

Perception of Museums as a Brand

Case study in Armenia

The Brand is more than just a design or solution to one or another product or service

“Everything is brand ... and You –
yes, you...”

Philip Kotler

Challenges in Armenia

- Regarding the post-soviet era to localize the advanced approaches of museum marketing and the integrity into new market relationship is one of the debating questions.
- The difficulties in 90s made the museums to preserve the existing system but looking forward for new ideas.
- Even 20 year later museums are concentrated more on scientific or academic researches instead of public programs, visitor studies, creating and maintaining the image.



Russian Art Museum /Cascade Complex/

The most of the museums in modern Armenia are depend on state cultural policy...

Thus facing 3 main problems

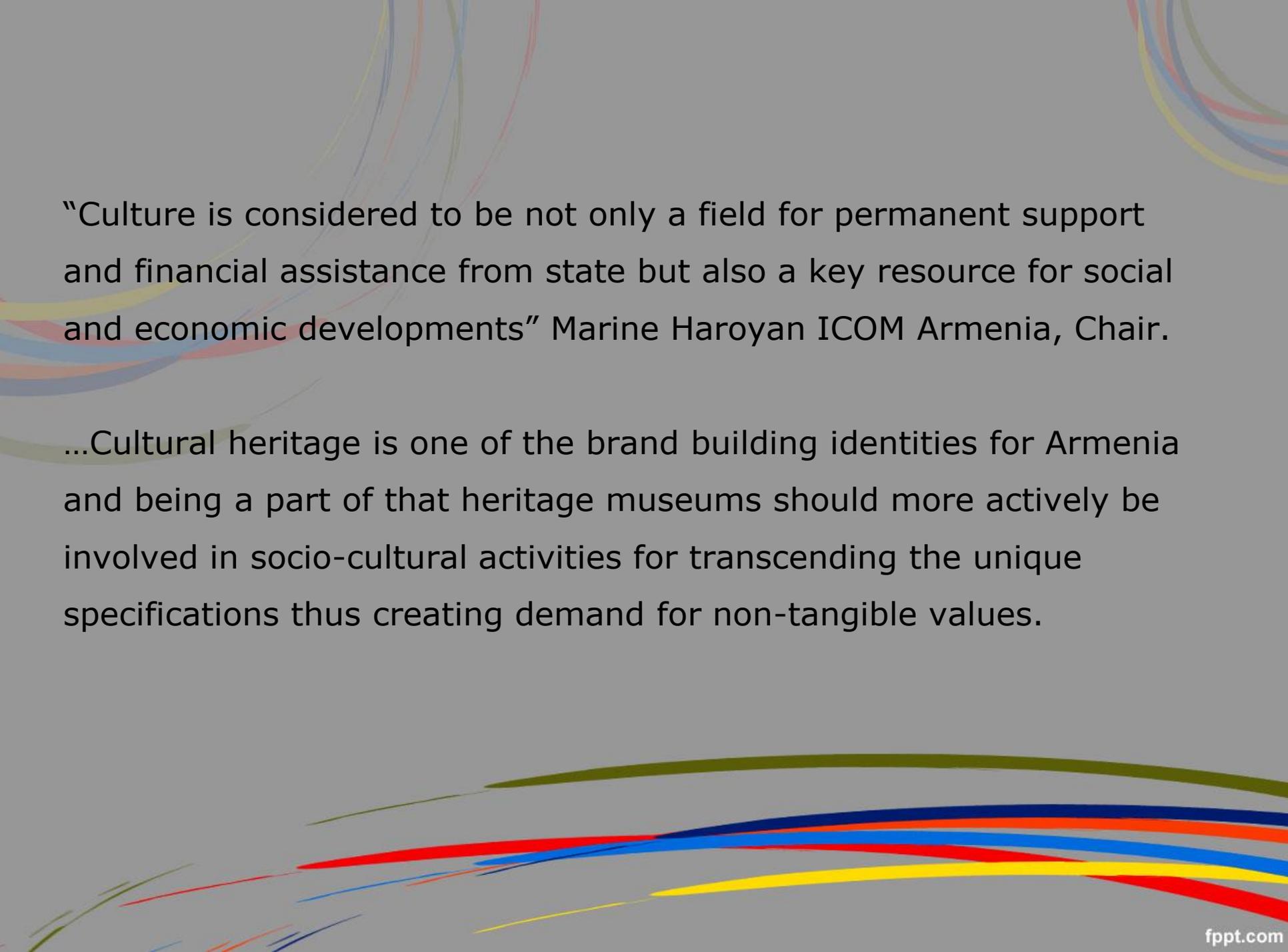
1. Legislative
2. Administrative
3. Personnel



Ervand Kochar Museum
/Cascade Complex/



But...



“Culture is considered to be not only a field for permanent support and financial assistance from state but also a key resource for social and economic developments” Marine Haroyan ICOM Armenia, Chair.

...Cultural heritage is one of the brand building identities for Armenia and being a part of that heritage museums should more actively be involved in socio-cultural activities for transcending the unique specifications thus creating demand for non-tangible values.





Cafesjian Center for the Arts
/Cascade Complex/



Results of research

Positive

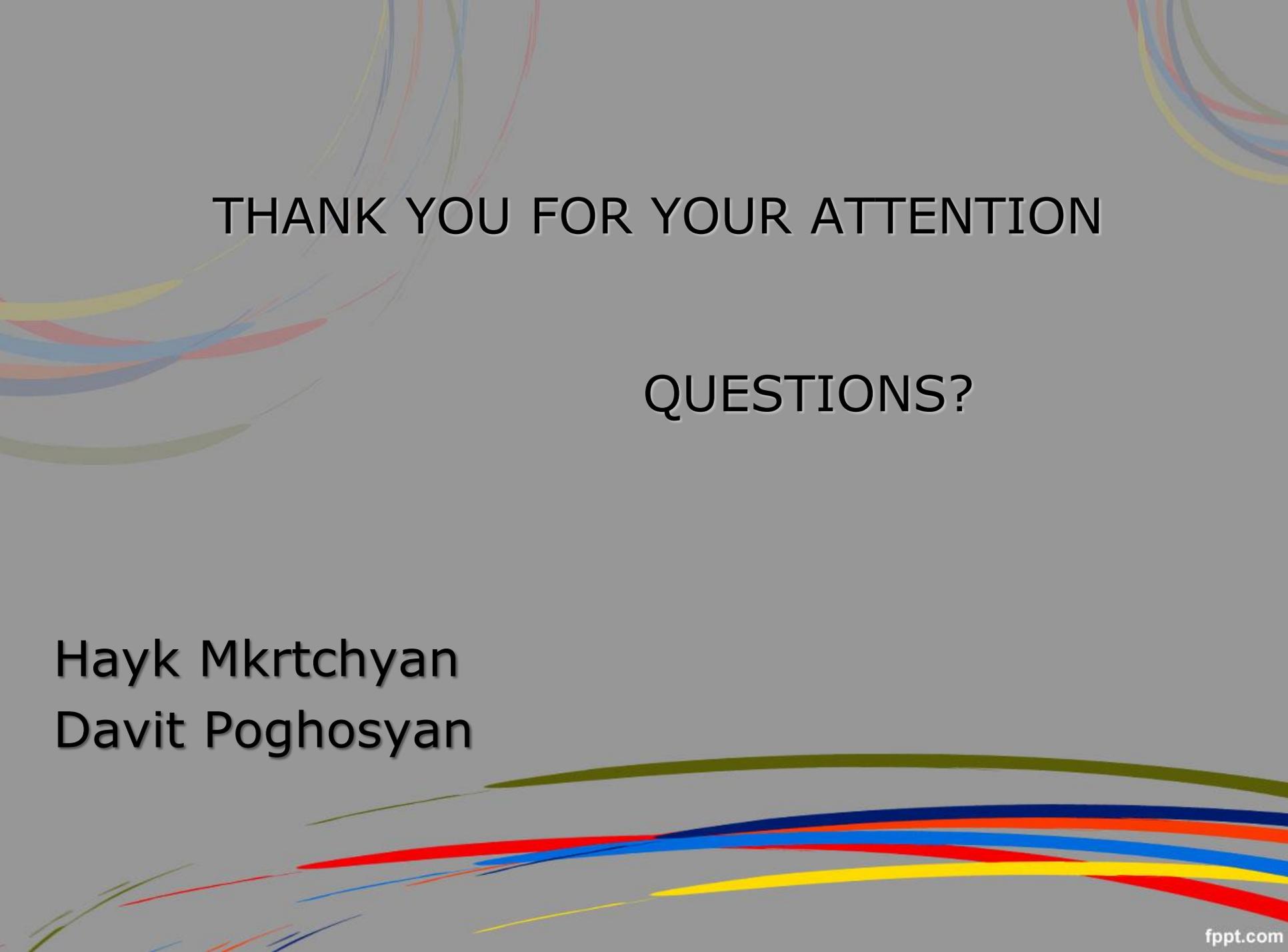
1. Experience /Staff
2. Willingness to changes
3. Creativeness
4. Historical heritage

Negative

1. Team work
2. Collaboration
3. Practical implementation
4. Uncertain perspectives

... museum are still looking for the main keys to use their potential...

Therefore, the true perception of the museum as a brand within the concept Marketing 3.0 we have to start inside the staff where are hidden most of the answers to the questions above.



THANK YOU FOR YOUR ATTENTION

QUESTIONS?

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