

Project title:
'You Are Here' Campaign for
the Galleries of Modern London

Category:
Museums, Galleries, Events
and Visitor Attractions

Client Company:
Museum of London

Design Consultancy:
NB

Current date:
July 2011



Visitor numbers for the launch week were more than double the Museum's target numbers.

The Museum of London is the only museum charting the social history of the greatest city in the world. Its reputation prior to the launch of its redesigned modern galleries was as a quirky 'hidden gem'. It needed to reposition itself to make it a must-see London destination. Our brief was to design a campaign that could effectively re-launch the Museum brand on the back of the new galleries.

With a limited window of four weeks to make an impact and a modest media budget, it needed more than just a simple call to action to ensure cut-through in a crowded market. Our solution, the powerful 'You Are Here' campaign, was an unqualified success.

This campaign created a real emotional link between the museum's visitors and the past. It shifted the Museum's focus from exhibits to people's stories. It also captured the interest of the press, and in total the press coverage for the launch generated just under £1 million in media value.

The launch week alone saw 35,834 visitors to the Museum of London, over twice as many as the target figure of 17,750.

New visitors to the Museum have risen to 61% on average and 46% of visitors have been driven to the new galleries through press and marketing activity.

Visitor figures for the financial year 2010-11 were 94% higher than the previous year and 20% more than forecast.

“This campaign managed to tap into people's feelings about our great city. 'You are here' ensured our re-launch received the attention it deserved and has helped re-position the Museum of London as a contemporary and truly world-class destination, which tells the contemporary story of London and its people.”

*Jack Lohman,
Director of the Museum of London*



Outline of the project

The business objective was to launch the new £20 million Galleries of Modern London and to increase awareness of the Museum of London brand at the same time – to use this opportunity to revitalise the Museum’s image. This was the first time since it opened in 1975 that the Museum had launched an integrated campaign of this scale.

The design challenge was to explain the Museum’s unique offer – a social history of London – in a way that people could connect with and understand. The design was also an opportunity to show how London’s history is relevant to modern London and Londoners.

To summarise, our objectives were:

1.

to understand and communicate the Museum’s unique offer

2.

to bring the Museum’s story of London into the present day

3.

to increase awareness of the Museum of London brand

4.

to launch the new £20 million Galleries of Modern London

Description

The Museum of London first opened in 1976. Since then it has uniquely focussed on the social and urban history of London, and tells the story of one of the world's greatest cities and its people. It cares for more than two million objects in its collections. It is located on the edge of the city's financial district and opened a second public site in 2003, Museum of London Docklands.

The Museum entered a new era with the launch of its £20 million Galleries of Modern London in May 2010. These Galleries were designed to be a new home for the exhibits that chart the history of life in London from the Great Fire of London in 1666 to the 2012 Olympics and beyond. These exhibits had all been on display before, but the new Galleries were an opportunity for the Museum to really add to its visitor experience, and to reposition itself as a major player. It wanted to present itself as a modern museum with ambitious future plans.

To increase awareness of the Museum and to successfully launch the new Galleries, we faced a number of challenges. The biggest were:

1 – “What is Social History, anyway?” – The Museum's unique offer is not as obvious some of its competitors, so it was essential to express what kind of history of London visitors could expect, and especially why it was relevant to the modern Londoner.

2 – Location – the Museum of London is not located in the tourist-friendly museum district. Its position, tucked in the middle of the Barbican roundabout, means that people don't tend to happen upon the Museum. Any campaign would have to raise the Museum's profile sufficiently to draw people to its unusual location.



Project Overview

3 – The scale of the media spend and duration of the campaign – In one of the most expensive media markets in the world, the advertising budget for this campaign was £260,000, barely just over 1% of the total Galleries' cost. Unlike many of its competitors who run continuous campaigns for new exhibitions, this campaign was only going to run for two weeks prior to the launch and two weeks after, supported by a second two-week burst of media space in August 2010. This campaign had to hook the target audience straight away to ensure the most impact in that limited time.



Overview of market

London has over 300 museums, and some of the most famous attractions in the world – it's an already crowded market place. The Museum of London is competing against museums with much higher profile to attract visitors.

There were a number of major re-launches and special exhibitions last year competing with the Museum of London's re-launch. The V&A had launched the new Medieval and Renaissance Gallery and the National History Museum had opened its new Darwin Centre. The British Museum's visitor numbers were up thanks to the opening of the Kingdom of Ife exhibition. There were lots of 'old favourites' with new offerings.



Project Launch Date

May 2010

Design Budget

£20,000

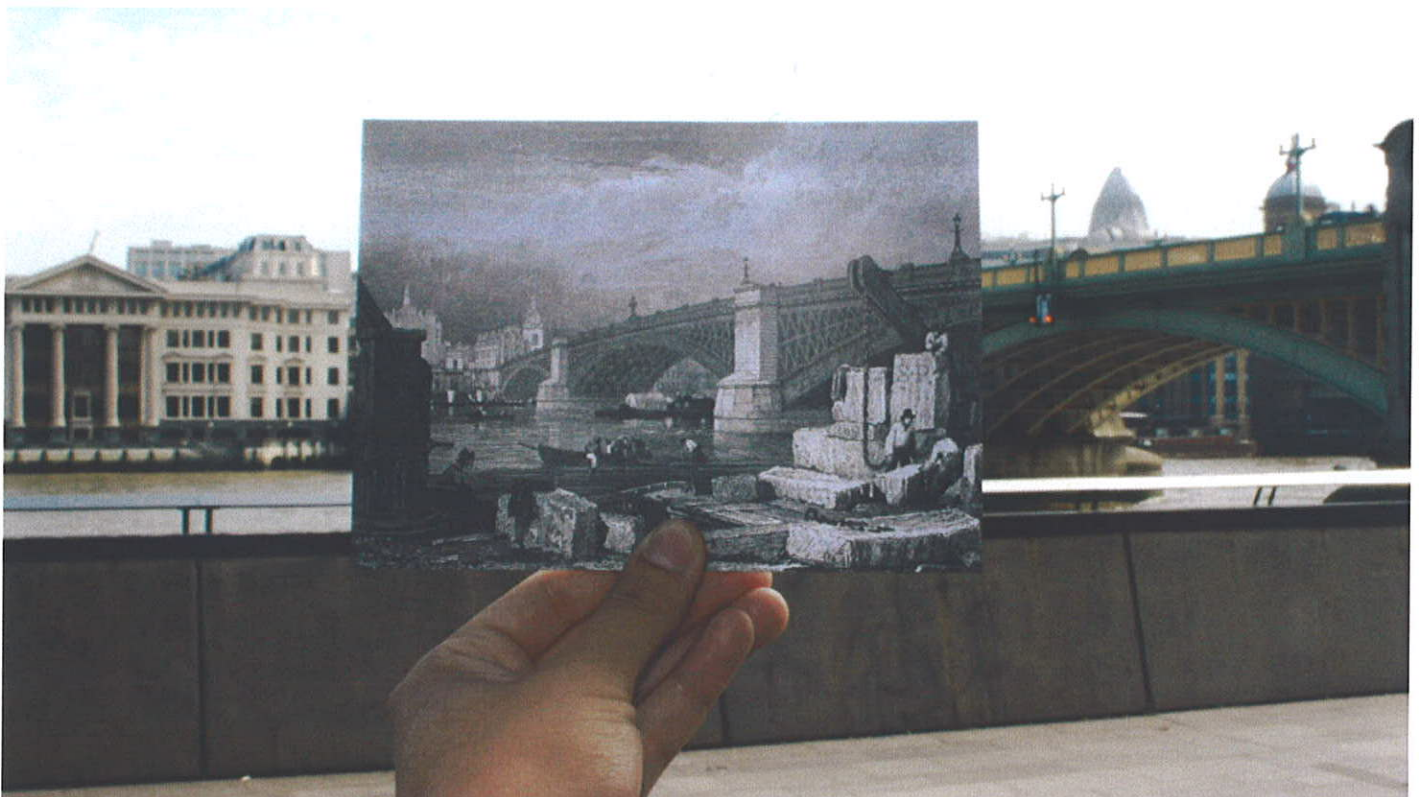
Our design solution

1.

Communicating the Museum's unique offer

We realized that what made the Museum of London so special was that the amazing stories and artefacts making up its collections came from the very streets that surround the Museum. The campaign captured the thrill of standing on the spot where a historical event took place.

We worked closely with historians at the Museum trawling the extensive archive, looking for iconic images from London's history that could be transposed onto modern London life. We chose images of people, not of dusty objects in cases. Our design solution was incredibly simple, but managed to create powerful emotional ties with the past in people. What better way to understand the reality of sheltering in a tube station during the Blitz than when crammed on the platform during the morning rush hour?



2.

Bringing the Museum's story into the present day

The succinct creative hook 'You are here' references traditional way-finding signage and helped to bring the Museum's story of London into the present. 'Here' linked together the spot where the viewer stood in the present, the historical moment in the past, and London as a whole.

This versatile line linked the different design elements too – from "Be here" for a save the date card to "Join us here" for a leaflet promoting the Museum's Friends' society –all positioning people at the centre of the design.

The design featured images right up to the present day, including 20th Century images such as the Poll Tax riots. Design elements were consciously contemporary. Working with the Museum's colour palette, we chose bold typography, vibrant colours and interesting finishes such as foil blocking for invites and other collateral.



3.

Increasing awareness of the Museum's brand

Our emotive design had to make an impact in a period of just a few weeks. As well as tailoring the design to location (for example designs for the Underground featured images of sheltering Londoners during the Blitz) the monolith in Trafalgar Square was conceived as a way to take the Museum out onto the streets, to raise the Museum's profile in the heart of tourist London. A special version of the ubiquitous London Oystercard wallet featuring a 1960's city gent on a bus continued to take the history back out to the streets.

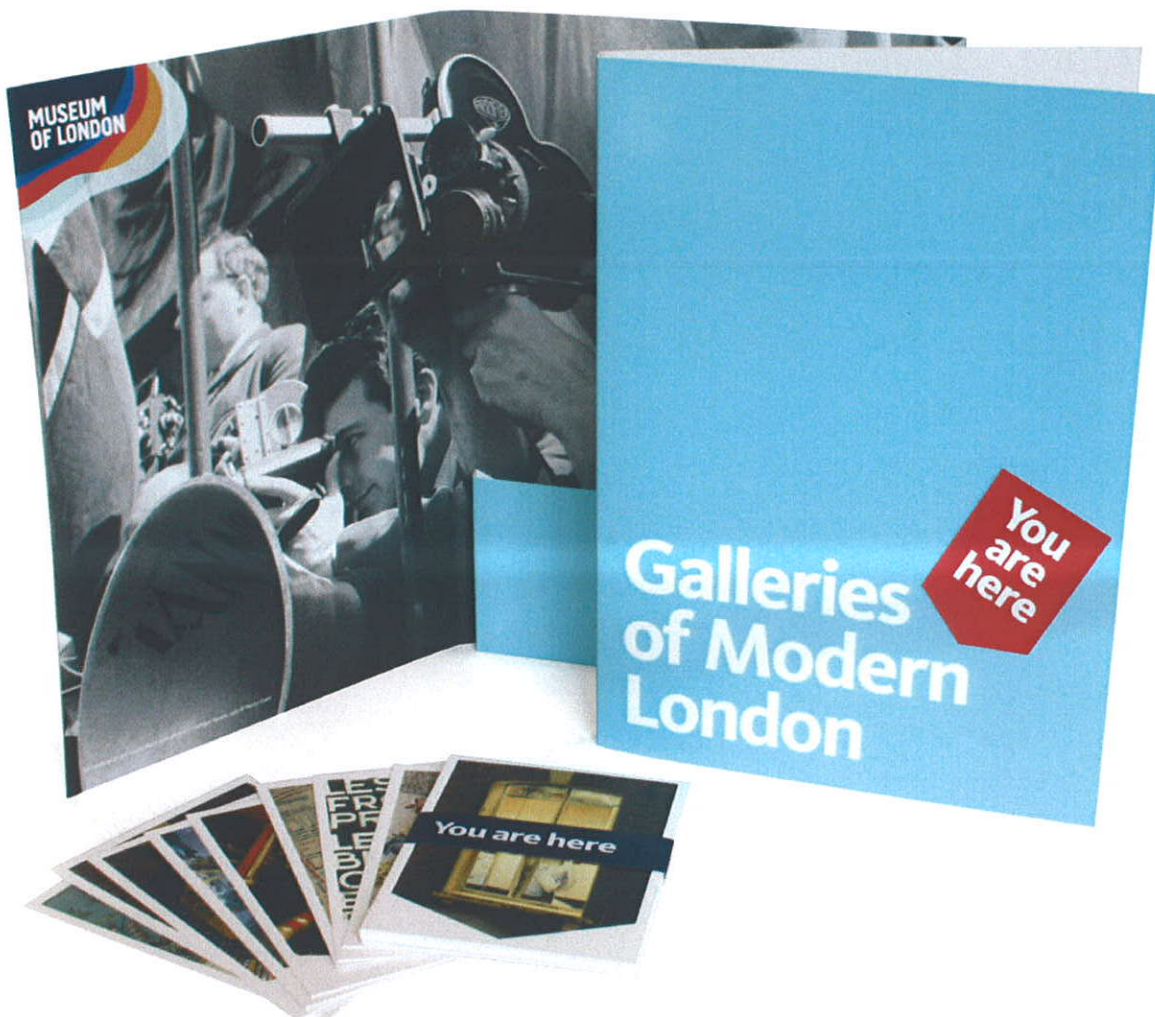
The 'You are Here' campaign was also the catalyst for the hugely successful StreetMuseum app, which freed the Museum from the constraints of its building and put the history back where it came from. The digital presence of the museum was also increased with a custom URL, youarehere.org.uk.



4.

Launch the Galleries of Modern London

This campaign and the design had to articulate the Museum's message to all the Museum's different stakeholders, not just visitors. Advance viewings of the Galleries were organised for special interest groups, including the media, trade and education and it was vital to capture their interest with the design. Information packs and invites featured celebratory images tailored to the different audiences, for example the press invite featured Fleet Street.



Word count: 485

Summary of results

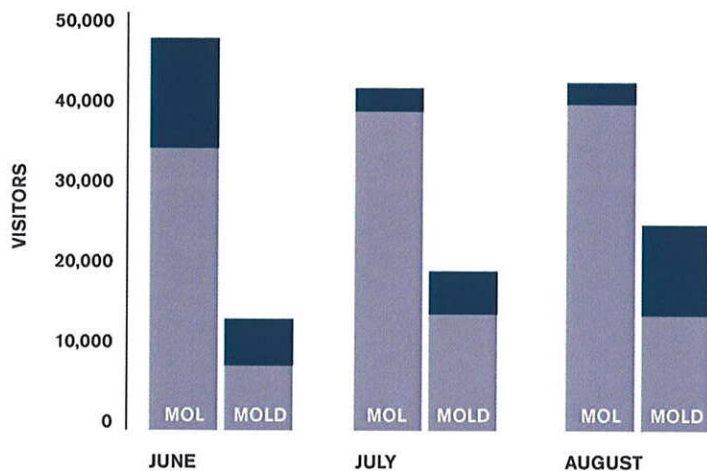
A successful launch for the Galleries of Modern London

The opening week (from Friday 28th May 2010) for the new Galleries saw 35,834 visitors to the Museum of London. This was an all-time record, with the target being 17,750.

To put this in perspective, the same period a year earlier had 6,628 visitors.

Sustained growth in visitor numbers for the quarter after the launch

Visitor numbers continued to surge for the three months following the launch. Visitor figures have been 94% higher than last year on average.



The launch week alone saw 35,834 visitors to the Museum of London Over 200% more than the target of 17,750.

61% of those were new visitors rather than repeat visitors.

Visitor figures have also been 94% higher than the previous year.

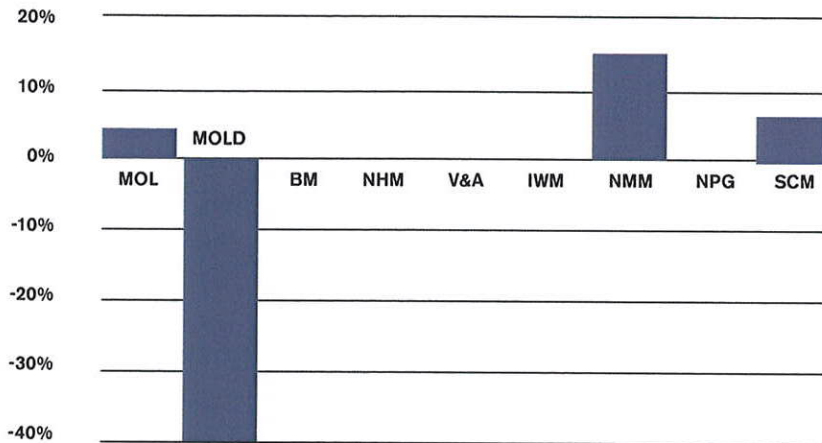
| | |
|----------|----------------------------|
| Actual | |
| Forecast | |
| MOL | Museum of London |
| MOLD | Museum of London Docklands |

Raising the Museum of London's profile over the 12 months since launch.

- Visitor figures for the last 12 months have been 94% higher than the previous year, and 20% more than forecasted.
- 61% of visitors were new visitors, encouraged to visit the Museum for the first time.
- 46% of visitors have been driven to the new galleries through press and marketing activity, excluding word of mouth.

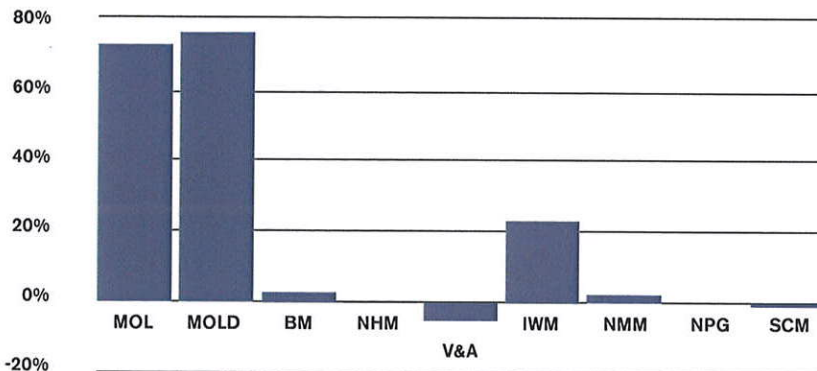
Results

Average year on year visitor attendance change for January 2010 – March 2010 across key London cultural institutions:



| | |
|------|----------------------------|
| MOL | Museum of London |
| MOLD | Museum of London Docklands |
| BM | British Museum |
| NHM | Natural History Museum |
| V&A | Victoria & Albert Museum |
| IWM | Imperial War Museum |
| NMM | National Maritime Museum |
| NPG | National Portrait Gallery |
| SCM | Science Museum |

Average year on year visitor attendance change for January 2011 – March 2011 across key London cultural institutions:



“Media coverage was bolstered by a hugely successful creative and integrated marketing campaign.”

*Museum of London
Communications Report*

The Museum of London has confirmed its reputation as the natural home for the story of London, with more Londoners than ever before visiting the Museum. The percentage of Londoners has risen from 30% of all visitors in 2009/10 to 40% in 2010/11 and peaking at 50% in Jan-March 2011.

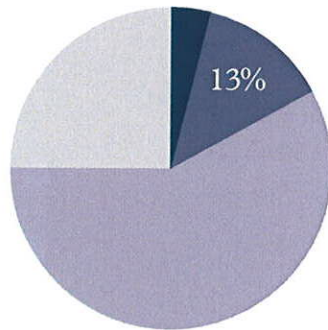
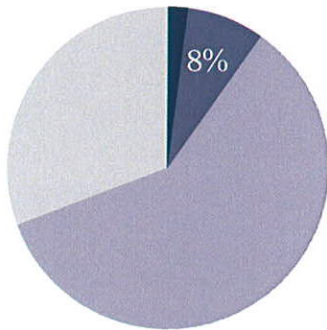
The marketing campaign and coverage, including the Streetmuseum iPhone app developed by Brothers & Sisters, generated just under £1 million in media value for the Museum.

Results

The strong emotional pull that the campaign exerted can be seen in the increased number of visitors citing 'emotional' as their main motivation for visiting the museum, up 5% on the previous year.

2009 – 2010

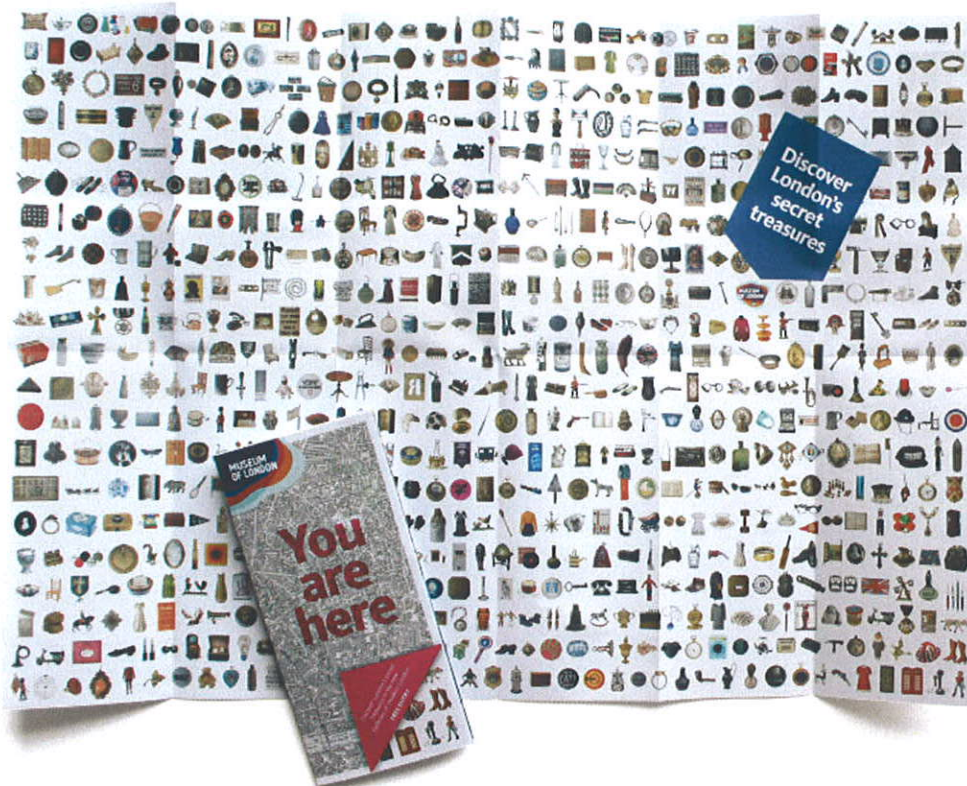
2010 – 2011



| | |
|---|--------------|
| ■ | Spiritual |
| ■ | Emotional |
| ■ | Intellectual |
| ■ | Social |

An award-winning campaign:

- Art Directors Club Awards
Gold for Branding Campaign/Branding category
- Visit London
Gold award for Best Marketing & PR Campaign
- Guild of PR Practitioners
Heralds Award for best PR Campaign
- Design Week Benchmark Awards
Commended



Results

Other Influencing Factors

Were results affected by the new offering, ie. New Galleries?

Obviously a new visitor experience will draw visitors, but it is worth highlighting that the exhibits themselves were the same as had been on display prior to the development of the new galleries. Also, taking into consideration the low profile of the Museum prior to this campaign it is unlikely such high visitor numbers would have been achieved without such a strong design behind the campaign.

Were results affected by the general growth in the sector due to 'stay-cations' and recession?

The year on year attendance figures for the financial year 2010/11 for the Museum of London and the Museum of London Docklands show an increase of 73% and 75% respectively. This is a dramatic increase regardless of growth across the sector. This is clear when comparing these figures to those of the Imperial War Museum, which saw the next largest increase with 20% more visitors than the previous year.

Were results affected by an increased media presence?

This was the first time that the Museum had increased its presence using a campaign like this, however it would not have had such an impact or resonated with visitors so much if the design hadn't been so powerful.

Were results affected by the Museum rebrand?

The Museum was rebranded in 2008, which means the new identity was well established by the launch of the new galleries.



Research resources

Year on year visitor attendance charts for London museums were taken from the Museum of London's own internal quarterly reports from January to March 2010 and January to March 2011.

Statistics relating to visitor motivation were taken from Museum of London Visitor research Findings 2009/10 and Museum of London Visitor research Findings 2010/11. This information is compiled by Morris Hargreaves McIntyre, a strategic research consultancy.

In addition, the statistics relating to media activity, visitor makeup and awards won were taken from Museum of London's Communications Report on the launch, which uses findings from the same visitor research as referenced above.

Museum of London and Museum of London Docklands visitor information were provided by the Museum, and collated by their Visitor Services team using the Vista front desk facility.

