

AMERICAN  ASSOCIATION OF MUSEUMS

THE MUSEUM OF TOMORROW

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Knowing Your Audience & The Power of Your Brand

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Know Your Audience



Successful Marketing is about Building Relationships



We usually don't trust people we don't know



and who don't know us

**Listen to what your audience tells you
and learn everything you can about
them so that you build trust and**



in the process you will build relationships.

What does your audience want?

What do they care about?

What do they dislike?

Audience Segmentation by:

Demographics

Geographics

Psychographics

Demographic Profile

Adults (skew female)

Female: 70.6%; Male: 29.4%

Age 35-64 (skew 35-54)

Married

Children < 18 in HH

College + education

HHI: \$50K - \$149K

Reside in Northern & Central NJ

Demographics

	Number	% of total population	% of Racial Background of Museum Visitors
Total NJ Population	8,707,739	100.0	
White	5,320,429	61.1	63.6
Black or African American	1,262,622	14.5	17.7
Hispanic or Latino	1,454,192	16.7	15.8
Asian	679,203	7.8	3.8
Other race	43,539	0.5	9.4
Two or more races	121,908	1.4	6.0



2010 U.S. Census Bureau Data

Museum Demographics

Age

35 – 44

11.1%

45 – 54

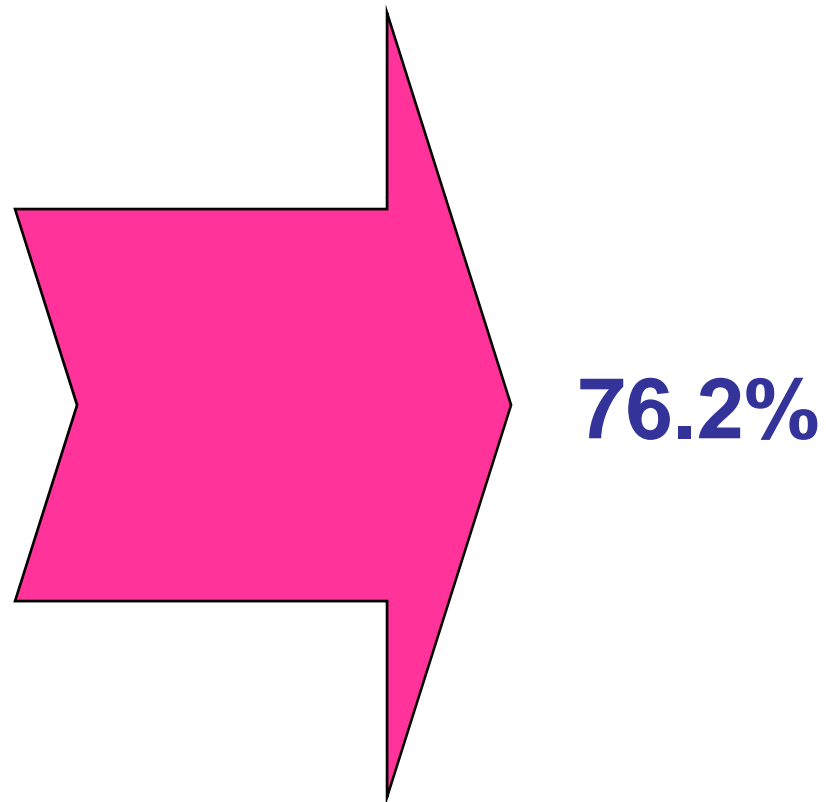
18.7

55 – 64

22.0

65 – 74

21.3



Geography

The Newark Museum continued to attract most of its visitors from Northern New Jersey at almost 80 percent with an additional 12 percent from elsewhere in the state.

Home Residence %	
Newark	19.7
Other Essex County	19.7
Morris County	8.3
Other Northern NJ	31.2
Elsewhere in NJ	11.5
New York City	5.1

Sources of Information

Newspaper ads and listings or article/review both gained importance relative to most prior waves

Sources of Information %	Total	First-time Visitors	Prior Visitors
Personal Recommendation	37.0	43.1	33.7
Museum's website	27.2	25.9	27.9
Mailings (e.g. flyers, newsletter)	11.1	0	17.3
Newspaper ad	10.5	6.9	12.5
Listing of article/review	9.3	6.9	12.5
Radio commercial	4.3	1.7	5.8
Other website	4.3	8.6	1.9
Transportation advertising (path, rail, bus)	3.7	5.2	2.9
E-newsletter	3.1	0	4.8

Means of Transportation

The majority of the visitors continued to arrive by car, but public transportation indicates modest gains

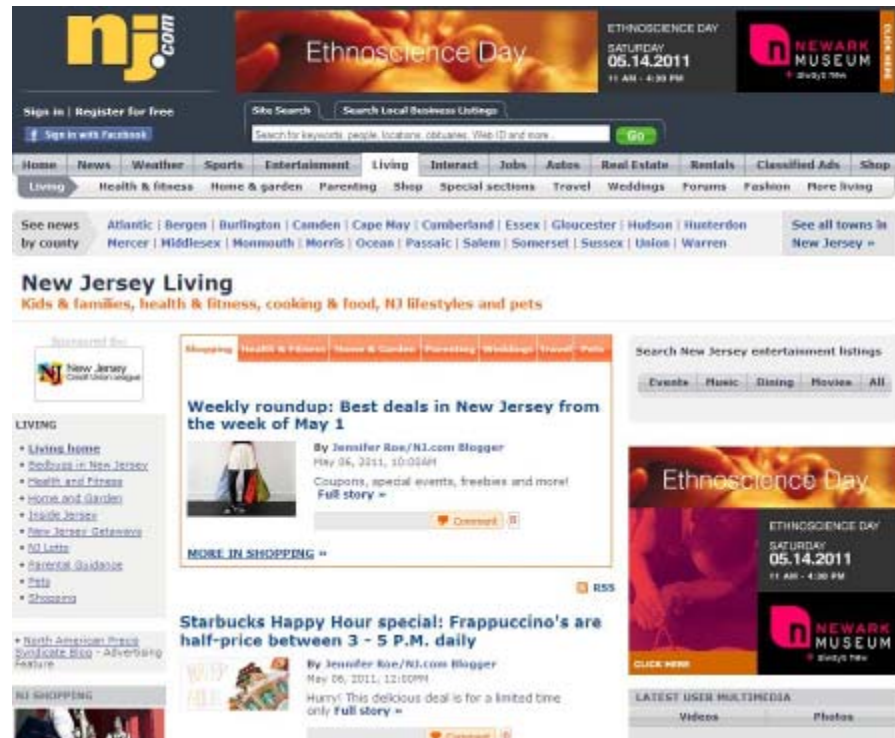
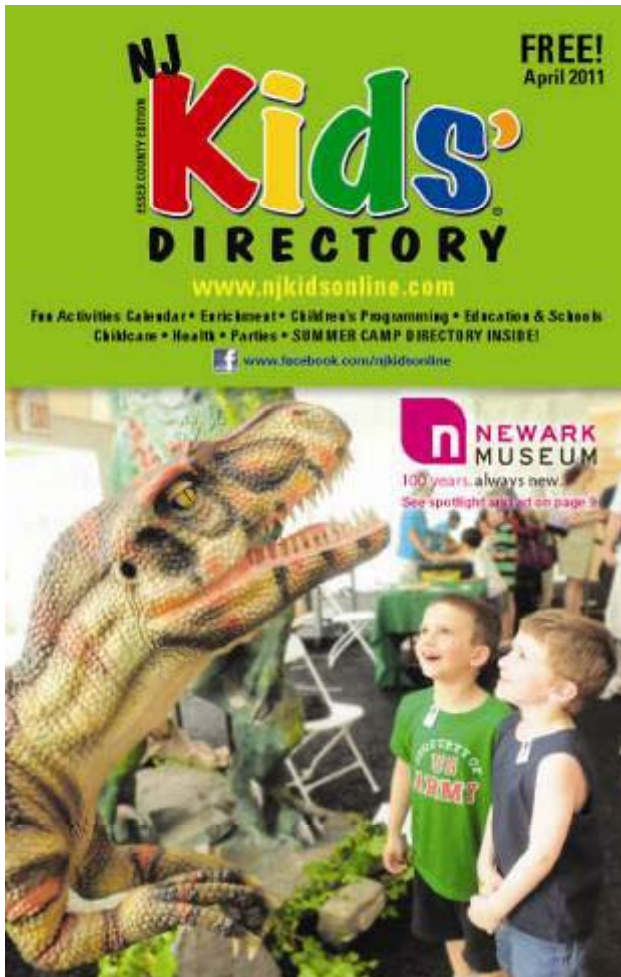
Primary Means of Transportation	
Car	82.0
New Jersey Transit Bus	6.7
Train	4.7
PATH	2.7

- Once you have clearly defined your audience, you must tailor your message and delivery systems to speak with them.



- Make sure programs and associated messaging is relevant to your audience' lives and lifestyles.

Often times the method of delivering the message is just as important as the message itself.



Your Brand

- Who are you
- What do you stand for
- What differentiates you from your competition?



Branding is directly tied into the building of relationships. Relationships are base upon emotions.

- How do I feel about you?
- Do I want to be associated with you?
- Are our core values in sync?



- Emotional branding is quite simply the crucial defining element that separates success from indifference in the marketplace.
- Brands that win in today's marketplace are those that emotionally bond with people – current and potential customers.
- Emotional Branding is “connecting with” people, not “selling to” them.



Premier museum

We offer residents and visitors the opportunity to interact with our collections that rank among the **nation's best** and most comprehensive with respect to the **diversity of objects and cultures** that are represented.

Cultural anchor

We are poised to join our institutional partners in turning Newark into a revitalized city that can become a **model for cultural understanding and transformation.**

Educational focus

We believe that every member of our community can embark on a **lifetime journey to understand, appreciate, and participate** in the natural sciences and the arts.

Unique experience

We put exhibits and programs in their **cultural context**, providing **new and unique experiences** while allowing our audiences to **broaden their understanding** of the arts and sciences.

Forward-looking

We remain true to our 100-year-old mission, while constantly **challenging ourselves to explore new and innovative exhibits, programs, and events.**

Tag Line

Newark Museum. **Always different.**

Always new.

100 years. **Always new.**

Visual Identity



Thank You