

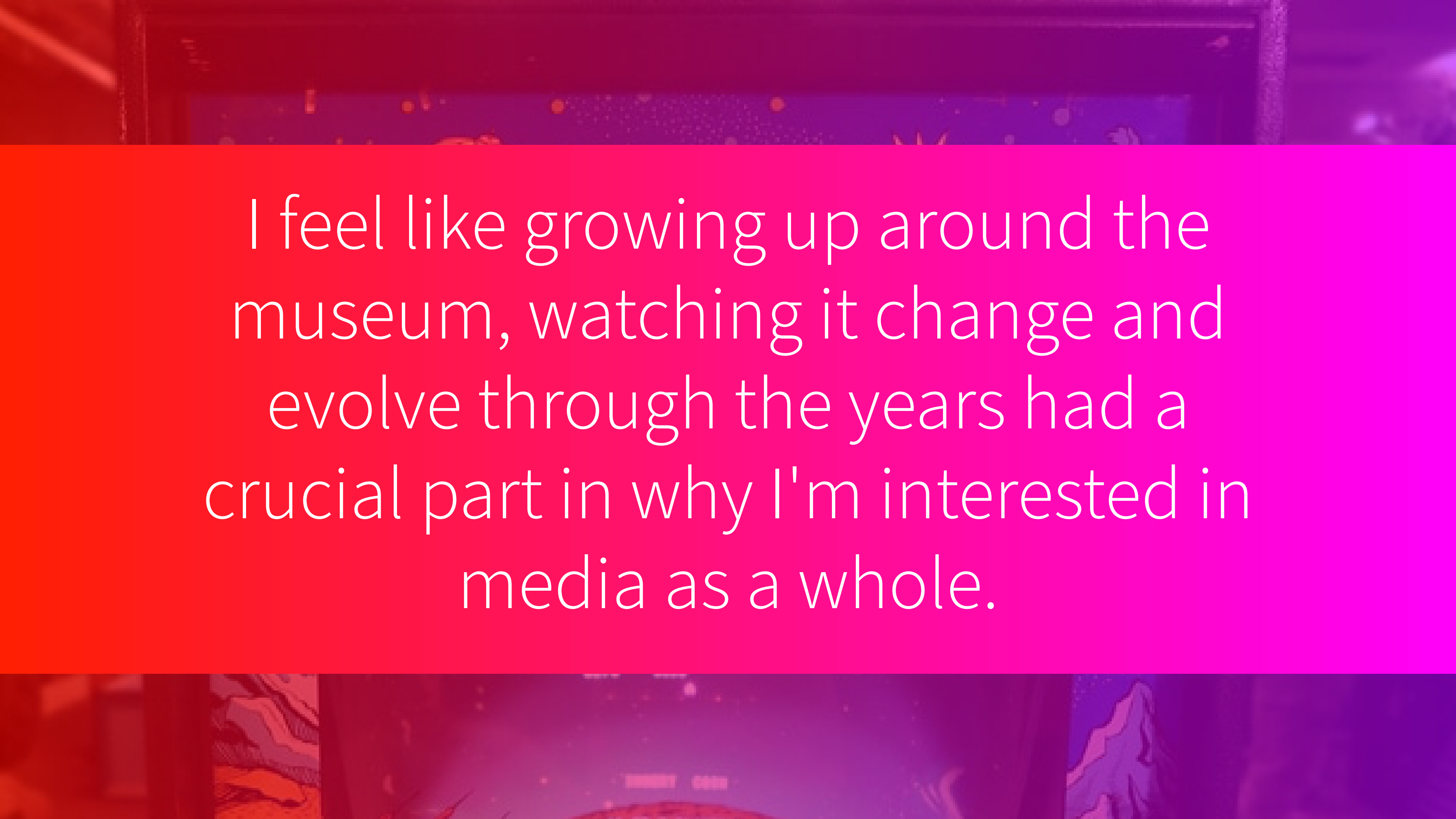
# MARKETING STRATEGY

# WELCOME



When I was younger and we had family come up to Bradford, there were very little options when it came to going out and doing something.

We would always end up at the Science + Media Museum.



I feel like growing up around the museum, watching it change and evolve through the years had a crucial part in why I'm interested in media as a whole.

# EXHIBITS

When I was younger and saw this exhibit especially, I was completely lost on what it was. There is always something explaining what it is, but younger generations attention span is dropping. This bring me to my idea of...





# SCANNABLES

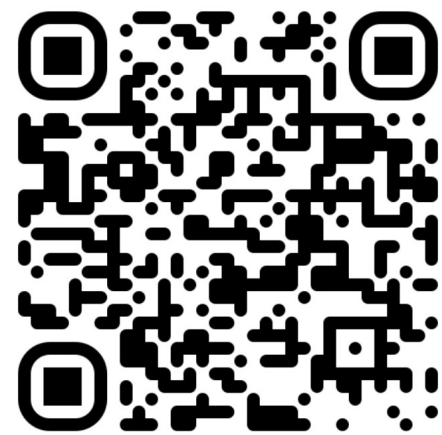
SCAN ME



TO LEARN MORE



SCAN ME



TO LEARN MORE



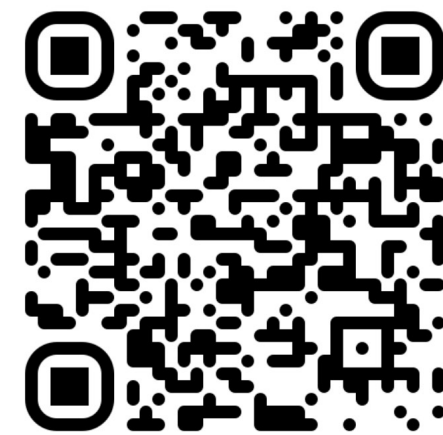
SCAN ME



TO LEARN MORE



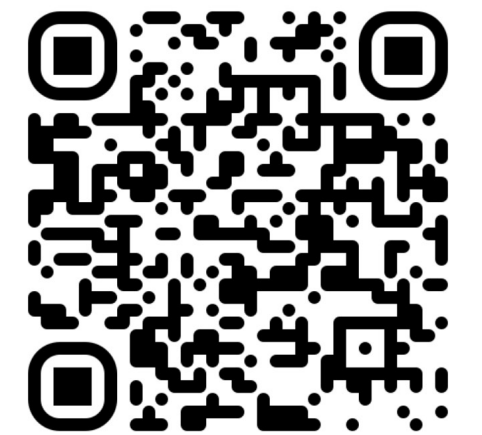
SCAN ME



TO LEARN MORE



SCAN ME

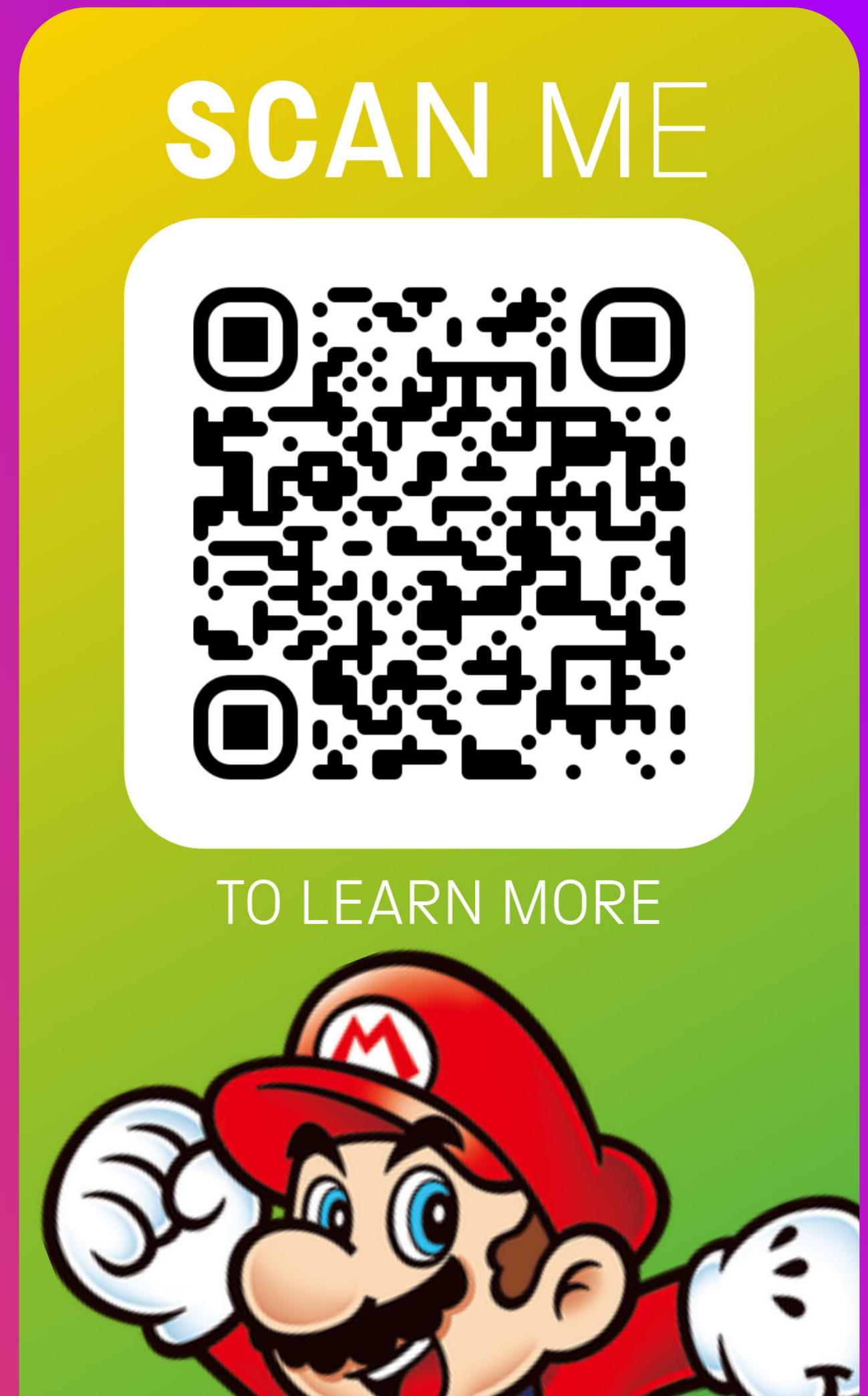


TO LEARN MORE



# BREAKDOWN

- "SCAN ME" title to make it easy to understand.
- QR Code to scan and effortlessly see an explanation on the exhibit.
- Character on the bottom relating to which exhibit it is.





SCIENCE+  
MEDIA  
MUSEUM

# ZIPPY+ GEORGE

FROM "RAINBOW"

# BUT WHY IS THIS IMPORTANT?

Engagement in museums is currently at 46%, according to the Museums Association.

This would not only increase engagement but would also help visitors understand exhibits, which would increase the satisfaction of the museum as a whole.

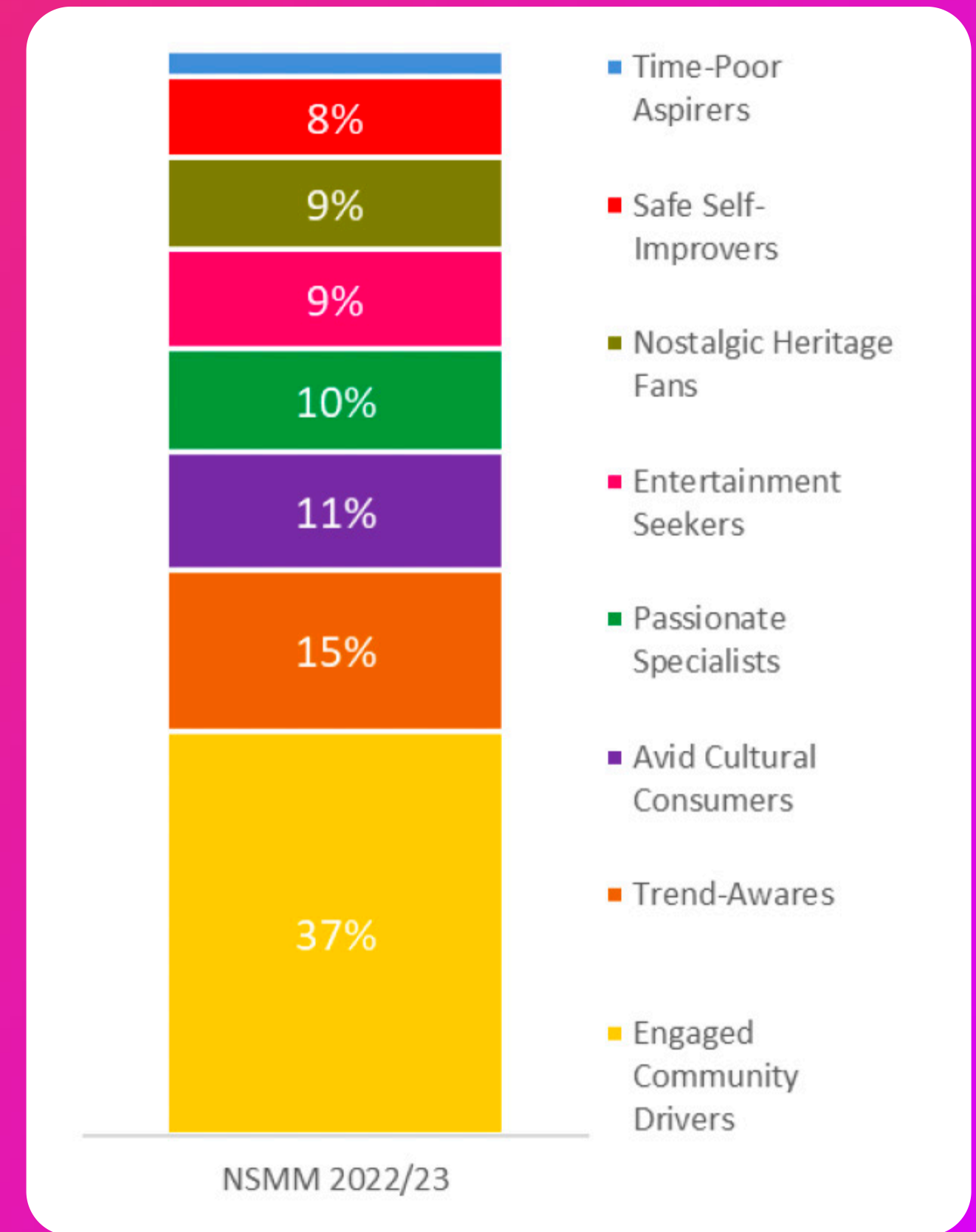


# TREND-AWARES

"Trend-aware" visitors are consumers who are aware of and respond to emerging trends and changes in consumer behavior.

My idea works perfectly for this, as it both has an easy way to scan and learn about different exhibits in a way that is familiar to the trend-aware audience but can also be used on a tiktok, instagram, facebook page as promotion for the different things the museum has to offer.

"Trend-aware" visitors are also the second biggest group of people visiting the National Science + Media Museum



**THANK YOU**