Transforming Museums through Branding

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Asian Art Museum of San Francisco
ICOM-MPR Annual Meeting
September 2, 2014
Why Branding?
How we did it
Our Vision:

Spark connections across cultures and through time

Our Brand Idea:

Awaken the Past, Inspire the Next
Impact
ORGANIZATIONAL STRUCTURE - AFTER

Director and CEO

Art & Programs
- Curatorial
- Education & Public Programs
- Interpretation
- Research Center
- Library
- Conservation
- Registration
- Preparation
- Image Services
- Publications

Audience & Business Development
- Marketing & Brand
- Public Relations
- Web and Digital Media
- Creative Services
- Visitor Services
- Museum store
- Café

Development
- Individuals
- Government
- Corporate
- Foundations
- Legacy Giving
- Special Events
- Facility Rentals

Finance & Operations
- Finance
- IT
- Facilities & Operations
- Security
- Engineering

Human Resources
- HR
- Volunteer Management
1) More Visitor-Focused
Out of Character: Decoding Chinese Calligraphy exhibition
2) More experimental
Gorgeous exhibition
June 28-Sept 14, 2014
Exhibition catalogue

Art from the Asian Art Museum and SFMOMA in provocative and stimulating new contexts...to confront beauty in some of its most extreme forms.

WHAT IS GORGEOUS?
LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH
LAST SEEN TRAVELING
FROM CHINA TO SF WITH
SMALL ARMY. MUD-COLORED
& CHIPPED. NEEDS TO BE
FOUND IN TIME FOR BIG
DEBUT AT THE ASIAN ART
MUSEUM ON FEB. 22.

PLEASE HELP!

IF YOU SEE OUR
TERRACOTTA WARRIOR, POST
A PHOTO & TAG IT #LOSTWARRIOR

VISIT WWW.ASIANART.ORG/LOSTWARRIOR FOR
REWARD INFO

Marketing
Results
Results (Sept 2011 – June 2013):

- 25% increase in website visitors
- 21% increase in members
- 10% increase in annual contributed income
3-D Printing Scan-a-thon with Autodesk
Partnership with Khan Academy
A perfect afternoon at the #asianartmuseum • #yoga #art #sanfrancisco #asianpride

Hanging around with a good old friend at asian art museum.
#art#asianart#asianartmuseumsf#sf#sanfrancisco#amazingcity

100K → 248K followers

8.8K → 27K Likes
Summary

• Branding has been transformative for our museum, and we’re starting to see positive outcomes

• But we still have a long journey ahead
Thank You