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JEWISH MUSEUM OF MARYLAND



Jewish American History is
American History
Campaign

THE CHALLENGE

*Convince Baltimore-area museum-goers
the Jewish Museum is a destination
worthy of attention for all visitors.*

THE MARKET

- *Baltimore-area residents*
- *Aged 60+*
- *Household income \$100k+*
- *The number one predictor of museum
visitorship is previous museum visits*

THE "PAIN POINT"

NON-JEWISH MUSEUM-GOERS

Non-Jewish museum-goers view Jewish (and other heritage) museums as not *for* them

**they lack permission
to attend**

JEWISH MUSEUM-GOERS

Jewish museum-goers view Jewish museums as less significant than secular museums

**they lack context for
their affinity**



THE INSIGHT

Museum-goers need permission and context to integrate Jewish history and Jewish historical sites into their assessment of significant cultural destinations



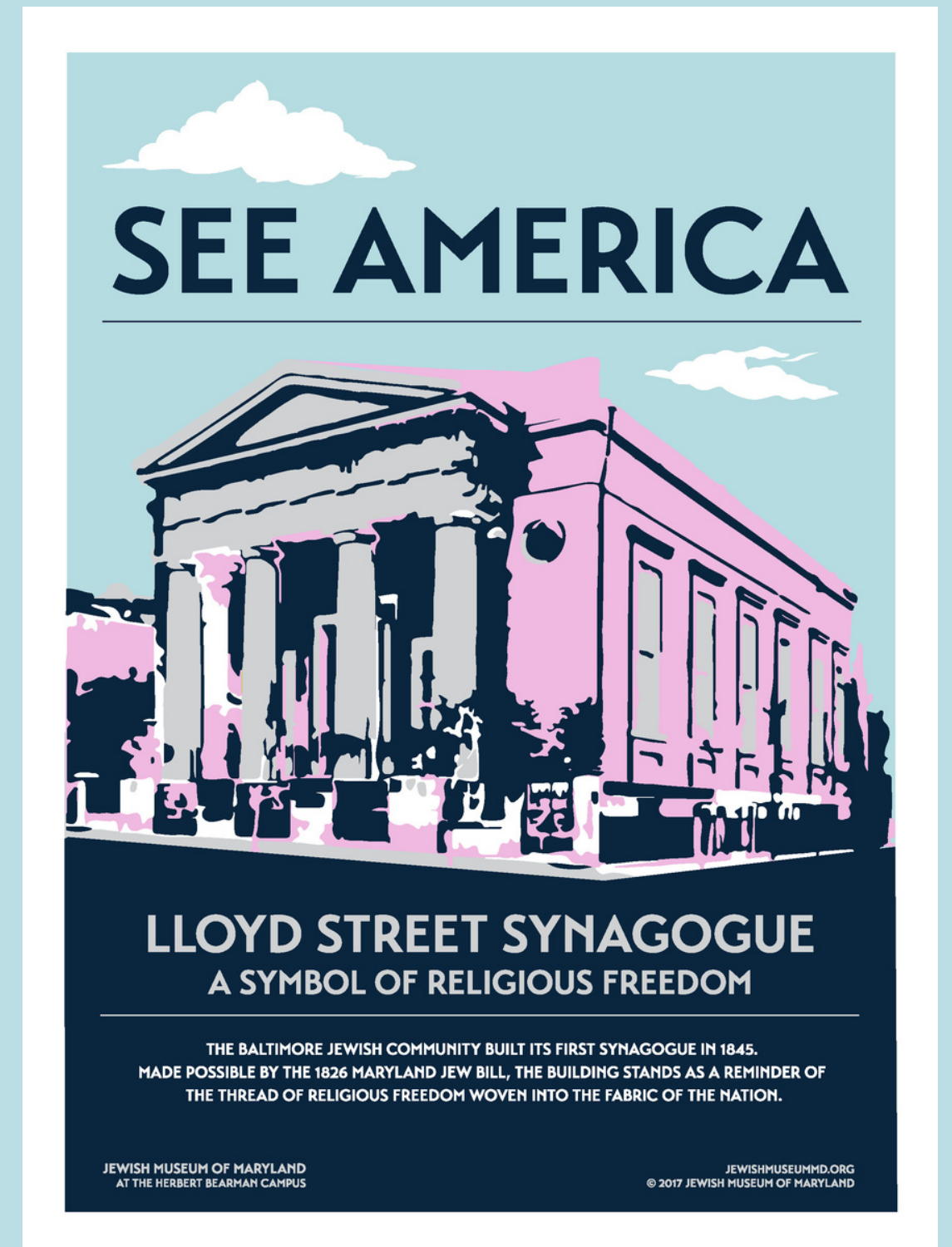
THE STRATEGY

Use nostalgia to show Jewish and non-Jewish museum-goers that the Jewish Museum's historical sites have always had significance to everyone

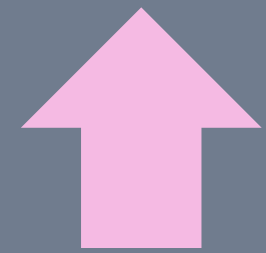
THE DELIVERABLE

Creative designed to evoke the National Park Service posters of the 1930s to appeal to museum-goers over 55 who remember the posters as a part of their childhood understanding of America.

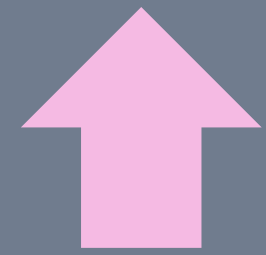
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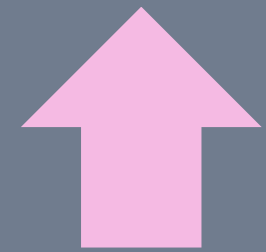
THE OUTCOME



Visitorship - 40% increase



Volunteers - 15% increase



Name/brand awareness increase