

# Using Audience Insight to Build Brands

**3<sup>rd</sup> September 2014**

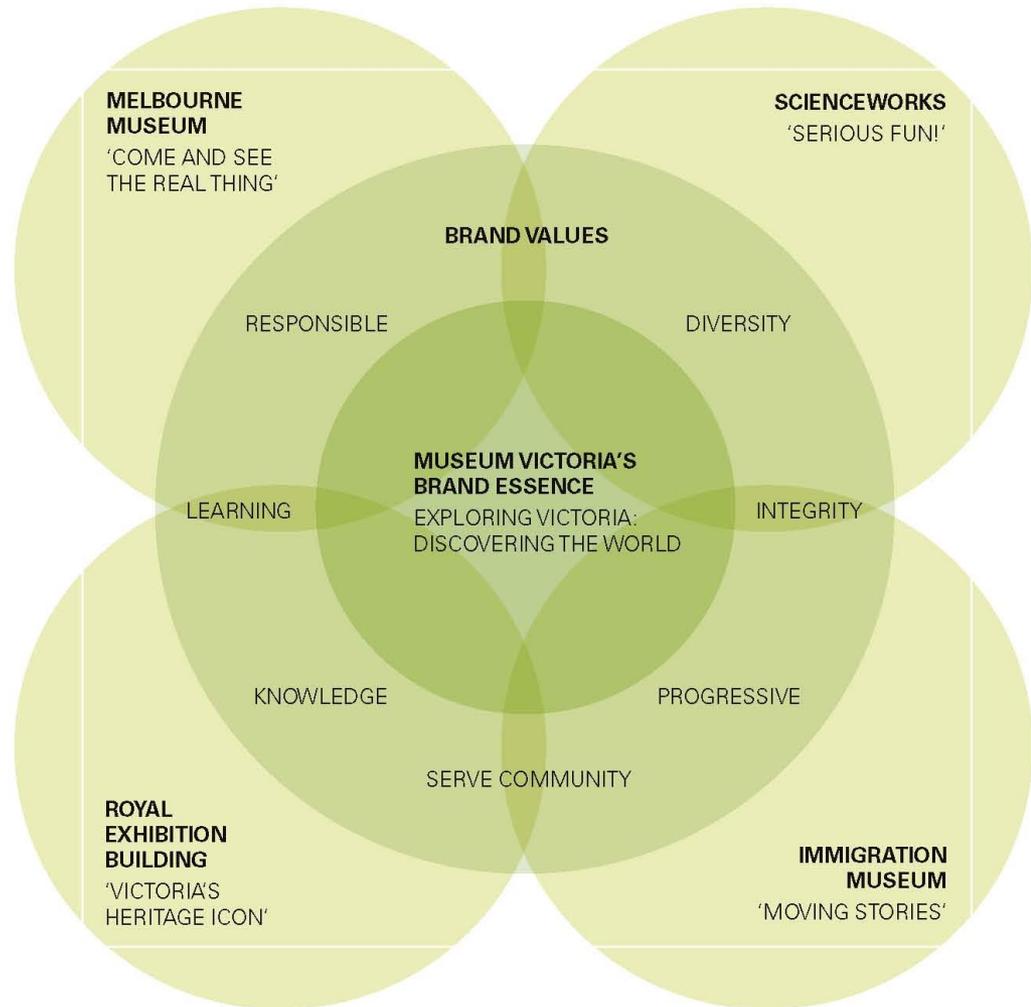
**Emma Campbell**

# Museum Victoria



# Our brand strategy needs to evolve

## THE MUSEUM VICTORIA BRAND IDENTITY

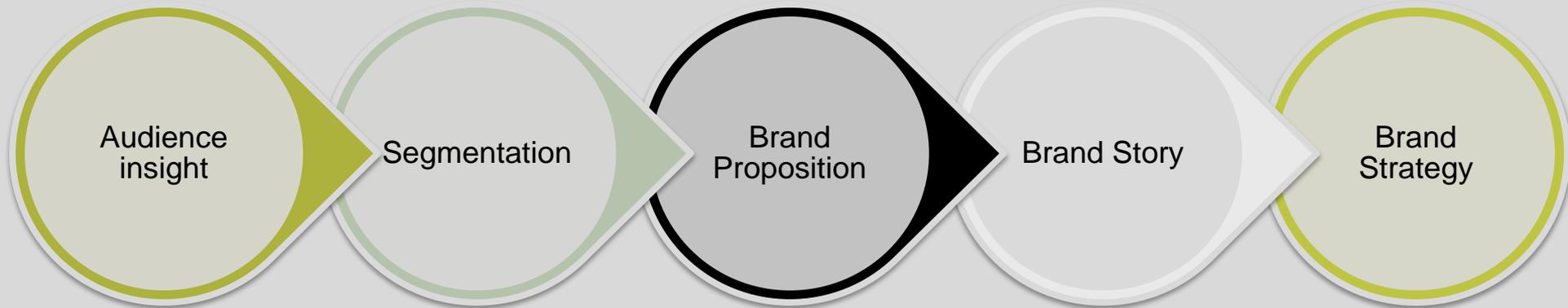


**To do this we need to make choices**

**“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**

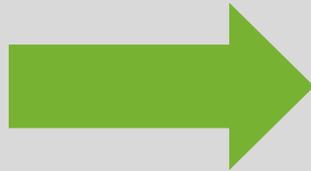
# Why are we here?

**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?

**Interbrand**

Creating and managing  
brand value™

Words, work and wisdom from Australia

**STAND  
APART**

# Last Thoughts

