**DEMONSTRATING MARKETING EXCELLENCE**

**Joint Marketing Project - Winner**

Marketing Excellence Award entry by: Mr Samuel Wale, Education Officer

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Organisation Profile/ Overview:

The Egypt Centre is a museum of Egyptian antiquities based at Swansea University’s Singleton Campus. It holds the largest collection of ancient Egyptian artefacts in Wales and seeks to offer inspiration and education to as large an audience as possible with a particular emphasis upon breaking down the barriers between ‘town and gown’, essentially the academic world and the general public and promoting the idea of widening participation.

Category Entered: Museums

Project Title: Egypt Centre's Night At The Museum

Context:

The main challenge we face as a small University Museum situated on Swansea University campus away from the city centre, is one of overcoming psychological (fear of venturing on to a university campus) and physical (campus security, no parking, limited direct public transport) barriers which hinder potential audiences from attending the museum. Although previous events have been successful, the majority of attendees are repeat visitors connected either directly or indirectly to Swansea University staff. Widening participation is one of the Egypt Centres key core functions with the aim to reach as diverse an audience as possible and incorporate both the University and public audiences. This was the purpose of this project; to create an event designed to encourage those outside the University who have never been to the Egypt Centre before to visit by providing an innovative activity to attract a new family audience.

Aims and Objectives:

Aim:

• To widen participation and break down barriers to attract new visitors to the Egypt Centre.

Objectives:

• Work in partnership with Vue Cinema Swansea to target specific audience of movie fans to coincide with the national release of the film Night At The Museum 3.

• Market event from the 2nd of September 2014 using both printed advertisements and through increasing our online presence with regard to the event.

• Attract 40 individuals to pre-book onto the event (family groups, adults and children) and achieve 100% attendance.

• At least 50% of attendees will be new users who have never visited the Egypt Centre before.

Costs included staff time as the event was out of normal opening hours as well as a small budget for materials required.

Strategy and Planning:

The strategy was to target a new audience through the promotion, in the first instance, of a one off event and to create and nurture a partnership with a previously unexplored entity, namely the Vue Cinema. It was essential to explore a new approach to promoting our services. Our strategic approach was this;

• Plan the potential event and activities involved. This was undertaken by the Education Officer

• Approach Vue cinema with proposal of working together

• Working together with reciprocal advertising, this was mutually beneficial to both parties

• Targeting film goers through Vue cinemas contacts in order to send them information regarding our event and open our museum up to them

• Also target passers-by through posters and a potentially huge audience through the Swansea What’s On magazine

Each attendee was also given a tear off evaluation sheet form in the activity booklet to be returned at the end

Tactics and Implementation:

The Education Officer planned, designed and created a 12 page booklet containing activities and facts which was specific to the actual event. Printing costs for this were minimal with the 47 booklets produced costing £14.10 for the printing, plus another £3 for posters.

Volunteers and staff were approached to take on the roles required within the event; these included an explorer; an Egyptian Pharaoh; Egyptian princesses; Egyptian musician; museum security guards etc.

Activities included mummification; the Egyptian board game Senet; ancient Egyptian artefact handling; trails round the museum - bringing to life various aspects of our collection.

Social media was extensively used to not only promote the event, but also to record the event and share our good practice. Example can be found in this link to Egypt Centre Facebook Photo Album of the event; https://www.facebook.com/media/set/?set=a.772590909456901.1073741847.326951307354199&type=3

Traditional media platforms such as newspapers and magazines were utilized such as the South Wales Evening Post and the Swansea What's On Guide. The text from the press release is as follows;

NIGHT AT THE MUSEUM

Saturday 6th December, 4pm — 6pm at the Egypt Centre

Have you ever wondered if the museum exhibits really do come to life at night when all the doors are locked and everyone has gone home?

...Well tonight is the night you find out!

Come down to the Egypt Centre after the museum closes and meet the characters that together make up Wales’ only museum of ancient Egyptian history: From the collector Sir Henry Welcome who gathered together most of the artefacts that are now on display in the museum, to Tutankhamun, the boy king himself, as he teaches you all about mummification!

Lucky winners will win Vue Cinema

tickets to see NIGHT AT THE MUSEUM 3

Admittance is FREE

Booking is essential as limited spaces are available

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Other avenues explored were e-mail mail outs to past attendees, university staff, Egypt Centre volunteers etc. promoting the event (and asking for help with the event).

Booking was organised through the museum gift shop which enabled us to keep a tight rein upon limiting the number attending. The booking register also recorded where attendees had heard about the event.

Results/Measurements/Outcomes:

We surpassed our objective to attract 40 individuals pre-booked to attend the event, having to raise this number to 47 due to the high demand before finally closing bookings on the 21st of November. 100% of those who had pre-booked turned up to participate in the event on 6th of December 2014.

20 evaluation sheets were returned with a 100% positive feedback rate/

We also achieved our objective to attract new visitors to the Egypt Centre, with 61% of those who attended the Night at the Museum event being first time visitors to the Museum, exceeding our stated goal of 50%.

Our objective to work in partnership with Vue cinema Swansea proved hugely successful. They were able to offer free cinema tickets so we that could advertise a prize draw as part of the event, and were also able to contact 20th Century Fox and gain 70 items of movie specific merchandise to give away to our visitors. Furthermore, Vue cinema Swansea gave us permission to distribute print advertisements made in house to their customers on site. This then allowed us to target our marketing directly to movie fans and providing a means of access to our collection that they may not have previously considered.

The successful and sustainable partnership created with Vue Cinema Swansea will allow for similar events to be designed and held at the Egypt Centre in the future. By running events in conjunction with the release of popular films, and with support of the Cinema, we will be able to attract a greater audience outside of the University that may not have been to the Egypt Centre before, and perhaps not see the appeal of visiting a Museum.

As this was our first project supported by the partnership of Vue Cinema, Swansea, we underestimated how popular it would prove to be, and as a result we placed a limit on the number of places available for booking. Looking at the results of the project and how effective it was in reaching a new audience of people outside the University that have never visited the Egypt Centre before this is something we would change when creating future events like this one, either by extending the duration of the events or by hosting it over a number of days.

Furthermore this project has show that by working in partnership with outside organisations like the Cinema which have their own particular audience base, we can make our collection and what we offer relate to their specific interests, appeal to those that may not necessarily see the value of visiting a Museum and as such widen participate on.

Date of Project: 6th December 2014

Summary:

The Egypt Centre's Night At The Museum event held in collaboration with Vue Cinema was hopefully the first of many such events. It clearly attracted a new audience to our museum through the medium of partnership and the specific launch of the movie in question. Feedback from the attendees, volunteers and staff was, without exception, positive, demonstrating a high level of enjoyment of the event as well as illustrating associated learning.