ГОСУДАРСТВЕННЫЙ МУЗЕЙ
ИСТОРИИ РЕЛИГИИ

THE STATE MUSEUM OF
THE HISTORY OF RELIGION
Diversification

The Diversity and Communication Effectiveness

From the State Museum of the History of Religion Experience
Economic changes, information technology development and global migration process have taken a great effect in the field of social and cultural communication both.

This situation drew out new actual marketing concept for the museum development – diversification of the museum activity and broadening of the museum communications.
Who is the key figure of the successful museum marketing campaign?

It’s nobody else but visitor!

That’s why one of the most important marketing Museum tasks is to provide system long-term model of communication, to make a visitor to come back to the museum regularly.
The State Museum of the History of Religion is one of the world’s few museums and the only one of its kind in Russia with its permanent exhibition featuring the origin and development of Religion.
The Museum collection numbers about 200 000 exhibits.

It houses a wide range of historical and cultural artefacts from various countries, ages and peoples.
The Museum keeps collections that cover a vast expanse of time from the Archaic (c. 6000 BC) and Ancient Egypt and Israel Times to the early Middle Ages in Europe; from the Ancient Greece and Rome to the present day.
The Museum is a home for comprehensive collections of the Christian objects;
Buddhist, Islam and Hinduism collections;
collections of China’s and Japan’s religions;
collections featuring beliefs of the Caucasus, Siberia and Volga region’s peoples;
collections featuring beliefs of the Australia, Oceania, Africa, America and Northern Asia region’s peoples.
The Kazan Cathedral

The new building of the Museum
Dynamic exhibitions activity...
became the basis for the marketing strategies.
Marketing is a way for us today to reconceive the role of the museum,
to improve its work efficiency and to serve its need without sacrificing museum philosophy, mission and goals.
Developing a marketing campaign if we want to make it successful, we should include a number of factors

- Today market got the role of judge, who is appraising and constructing the virtue.
- Knowledge economy started up.
- The development of New Technologies resulted to the changes in the concepts of place, space and time.
- Multicultural national communities develop.
- The meaning of the notion of identity redefines at the local, regional and national levels.
- New groups require participation in the definition of public values and goals.
In view of these factors, we take marketing as a specific type of museum communication.

The success of a marketing campaign is defined by the right choice of communication channels that we employ.
“Traditional” marketing

Four «Ps»:

“Product”

“Price”

“Promotion”

“Place”
The most important factor of marketing strategies’ development for a museum

“Promotion”

“People”
- “external” museum staff
- “internal” museum visitors

“Partnership”
Partners become for us a strategic resource for the systematic development of the museum and marketing campaigns’ enabler

“Pucking” and “Programming”
*two interrelated and interdependent components*
Our marketing strategy
- is diversification of education and outreach activities,
  expansion of the museum communication

The main goal of our program
- is the invention and promotion of a new competitive brand in the intellectual services market
Our tasks

- Target audience accumulation.
- Increasing the museum attendance.
- Increasing the museum income.
- Development of innovative educational products for the Humanities and focused both on school children, disabled children and children without parental care.
- Development of new original programs and tours in the cultural tourism field.
Our tasks

- Creation of a neutral cultural space in the museum enables people of all today Russian confessions and religious groups to receive impartial expert’s information and communicate the constructive dialogue.
- Active involvement in the solution of social and cultural problems of the region in the context of increased migration.
Diversification program includes:

- The Open University of the History of Religions of the World
- A Long-lasting Program “Religious Petersburg: Faith, Traditions, Culture”
- The Program of Diversification of the Guided Tours’ Activity
- A Long-lasting Program “World of Religion through the Children Eyes”
The Open University of the History of Religions of the World

It is started in 2008

2007 – about 60 students
2009 – about 2 000 students
2010 – about 2 800 students
2011 – about 3 700 students
Traditional lectures

including sets of lectures (among them are the virtual lectures-tours) discovering the problems of religions and culture and focused on the various visitors categories
Professional Development Courses
“Religions of the World: a History, a Culture, a Doctrine”

is designed for the teachers of the Humanities, students, guiders, law enforcement officers and general audience
The Young Researchers Centre (The Debating Society)

organized by the museum in collaboration with the Department of the Philosophy of Religion and Religious Studies of the Saint-Petersburg State University.

The main goal of the Society is the organizing of a new modern space for joint coordinated activities of the Museum and higher education institutions in the training of experts in the Humanities and connected with the problems of the study of religion, religious culture, interfaith relations, and etc.
A Set of Seminars for the Saint-Petersburg teachers «Matters of Religion in the History Classes»

This program became particularly topical in 2011 with the introduction in Russian schools a new course «Essentials of Religious Culture and Secular Ethics»
A Long-lasting Program
“Religious Petersburg: Faith, Traditions, Culture”
Most visitors come to the Museum in the morning, leaving it only with the closure ...

• "Buddhist' Day in the Museum"
having the opportunity to explore various cultural traditions.

- “Traditions of Judaism: Purim”
- “The Jewish Passover”
- “The Judaic Community Presents... Sukkot”
- “The Judaic Community. Hanukkah”
The World of Islam or Buddhism, Old Believers or Judaism traditions are full investigated through a series of regular and special events.

- "The Tatar Community of the Cathedral Mosque of Petersburg Presents ..."
- "A Great Holiday of Muslims: the Eid al-Fitr"
- "A Great Holiday of Muslims the Kurban-bayram"
They combine various types of museum activities...

• “Hana Matsuri – Festival of Flowers (“Admiring Sakura Blossoms)”
... such as guided tours on the temporary and permanent exhibitions...

• “Buryatiya’ Day in the Museum”.
  To the 350 anniversary of voluntary occurrence of Buryatiya in structure of the Russian Empire
Program «Easter of Three Religions»:
• “The Orthodox Easter”
• “The Day of Ingria”
• “The Jewish Passover”
• “The Catholics’ Easter”
• “The Day of Old Believers”
• “The Lutherans’ Easter”
• “The Armenian Apostolic Church in St. Petersburg”
and workshops and screening...

- "Beautiful Mind ". The Program of the Armenian Youth Public Organization "Nor Serund"
The Program of Diversification of the Guided Tours’ Activity includes:

- Special guided tours based on the results of the museum visitors’ exit polls.

- Find out more about multi-religious Petersburg and North-West region of Russia on the walking tours of St. Petersburg, bus tours to St. Petersburg and to the North-West region.
The guided tours developed by the museum staff are not only in their variety and focus on various address and age groups.

Original methods enable to combine popular and research information about the development and existence of a particular religion, religious group or a religious community.
A Long-lasting Program “World of Religion through the Children Eyes”

Since 2008 we have held 5 annual artworks contest for the children of age 5 – 15 as and exhibitions as a part of the program.
In 2008 the first exhibition was titles as “The World of Family and Religion”.

The 2008–2009 contest ended with the exhibition “The Very Beginning: the World Tree”.
The following year’s National Contest theme was “What Is Water? It’s Life!”
In 2010–2011 the National Children Artworks’ Contest “If There Is a Life in the Sky” was held.

Number of participants of competition: more 1 700 people
In 2011 – 2012 more than 1,800 children from the North-West region, Chukotka, cities of Siberia and the Urals, the Volga region, the Central and the Southern Federal regions participated...
... in the Forth National Children Artworks’ Contest “An Eagle, an Ox and a Lion.”
The Contest discovered the images of animals in the various religious beliefs...
... mythology and folklore of various cultures.
In 2012 – 2013 the theme of the Firth National Children Artworks’ Contest is “Host of Earth and Heaven”. We believe the contest become an unique interregional project. Museums of Kazan’, Petrozavodsk (Kizhi) and Pereslavl-Zaleski get involved in it.

We plan to get the contest the international status and you are welcome with all offerings.
Internet resource

Museum website (www.gmir.ru) is an information resource for those who are interested in not only the museum itself, but also in the history of religion.
The amount of work to create a virtual directory of specific terms on the website we have done is amazing.

Our primary concern was to make the website not only interesting, but very useful to various guests’ categories.
Today on the website a five-year kid can get a basic knowledge of Greek myths, a student – help with an essay,
experts – to look through a special interactive taught and information resources «History and Culture of Islam» (www.islam.gmir.ru).
Fig. 1. Dynamics of the attendance of the Museum web site divisions

Fig. 2. Dynamics of the Museum site reach
Fig. 3. Dynamics of the Museum web site attendance

Fig. 4. Dynamics of the views of Museum web site from foreign countries
Societies «The State Museum of the History of Religion» in social networks – all known «Facebook» and Russian network «VKontakte» are an effective method of increasing the museum target audience.

«VKontakte» Society numbers about 3 000 members.

«Facebook» Society about 60 foreign members.
The marketing campaign designed to support the new permanent exhibition «The Religions of the East: Buddhism, Hinduism Confucianism, Taoism and Shinto»

- PR-campaign in the mass media from the several press releases writing to the publication in mass media. We started the campaign more than a year before the opening: made several news items featuring the design of the new exhibition space and the conservation of the unique exhibits.

- Marketing print and souvenirs line: albums, postcards, calendars, replica items and etc.
Promotion in the Internet: on the museum website, in the Search Engine and social networks.

Advertising.

Sets of lectures as a part of the Open University in the History of Religions in the World featured the new permanent exhibition:
- «Journey to the East»,
- «The Traditional Religions of India and China»,
- «The World Religions: Buddhism»

The new guided tours:
- special guided tour in the new permanent exhibition’s department,
- bus tour «The Buddhist Traditions in St. Petersburg» included the visit to the museum and the St. Petersburg Buddhist datsan
Activities and events under the Program «Religious World of St. Petersburg» included project
- «Journey to the East»,
- «Day of India at the Museum of the History of Religion. India – a Land of Dreams and Romance»,
- “Day of China at the Museum of the History of Religion”,
- “White Month. Buddhist New Year”,
- “The Day of Buryatia at the Museum of the History of Religion” and etc.
Attendance

Thousands people per year

- 2007: 21,825
- 2008: 42,177
- 2009: 44,066
- 2010: 52,508
- 2011: 72,68
- 1st half of 2012: 42.5

2007
2008
2009
2010
2011
1st half of 2012
Income

Millions of rubles per year

2007 год
2008 год
2009 год
2010 год
2011 год
1st half of 2012