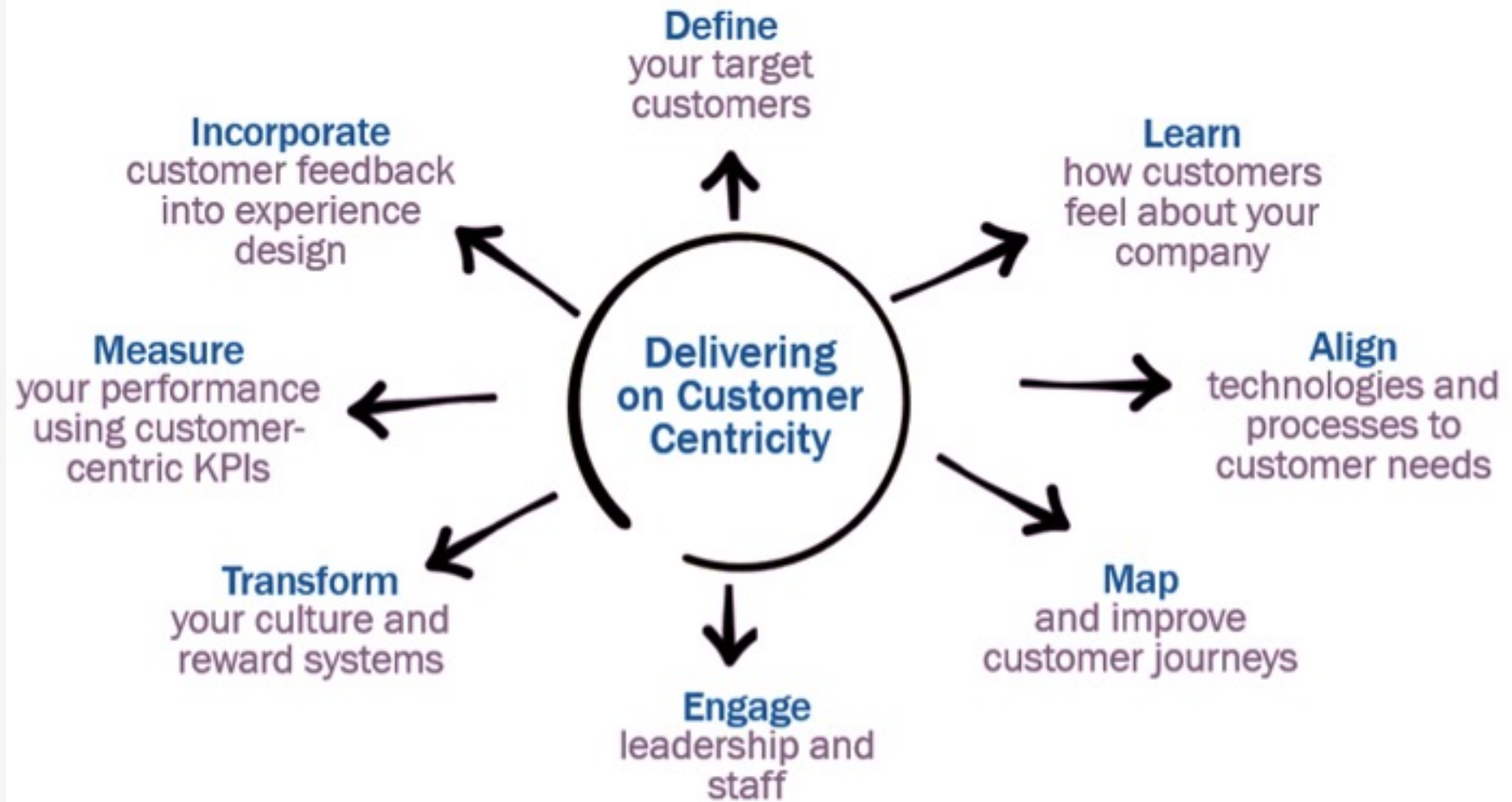


Cultural Shift Toward Consumer-Centric Strategy





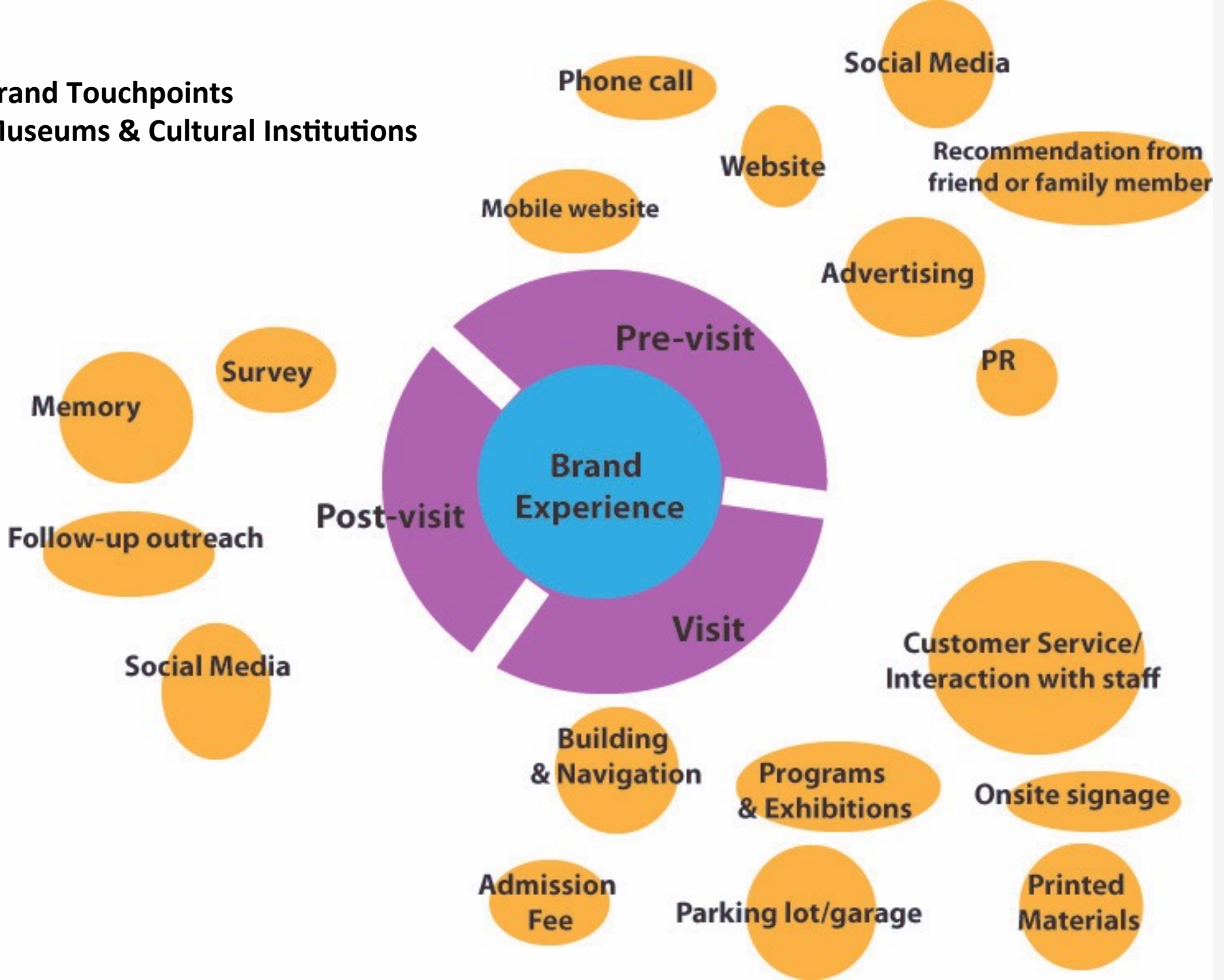
Branding – The strategic process of identity creation, where identity involves the sum of all experiences and interactions with an organization.

Re-branding – The re-creation of a pre-existing brand identity within the organization, and in the minds of existing and potential customers.



Brand Touchpoints

Museums & Cultural Institutions



Branding is Audience-Centered

Building a responsive brand positioned for growth

1. Understanding your audience is crucial to building a strong brand identity.
 - Do you fulfill a need in the community? Are you attracting the audience you think you are? What inspires repeat interactions and ongoing relationships? In your audience's mind, who/what are your competitors?
2. A brand is a promise. Strong brands consistently fulfill their promise.
 - Consistency applies across time and across multiple touch points.
3. Rebranding can help you align desired perception with actual perception.
 - Help your audiences see your organization the way you do.
4. Rebranding can help you increase accessibility and grow your audience.
 - When you understand your audiences, you can be responsive to their needs, and they will notice.

Demographics Beyond Age & Gender

What do I ask my audience?

- First, identify your primary research goals.
- Where do your visitors come from?
- What else is competing for your visitors' free time, and how long do they spend on leisure activities?
- Where and how does your audience access information, and what types of recommendations hold the most weight?
- Are they members? Where else are they members?
- What trends are emerging over time?

Build in opportunities for continuous feedback!



Fulfilling the Brand Promise

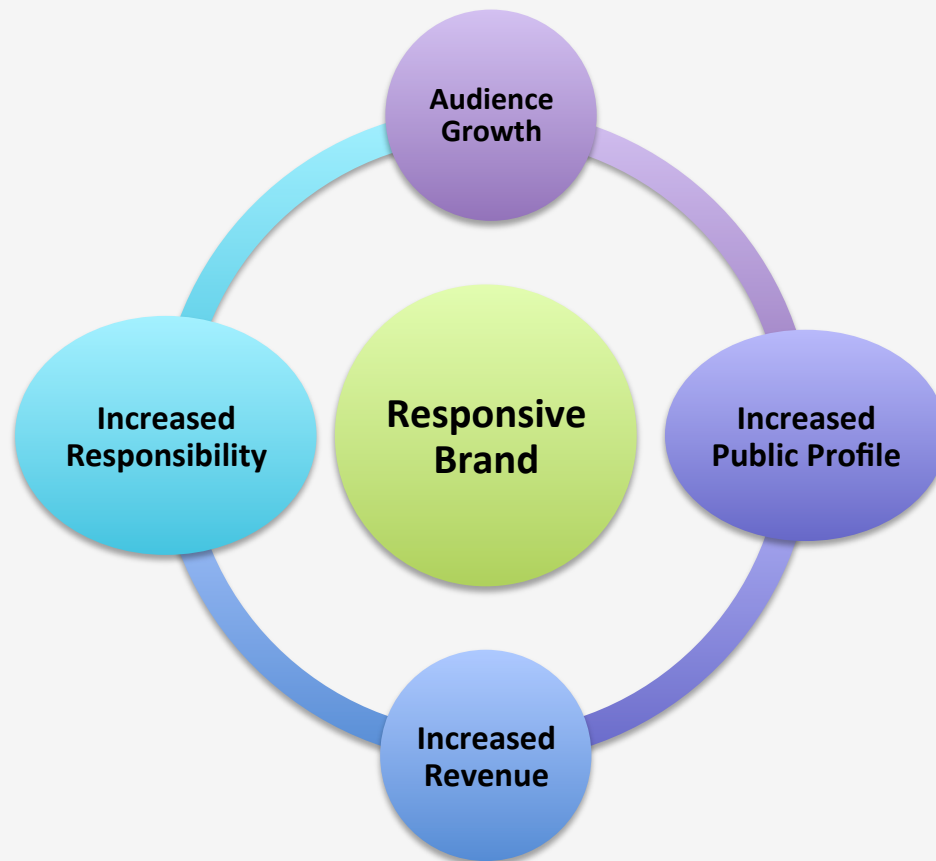
Consistency is key

Building and sustaining audiences requires an understanding of the real needs and interests of the public. It requires a commitment to communicate to prospective audiences that your institution has the capability to satisfy every individual's personal identity-related needs and interests. And finally, building and sustaining audiences requires a willingness and the means to actually deliver on this promise if and when the public actually shows up, so that these individuals will leave as satisfied customers who will in turn encourage others like themselves to visit. - John H. Falk, 2009

Source: John H. Falk, *Identity and the Museum Visitor Experience*, Walnut Creek, CA: Left Coast Press, 2009.

Dependency & Responsibility Go Hand in Hand

Responsive strategy makes your organization more attractive to both visitors and donors. Your audiences benefit from you, and you benefit from them.



Qualities of a Strong Brand

Built to last

Strong, lasting brands are:

- Trustworthy – consistently fulfill promise
 - Authentic – true to your core values
- Unique – fill a need in the community
 - Responsive – audience-centered



S H E R R Y M A T T H E W S  A D V O C A C Y M A R K E T I N G

Stacey Ingram Kaleh

Outreach Manager

Sherry Matthews Advocacy Marketing

staceyk@sherrymatthews.com