platform
- Benchmarking
- Implementation throughout the organisation
- Brand Team
- Actionplan
Implementation throughout the organisation
Varumärke består av flera delar
Logotyp = ord + bild
Budskap
Löfte
Innehåll och uttryck
Alla handlingar – vad man säger och gör samt hur = kommunicerar

Positional Analysis
Attracting children and young adults
Fare ground
Knowledge
Ikea
Food stores
News
C5
Fare ground
C1
C2
C3
Tekniska museet today
C4
Tekniska museet 2015
C5
News
Knowledge
Activities for the main target groups

Activities (%)
MARKET RESEARCH

Familiarity and attitude Benchmarking

Exquivo Market Research in June 2010
Target group and number of answers

1) Visitors
2) General public
3) Staff
Knowledge gained through benchmarking measurements
Happening 2011 World Premiere

The largest touring space exhibition
Opens in January 28, 2011
"But honey - they open again tomorrow"
Thanks for your attention!

Ulrika Forsberg
Head of Communications
National Museum of Science and Technology

ulrika.forsberg@tekniskamuseet.se
Tekniskamuseet.se
Tekniskamuseet/facebook.com