

International Spy Museum

Problem

How does a museum popular with locals and tourists communicate its new location to visitors?

Solution

With a high-impact OOH campaign reflecting the theme of the museum.

Background

After 17 years at their original location, the International Spy Museum moved across town to a brand new, bigger and better, purpose-built home, with a totally immersive and completely re-imagined exhibit experience. They needed to drive traffic and ticket sales after 5 months of being closed for relocation. The

new museum is a massive and iconic building, so the opening was newsworthy and interesting for locals. However, there were many challenges: getting people to understand that the museum had moved, conveying the experience was totally new and different, and providing directions to the new location. Another important communication component was that, unlike most other museums in Washington DC, the Spy Museum charges an admission fee.

Objective

The campaign was designed to increase awareness of the new location opening and urge people to purchase tickets. There were two target audiences: Washington DC locals to be targeted throughout the year; and tourists to be targeted during peak tourism season (April-July).

Strategy

The plan focused on large high-impact OOH units to catch the attention the target audience while they were out exploring the city, heading to other museums, or going to an MLB baseball game. Five different creative messages were used at multiple touchpoints. The creative in each unit featured a large question where the typography was subjected to a principle of espionage to: challenge the viewer while teasing the museum experience; and encouraging them to step into the shoes of a spy by visiting the museum.



- Bikeshare Posters - Bikeshare is very popular among tourists, especially those with older kids, which is the key demographic for the Spy Museum. They are also highly visible in heavily trafficked areas for those on foot.
- Metro Subway Rail Headliner- For this placement, along the top of the metro cars, a contextually relevant message asked “Could you hang on?” with the type designed to look like it was hanging off the tail of a helicopter rail, similar to the way riders hang on to the railings in the train car.
- Interior Metro Subway Car Cards – These have been a staple of the Spy Museum’s media strategy over the years due to the captive audience, high frequency of riders, and the ability to reach both tourists and locals.

- Digital Triptych Displays at Nationals Park Metro Station – Three adjacent digital OOH boards tripled the impact at the top of the escalator to the metro station next to the ballpark. The thousands of fans going in and out of the ballpark for each game could not miss these units.

Plan Details

Market: Washington, DC

Flight Dates: May 13, 2019 - June 16, 2019

OOH Formats: Bikeshare Panels, Metro Rail Headliners, Car Cards, Digital Transit Liveboards

Budget: \$10,000 and over

Results

The International Spy Museum exceeded their attendance and revenue goals by 12%. Ever since its original 2002 opening in Washington DC, the Museum has relied on OOH transit as an anchor medium for driving awareness with smart, clever, and award-winning creative.