

Marketing, Merlot and Martinis

Kim Cavendish, President/CEO
Museum of Discovery and Science
AutoNation IMAX 3D Theater
September 21, 2014



Journey To The South Pacific 3D Marketing Campaign Goals

- Enhance the Visitor Experience
- Increase Attendance
- Gain Friends through Community Partnerships





Strategy

- Create a big event for the 3 day January launch of JTSP
- Implement Promotions to keep top of mind
- Create another big event four months later
- Utilize community partners to implement events
- Connect to partners' networks



Polynesian Cultural Festival Facebook Photo Album

Right Click on the
Image and then click
open Hyperlink



Right Click on the Image and then click open Hyperlink



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AMMAN HOTEL CENTER | TORONTO 2014
CHELSEA SCOTLAND | CANADA
SEPTEMBER 2014

Polynesian Proud Productions
Tahitian Dancers



Right Click on the Image and then click open Hyperlink



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SEPTEMBER 2014

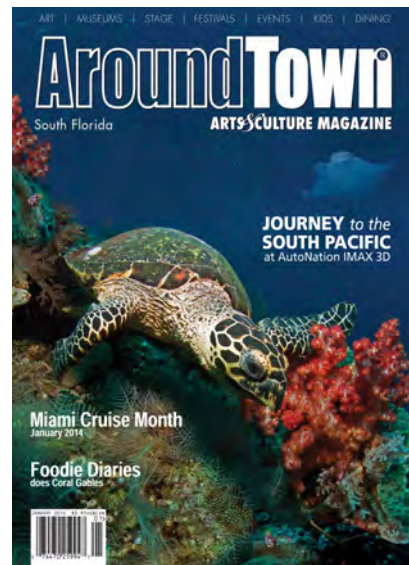
Preston Weber
2010 Junior World Fire Knife Champion and
America's Got Talent 2011 Contestant





Public Relations

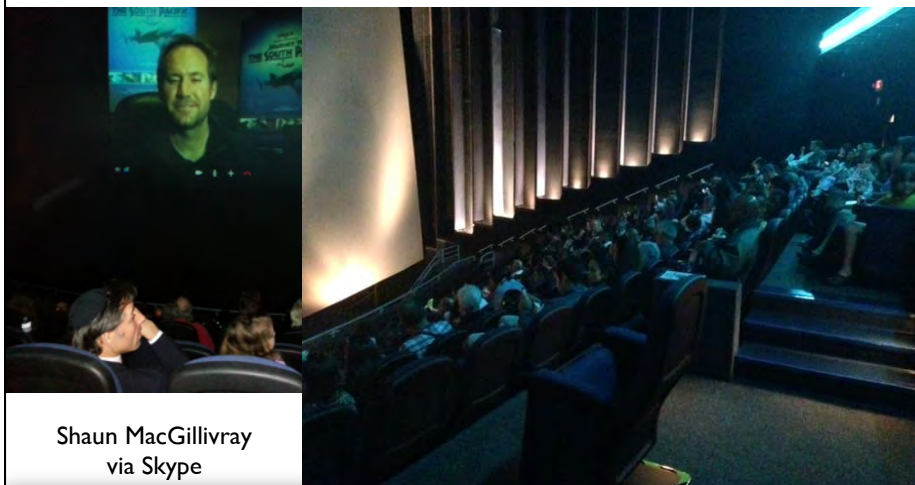
- Press kit drop prior to opening weekend
- A fresh Lei, press release, electronic press kit, JTSP poster, t-shirt, etc.
- JTSP was on the cover of the museum's quarterly magazine that prints 12,500 of which 6,200 direct mailed
- Cover of Around Town magazine
- Articles in Fort Lauderdale Magazine, Family Magazine, South Florida Parenting Magazine and the daily Sun Sentinel.



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Educator & Media Preview



Shaun MacGillivray
via Skype

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Social Media

Ticket giveaway cross-promotions on Facebook with attractions that have a combined total of 258,331 likes



Fort Lauderdale Magazine conducted an ocean photo contest where the winner won an Adopt-A-Turtle package. Contestants posted entries to the magazine's social media channels.



Direct Mail, E-Flyers, Print

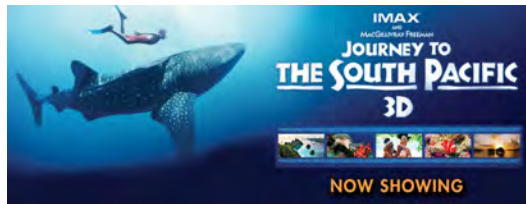
Postcards 19,500
 E-flyers – 30,000 x 6 = 180,000
 Weekly Print Ads in Daily Newspaper
 Explorations Magazine 45,000 annually



Digital Media

Web Banners for

- Radio, Face Book, Twitter,
Face Book Promotions and Advertising
- Digital Campaign – display networks reaching women with kids



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Internal Signage

Duratrans
Standees



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External Signage

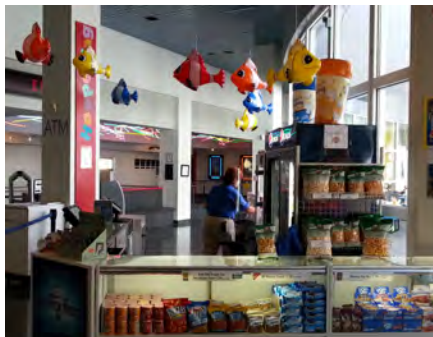


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Duratrans & Banners



Concessions



GREAT DEAL!

Purchase or Renew your
Museum Membership Today!

Receive \$10 off
or
Free Gift!

Gifts chosen by you from those pictured.

Family Memberships are a Great Value

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Asian-Pacific American Heritage Celebration 4 months after opening

Right Click on the
Image and then click
open Hyperlink



Ronin Taiko Japanese Drummers

Museum of Discovery and Science
PRESENTS

May 3 & 4, 2014 12 Noon - 4 p.m.

Celebrate Asian and Pacific Culture and Traditions!
Dance Shows • Food Tastings • Surfing Lessons
Cultural Demonstrations • Arts and Crafts
FREE with Museum Admission Ticket

Support provided by

MUSEUM OF DISCOVERY & SCIENCE
401 SW Second Street • Fort Lauderdale
954.467.6637 www.mods.org

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Advertising

Media consisted of a mix of radio, print, direct mail and digital.

\$33,000 Cash

\$40,000 In-kind

\$0 Community Partners: Entertainment, Food, Social Media

Results

- Visitor Experience was enhanced with two big events that were included in regular exhibit admission and educators loved the appearance via Skype by Shaun MacGillivray.
- Attendance increased slightly over the previous time period that featured Flight of the Butterflies 3D.
- Connections and bonds were made with groups in the Asian and Polynesian communities that continue today.

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Museum of Discovery and Science's Journey To The South Pacific 3D Marketing Campaign

Great film +
Giant Screen +
Themed Programming =
Memorable Experience

