Mystic Seaport Museum (a.k.a…….)

Rebranding: Embrace the Challenge

Elissa Bass   Social Media Manager
Steve White   President and CEO
THE SEAPORT  
MYSTIC - CONN.  
CHARLES W. MORGAN

MYSTIC SEAPORT  
CHARLES W. MORGAN

This seal used after May 1, 1954 (except flag)
MYSTIC SEAPORT
MARITIME MUSEUM

1975-76
United States Patent and Trademark Office

TRADEMARK
PRINCIPAL REGISTER

Mystic Seaport
The Museum of America & the Sea

MYSTIC SEAPORT MUSEUM, INC. (CONNECTICUT CORPORATION)
13 GREENMANVILLE AVENUE
MYSTIC, CT 06355-0990

FOR: CARBONATED SOFT DRINKS, IN
CLASS 32 (U.S. CL.S. 45, 46 AND 48).
FIRST USE 11-27-1993, FIRST USED IN AN-
OTHER FORM ON DECEMBER 2, 1994; IN
COMMERCE 3-19-1996, FIRST USED IN COM-
MERCE IN ANOTHER FORM ON DECEMBER

OWNER OF U.S. REG. NO. 2,142,355.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "MYSTIC", APART FROM THE
MARK AS SHOWN.

THE LINING IS A FEATURE OF THE MARK
AND DOES NOT INDICATE COLOR.


TERESA I.E., EXAMINING ATTORNEY
4.5 years ago.....things are going to be different
THOMPSON EXHIBITION BUILDING
MISSION STATEMENT

Mystic Seaport is a museum that strives to inspire an enduring connection to the American maritime experience.

CORE VALUES

Authenticity Inspiration Community
Knowledge Stewardship
VISION STATEMENT
(2017)

Mystic Seaport Museum will reimagine the interchange between maritime heritage and broader contemporary culture.
STRATEGIC PRIORITIES

• Era of Exhibitions  (Expressing our relevance)

• Comprehensive marketing initiative  (Finding our voice)

• Development of human capital  (Building the team)

• Interactive, immersive experiences  (Creating energy)
Decision: REBRAND

The Objectives

- Drive attendance
- Create desire in existing and new audiences
- Externally differentiate from peers and competitors
- Internally differentiate from fundraising messaging
- Launch the era of exhibitions
Repositioning the museum

GOAL: To be known as a world-class maritime museum, with blockbuster exhibitions that will attract larger, engaged, and more diverse audiences

RECOMMENDATIONS:

• Do not rely on nostalgia. Put your history in context and give people a reason to want to learn and plan repeat visits.

• Do not just tell local and national stories. Connect your exhibitions and experiences to the world.

• Connect visitors to the sea. Build awareness and a personal connection to the sea through historic materials and contemporary issues.

• Increase relevancy. Redefine Mystic Seaport Museum’s perspective. Move from a “retrospective” place, into a “progressive” place where culture and education meet.

• Create space for new audiences. Be a space for finding common ground and for dialogue by incorporating more diverse voices and perspectives in your exhibitions.
Mystic Seaport Museum

RADICAL GRAFT
YOU DON'T KNOW SHIPS.

Mystic Seaport Museum
Radical Craft
MYSTIC.SEAPORT.ORG

Mystic Seaport
December 30, 2017 at 9:10am

What a fantastic year it was at Mystic Seaport! Happy New Year to all, and cheers to an amazing 2018!

mysticseaportmuseum's 2017 best nine on Instagram
THE VIKINGS BEGIN

TREASURES FROM UPPSALA UNIVERSITY, SWEDEN

MAY 19 – SEPT 30
COLLINS GALLERY
DEATH IN THE ICE
THE MYSTERY OF THE FRANKLIN EXPEDITION

JOIN THE SEARCH

MYSTIC SEAPORT MUSEUM

For tickets and more information visit mysticseaport.org
The signs are absolutely disgusting.

What were you thinking of?

The old signs were part of the charm of the Mystic Seaport.

I am 82 years old and have been a resident of Mystic for 82 years.
‘AS 80+ YEAR OLDS WHO HAVE BEEN VERY LONGTIME MYSTIC SEAPORT MEMBERS & VOLUNTEERS, WE APPLAUD THE SEAPORT FOR "MODERNIZING IT’S BRANDING". CHANGE IS VERY DIFFICULT BUT...IT HAPPENS. KEEP UP THE GOOD WORK MYSTIC SEAPORT & HOPEFULLY, WE WILL LIVE LONG ENOUGH TO SEE THE NEXT TRANSFORMATION AS MODERNIZATION CONTINUES!’

~POSTED TO THE DAY ARTICLE, 5.1.18
COMMON REACTIONS:

‘WHY DO WE NEED THIS?’

‘WHAT ABOUT TRADITION?’

‘WHAT WILL THE NEIGHBORHOOD THINK?’
REACTION VARIED ACROSS SOCIAL PLATFORMS

Social media sentiment is the perceived positive or negative mood being portrayed in a social media post or engagement. Tracking sentiment helps you understand what the individual behind a social media post is feeling. Knowing the emotion behind a post can provide important context for how you proceed and respond.

The tracker uses “positive” and “negative” words, as well as emojis, to analyze posts.

Facebook Sentiment April 2018

Facebook Sentiment May 2018
DOES LOCAL REACTION MATTER?

Yes

We always want to be good neighbors and be sensitive to those around us in the community. We are an 89-year-old tourist attraction surrounded by residences.

No

The opening of the Thompson Exhibition Building launched the Era of Exhibitions, a 5-year plan designed to make the Museum a year-round destination. This message is not aimed primarily at locals.

Maybe

There are always multiple conversations happening on social media. It’s a fine balance between talking with the locals and messaging folks we want to meet for the first time.

"So much for The Seaport staying unique. I still remember vividly going there as a kid 35 years ago and interacting with the blacksmith and others. Change can be good, but don't destroy our history."
MY MANTRA ALL THAT WEEK (AND BEYOND):

DO NOT ENGAGE*

*I DID CORRECT MISINFORMATION WHEN NECESSARY
“I LOVE THE BOLD CHOICE AND THAT IT LOOKS LIKE BUILDING BLOCKS, WITH ‘MUSEUM’ AS THE FOUNDATION. THE IDEA READS TO ME AS THE PAST IS IMPORTANT TO UNDERSTAND, AND THAT’S THE MISSION OF THE PLACE. BUT THE POINT IS TO BRING IN THE NEXT GENERATION - WHO ARE GOING TO BE MAKING A FUTURE - AND GIVE THEM THIS FOUNDATION ABOUT WHERE WE COME FROM.”
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