



Destination Managers Forum

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Cultural Marketing Campaigns

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Two Major Projects

- Year of the Museum

- region wide for 2010 only
- £400k campaign funded by the MLA Renaissance/Matched
- primarily a marketing campaign and research



- Magic Moments



- geographic restrictions Sussex, Surrey, Hampshire, IoW and Normandy
- for period 2010 – 2012 funded by EU Interreg Programme
- Marketing, Cross Border Training and Development and Research



Year of the Museum

Why Museums ?

- Around 9 million visitors
- Worth £ 224 million and supporting 8,683 jobs in the South East (2008)
- Over 300 museums – 256 MLA accredited
- 21 million objects, 15 Designated collections, one National Museum
- Role in the Cultural Olympiad, Museums at Night
- Creating a legacy of Museums as tourism attractions



Year of the Museum Creative Concept and Themes

Be prepared to be surprised

Value

Fun and entertaining



Top Tens

Restaurants with a museum attached

Value and affordability

Youngsters' favourite stories

Museums for getting your hands dirty

Getting hitched: museums to be married at

Stay outside the museum! Space to run

Top places for children

Museums at Night

Sporting legends museums

Literary giants



Year of the Museum Marketing Opportunities

- PR
 - Media Party (Jan)
 - Key themes and events - Museums at Night, Open Weekend, Museum News
 - BBC History of the World in 100 objects
- Online/CRM
 - Culture24 to provide web presence and deliver social media campaigns on Facebook and Twitter, handling communications to Museums.
 - TSE databases from Family Fun, Time for Us and Travel XRay segments
 - Third party newsletters eg Mumsnet
- **Supplements** – Sunday Telegraph (Feb), Guardian (Mar), Evening Standard (Mar, July, Oct), MOS (May), Independent (Sept)
- **London Radio** – April - June



Year of the Museum Marketing Opportunities

- **Time Out Magazine**
 - 250,000 booklets in May with 75,000 inserted and rest distributed throughout the region/London.
 - Pre advertising in Mag – 2 Full page advertorials early May and 2 quarter page ads week before
- **Group travel**
 - **Exhibitions** – Trade fairs and BOBI
 - **Coach Operators Newsletters** – printed (March) and enews (2000 bi monthly)
 - **Trade Fam trips** – 28 Coach and Tour operators at Henley
 - **Group Travel Guide** – Centre pullout in 8000 copies (Dec)
- **International** – Meet the Media – Paris/Belgium/Netherlands



Magic Moments

Why festivals and events ?

- Worth £503 million to the South East economy (2009)
- Over 350 festivals employing over 25,000 people
- Significant attractions in their own right
- Synergy with Cultural Olympiad
- On Going Collaboration with Normandy





Magic Moments

Creative Concept and Themes

- Festivals and Experiences
- Cross Border Synergy
- Key Themes
 - D Day
 - Sea Food and Drink
 - William the Conqueror/Mediaeval
 - Cathedrals
 - Gardens
 - Art - Impressionists





Magic Moments Marketing Opportunities

- **Exhibitions** - consumer and trade in UK and in France, Belgium and Netherlands
- **Brochures** –
 - Normandy Gardens (300,000) Historic Sites (200,000) pa
 - South East – possible Time Out Guide (Jan 11/12)
- **Press Supplements** – UK only – 5 – Sunday Tel (Feb), Guardian (Mar), Evening Standard
- **PR** – UK and France Agents – Press packs and Press fam trips
- **E marketing** - TSE databases consumer and trade
- **Event Database** – uplift in range and volume of Festival and Event Information
- **Cross Border Exchanges** – for Event and Festival Organisers, Buddy and Study, Conferences, B2B Web Forum, Training on Social Media



Opportunities for Destination Managers ?

- Raise profile of Cultural Offering in your location
- Maximise your spend
- Build relationships with Museums, Events, Festivals
- Understand contribution that cultural product makes to local economy