TURNING A THOUSAND STORIES INTO ONE.
HOW TO TELL YOUR STORY.
HOW TO FIND YOUR MUSEUM’S PERSONALITY, CREATE A BRAND, and STAND OUT AS A DESTINATION.
WHAT’S YOUR STORY?
IT’S A QUESTION THAT SHOWS YOU ARE INTERESTED IN SOMEBODY AND INVITES THEM TO OPEN UP
IT’S A QUESTION THAT RELATIONSHIPS ARE BUILT FROM
PEOPLE DON’T REMEMBER WHAT YOU SAY, THEY REMEMBER HOW YOU MAKE THEM FEEL
GOOD BRANDS DO THE SAME THING
A GOOD BRAND MAKES PEOPLE FEEL GOOD

A GREAT BRAND MAKES PEOPLE FEEL GOOD ABOUT THEMSELVES
MUSEUMS HAVE TWO AUDIENCES:

1. PEOPLE WHO ARE INTERESTED IN YOUR STORY
MUSEUMS HAVE TWO AUDIENCES:

2. PEOPLE WHO ARE CONNECTED TO YOUR STORY
HENCE, YOUR MUSEUM CAN MAKE PEOPLE FEEL GOOD and MAKE PEOPLE FEEL GOOD ABOUT THEMSELVES
LET’S TELL YOUR STORY
WHAT ARE YOU KNOWN FOR?

WHAT DO PEOPLE THINK ABOUT WHEN THEY THINK ABOUT THE HISTORY OF YOUR AREA?
AUSTIN: HORMEL
HOPKINS: RASPBERRIES
EVELETH: HOCKEY
WHAT DO YOU NEED TO MARKET YOUR MUSEUM?
ADVERTISING
WHAT DOES EVERY GOOD AD NEED?
STORY
HEADLINE
IMAGERY
LOGO
NOT ALL ADVERTISING IS THE SAME
VISIT ALCATRAZ. TOURS LEAVE DAILY AT 9AM.

CALL 408-332-7654
SOLITARY CONFINEMENT.
BARBED WIRE FENCES.
SHARK INFESTED WATERS.
BRING THE IN-LAWS.
Scurvy, Shipwrecks and Sea Monsters. What a Great Way to Spend the Afternoon.

The Mariners' Museum
Newport News, Va.

Where the Buoys Are.

Get Lost at Sea.

Come See the Greatest Fleet Ever Assembled.

The Mariners' Museum
100 Museum Dr., Newport News, Virginia. Open seven days a week. For more information and hours call 757-596-2200.
His flight 
WENT DOWN 
IN HISTORY. 

Barely.

Eugene Ely piloted the first ship-to-shore flight in aviation history when he took off from the bow of the USS Birmingham and landed safely on the nearby shore of Willesquaghy Spit. Spectators reported his wheels skimming the water and many speculated that Ely’s inability to swim motivated him to avoid what appeared to be certain peril and fly into history. Hear this story and many more at the Ocean View Station Museum.

Creaking rails, 
NO SAFETY HARNESS

and a laugh the brakeman stole from the bowels of hell.

An attraction that became known up and down the East Coast, the Rocket seemed to be near collapse with every new ride. In actuality, it took some strategically placed dynamic to bring her down in 1979 after other attempts failed to level the historic Ocean View Amusement Park roller coaster. Hear this story and many more at the Ocean View Station Museum.
Many were CALLED.

Our ENTIRE REGION RESPONDED.

How the Great War hit home in West Central Minnesota.

The new WWI exhibit at the Kandiyohi County Historical Society
610 Hwy 71 NE in Willmar, MN
OCTOBER 22 - NOVEMBER 30
DON’T ‘DO’ AN AD, TELL A STORY
WHAT?
YOU DON’T HAVE THE BUDGET TO HIRE AN ADVERTISING AGENCY?
IS THERE A COLLEGE OR UNIVERSITY WITHIN 100 MILES OF YOUR MUSEUM?
IS THERE A SMALL GRAPHIC DESIGN FIRM ANYWHERE NEAR YOUR TOWN?
DIY ADVERTISING:

TYPOGRAPHY: MYFONTS.COM
LOGOS: SHUTTERSTOCK.COM
HEADLINES: LOCAL WRITERS
COLOR PALETTE:
LOOK AROUND YOUR MUSEUM AND USE THE DOMINANT COLOR YOU SEE OR USE THE COLORS FROM THE LOGO FOR YOUR TOWN
SAMPLE HEADLINE:
OUR HISTORY STARTED WITH

---------------------------------

AND ENDED UP WITH

---------------------------------

BODY COPY:
LEARN ABOUT THIS STORY AND MANY MORE
AT YOUR LOCAL MUSEUM
BRING YOUR STORY TO LIFE IN YOUR MARKETING AND CREATE AN EXPERIENCE YOUR VISITORS WILL SEEK OUT
Over time you will build a brand and make your museum a destination.
IDENTIFY THE DESTINATION THAT GOES WITH THIS HEADLINE:

‘HIS BEARD IS EIGHT FEET LONG’
IDENTIFY THE DESTINATION THAT GOES WITH THIS HEADLINE:
‘HIS BEARD IS EIGHT FEET LONG’

HISTORIAN DOANE ROBINSON IS CREDITED WITH THE IDEA OF CONCEIVING THIS DESTINATION
Identify the destination that goes with this headline:

‘His beard is eight feet long’

Historian Doane Robinson is credited with the idea of conceiving this destination. It is located in a state that borders Minnesota.
IDENTIFY THE DESTINATION THAT GOES WITH THIS HEADLINE:

‘HIS BEARD IS EIGHT FEET LONG’

HISTORIAN DOANE ROBINSON IS CREDITED WITH THE IDEA OF CONCEIVING THIS DESTINATION IT IS LOCATED IN A STATE THAT BORDERS MINNESOTA IT IS A NATIONAL MEMORIAL
IDENTIFY THE DESTINATION THAT GOES WITH THIS HEADLINE:

‘HIS BEARD IS EIGHT FEET LONG’

HISTORIAN DOANE ROBINSON IS CREDITED WITH THE IDEA OF CONCEIVING THIS DESTINATION.

IT IS LOCATED IN A STATE THAT BORDERS MINNESOTA.

IT IS A NATIONAL MEMORIAL.

CONSTRUCTION WAS COMPLETED IN 1941.
IDENTIFY THE DESTINATION THAT GOES WITH THIS HEADLINE:

‘HIS BEARD IS EIGHT FEET LONG’

HISTORIAN DOANE ROBINSON IS CREDITED WITH THE IDEA OF CONCEIVING THIS DESTINATION
IT IS LOCATED IN A STATE THAT BORDERS MINNESOTA
IT IS A NATIONAL MEMORIAL
CONSTRUCTION WAS COMPLETED IN 1941
IT IS SOUTH DAKOTA’S TOP TOURIST ATTRACTION
KEEP CALM

and

cARRY ON

THANK YOU

ALAN SCHUTTE, PLATT HOLLOW ROAD

alan@platthollowroad.com