Using Audience Insight to Build Brands

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Our brand strategy needs to evolve

THE MUSEUM VICTORIA BRAND IDENTITY

MELBOURNE MUSEUM
'COME AND SEE THE REAL THING'

SCIENCEWORKS
'SERIOUS FUN!

BRAND VALUES
RESPONSIBLE
DIVERSITY

MUSEUM VICTORIA'S BRAND ESSENCE
EXPLORING VICTORIA DISCOVERING THE WORLD

LEARNING
INTEGRITY

ROYAL EXHIBITION BUILDING
'VICTORIA'S HERITAGE ICON'

KNOWLEDGE
PROGRESSIVE

SERVE COMMUNITY

IMMIGRATION MUSEUM
'MOVING STORIES'
To do this we need to make choices

“STRATEGY 101 IS ABOUT CHOICES: YOU CAN’T BE ALL THINGS TO ALL PEOPLE.”

MICHAEL PORTER
We need to start with the audience
It’s about the total organisation
What worked well last time

- Adoption of the Visual Identify System (VIS)
- High awareness of our individual museum brands in market
- The introduction of promotions of a combined offer for the museum brands through school holiday campaigns
- Clearer perception of our museum offers
- Increased levels of visitation
- The concept of brand being introduced to the organisation
And what didn’t work so well

- Lack of clarity on the role of the MV brand internally.
- Our VIS has not evolved to represent our brands effectively in the digital space.
- Brand values are not embedded with the organization.
- Inconsistency in tone of voice across the organization and across different touch points.
Catching the next wave
So what did we learn?

- Feeling that the museums lack a consistent “story”
- There is a perception of “seen it before”
- A clear purpose around digital offers should be developed
- It is important to talk more about our core, permanent museum experiences
- The customer journey offers many touch points that are not currently experienced or leveraged
- The current brand proposition is not innovative, because it speaks to an understanding of museums that has not evolved
- Repeat and cross visitation are key to future sustainability
Why are we here?

From
Author
Collector
Guardian

To
Educator
Narrator
Co-Creator
Why are we here?

- **Interactivity** - enabling participation in physical or digital spaces.
- **Tactility** - encouraging ‘hands-on’ engagement that can help people get closer.
- **Immersion** - finding ways to present artefacts that create a more intense experience.
- **Integration** - creating a seamless brand experience whether offline or online, whenever and wherever.
So what’s next?
Last Thoughts