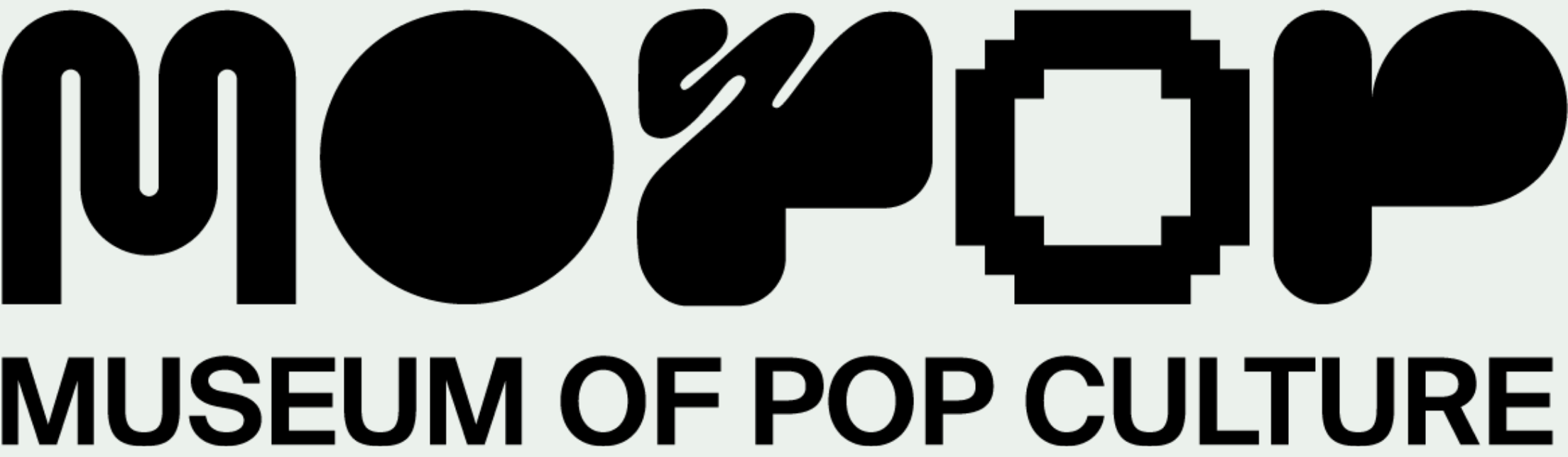


CLIENT: MUSEUM OF POP CULTURE

JOB: REASONS TO VISIT CAMPAIGN

CATEGORY: BRAND DESIGN



DESCRIPTION

The Museum of Pop Culture (MOPop) in Seattle is the only museum solely dedicated to the world-shaping, constantly changing power of pop culture. But after a series of name changes and brand evolutions, MOPop left out-of-towners and Seattleites confused about what exactly goes on inside the iconic guitar-shaped building and why they should visit.

Our task? Help evolve MOPop’s look and drive more visitors to the museum – but more importantly, make it clear what MOPop is all about: connecting pop culture to the people who create it.

THE BRIEF

We needed to distill an incredibly multi-faceted institution, offering everything from horror movie exhibits to drag camp into one easily accessible branded campaign.

Working from media insights about MOPOP's audience, we conceptualized with a segmented strategy – telling the brand story in digestible pieces most compelling to each major audience: for in-market (locals) messaging, a focus on the emotional and community value of a relationship with MOPOP; and for out-of-market, a focus on the unique experiences (and selfie opportunities) MOPOP provides.

a guitar tornado

your dad's music

kpop

community

punk

Get into it →

trekkies

Asian Comics

soul

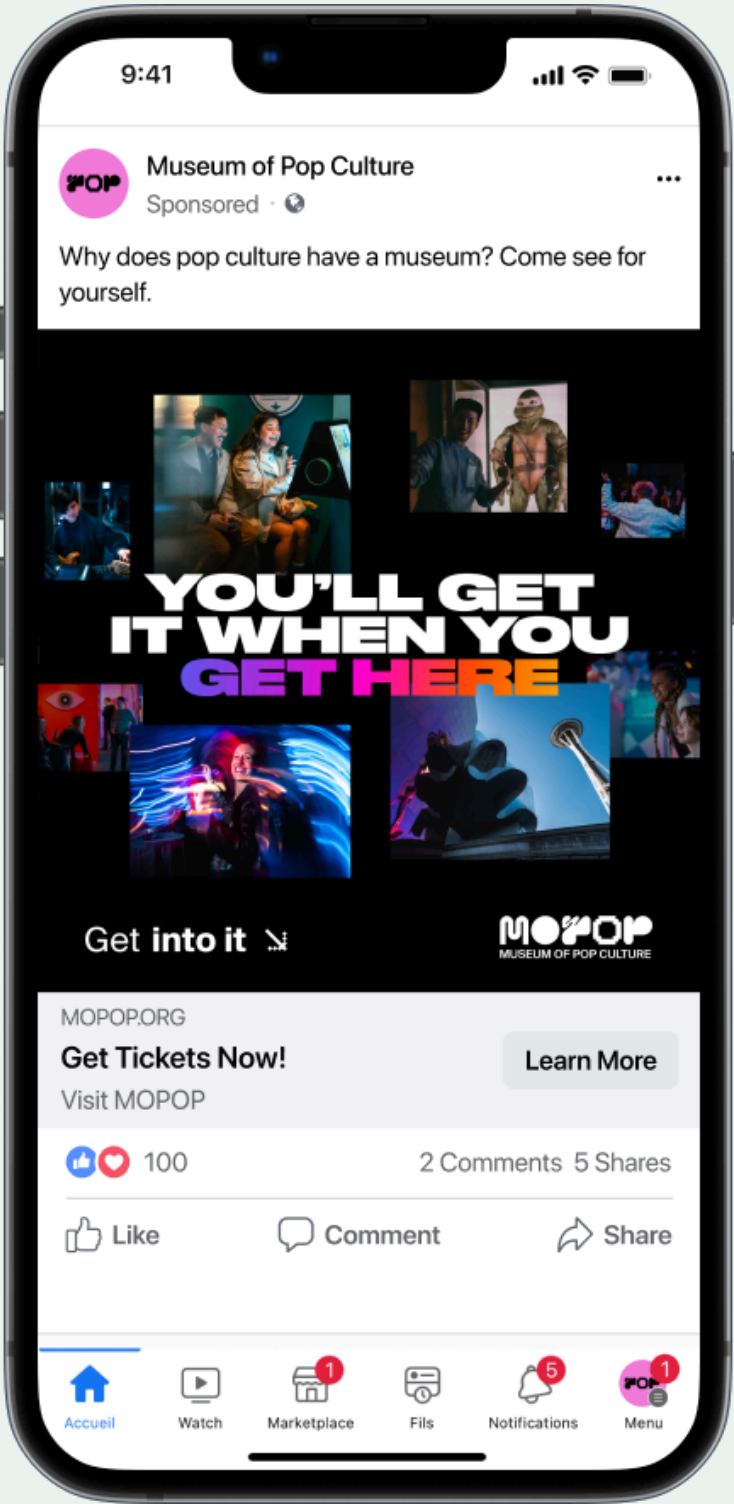
controversial

lore drops

SOLUTION + RESULTS

With an eye to longevity, we began a library of design elements – like arrows, pills, and a custom gradient – to connect the concept across placements, audiences, and messages.

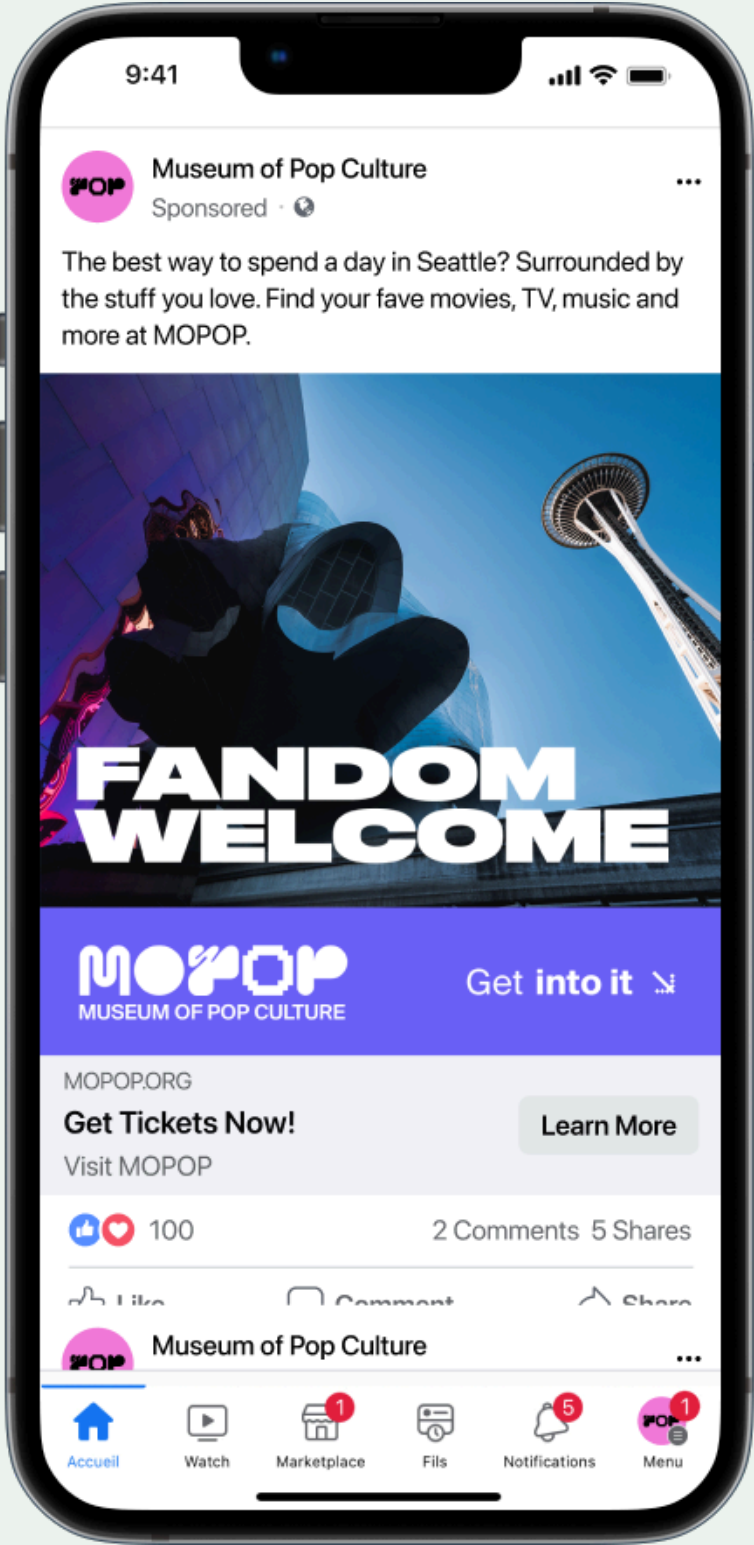
Overall, creative was structured to target specific audiences and learn from testing. In-market messaging spoke to the emotional value of repeated visits, with more polished photography. Out-of-market messages highlighted the genres and artifacts tourists would find interesting, and focused on UGC. Additional testing included animated vs. static placements, and seasonal vs. evergreen messaging.



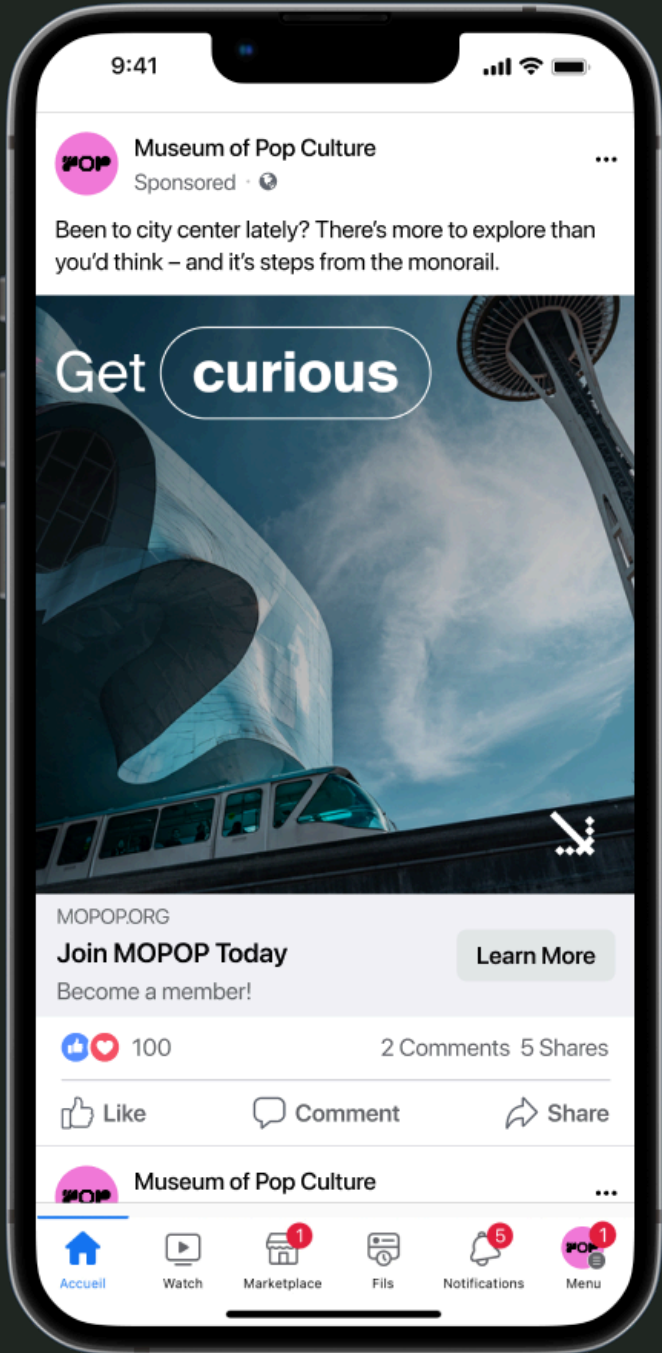
STATIC NEWSFEED



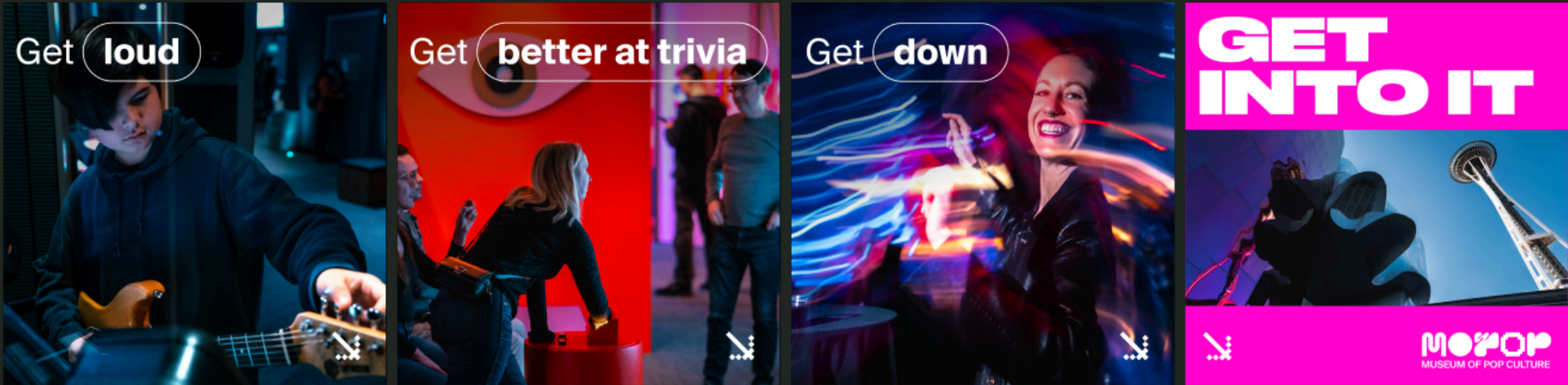
STATIC STORY



STATIC NEWSFEED



STATIC CAROUSEL



STATIC STORY



VIDEO STORY



ANIMATED STORY



STATIC BANNER