

CASE STUDY – SHORE LINE TROLLEY MUSEUM

OBJECTIVE

Increase visitors, revenue and awareness of a historic museum and its collection with professional and consistent advertising and branding. The Shore Line Trolley Museum is an educational chartered National Historic District managed by part-time volunteers whose primary interest is in railway restoration.

SOLUTION

Establish standardized branding and look for all advertising. Create ads for targeted advertising for events throughout the year. Develop pamphlet and event card for mass distribution. Design Case Statement to encourage contributions for major fundraising campaign. Advised redesign of web site to match branding.

STRATEGY

Work with team of volunteers from museum to determine branding look and key publications. Design ads to promote events and the historic and entertainment elements of the museum. Develop script for 35 minute video for TV show.

In 2013 we placed 75 ads in key publications, web sites and kiosks – an increase in ads from 2012 by 40%. Designs included print and web ads.

RESULTS

For the first time in years, the museum has been in the black. Using a minimal advertising budget (\$18,000 – 2011, \$25,000 – 2012, \$27,000 – 2013) the museum has increased its overall revenue by over 10% each year since 2012. For one event, Easter Bunny on the Trolley, they experienced a revenue increase of 70% from 2012 to 2013 and tripled the number of visitors in the same period.

QUOTE FROM CLIENT

“Amy was the key contributor developing the first professional integrated marketing campaign putting the museum in the ‘black’ with dramatic increase in community awareness, loyalty and repeat participation.”

“Initial efforts focused branding the museum advertising thru the combination development of high resolution composite logos, tech colors and professional photography. Before and after comparisons of the black & white, Branford Electric Railway Association and the new Shore Line Trolley websites is nothing short of dramatic! Follow-on cohesive efforts included: eblasts, Facebook, coupons, contests, video script, rack card development, transfer pass design, fundraising brochures and first time use of discounters i.e. Groupon, Living Social, Record-Journal, AAA Club Deal etc.”

“Amy is highly energetic, creative and an absolute pleasure to work with.”
John Soehnlein – Marketing Director, Shoreline Trolley Museum