



# HELLO

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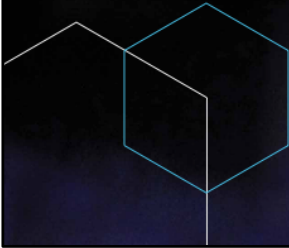
Chief Executive Officer - Wingard Creative

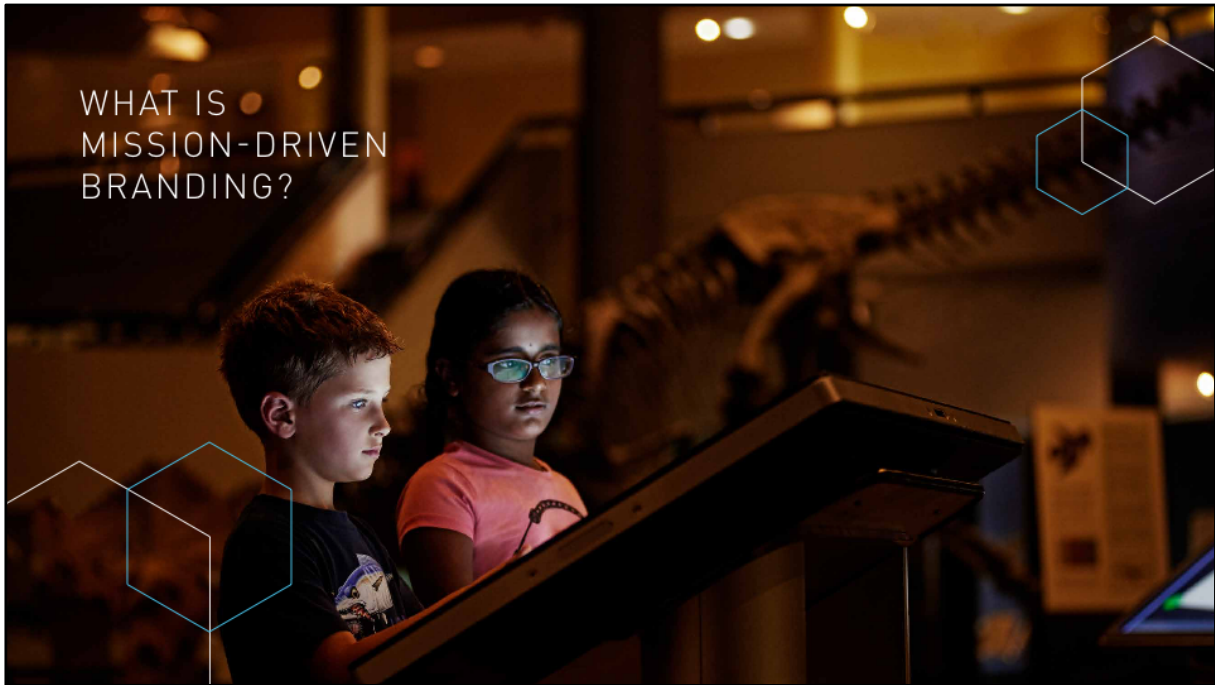
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- Lots of companies and organizations have a mission statement.
- It's probably on the wall, on a laminated wallet card or at least in a PowerPoint deck somewhere.
- While it's important to have a sound mission statement, that's only part of what's required.
- Mission-driven organizations don't just have a mission, but instead use that mission as a compass to guide everything they say and do.
- Some are philanthropic, some are hopeful, some are about excelling and others about exploring. At the end of the day, there's likely an element of human connection at the core for a mission-driven brand.
- You don't just know it when you see it, you feel it.

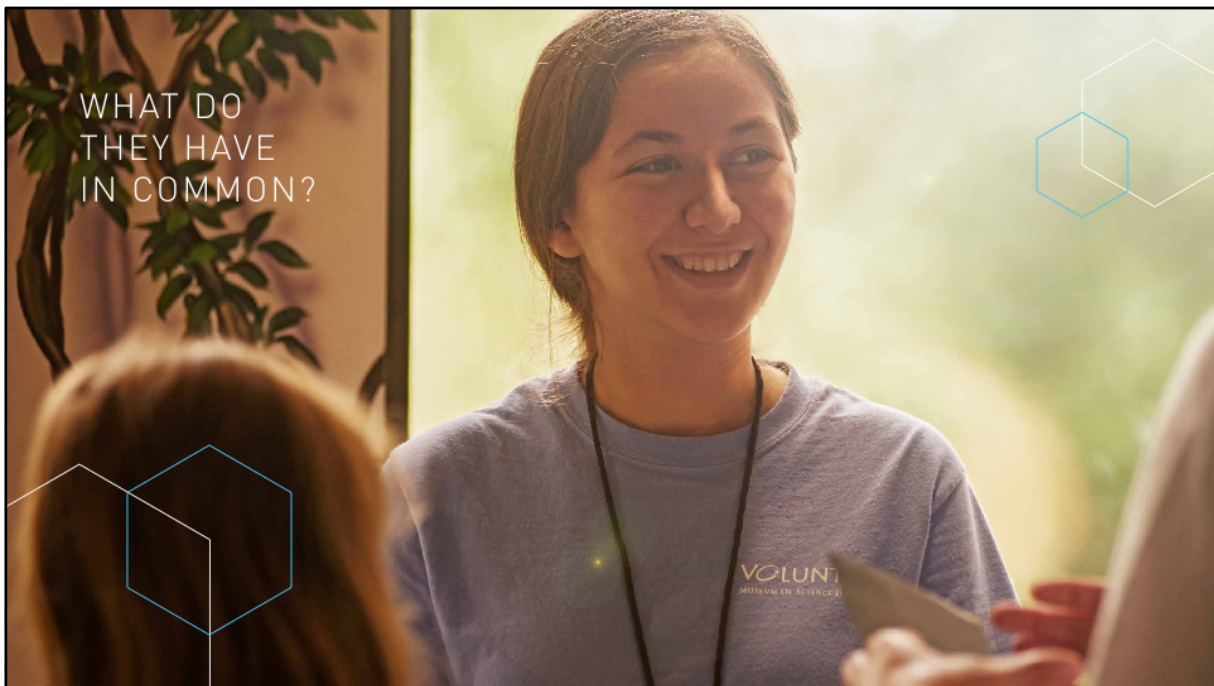


- Toms is a great example of a mission-driven brand that started with the idea of “One for One” with shoes
- That mission has expanded to support additional causes including vision, water, safe birth, bullying, etc.
- What they focus on may be different, but not the “Why” or “How”



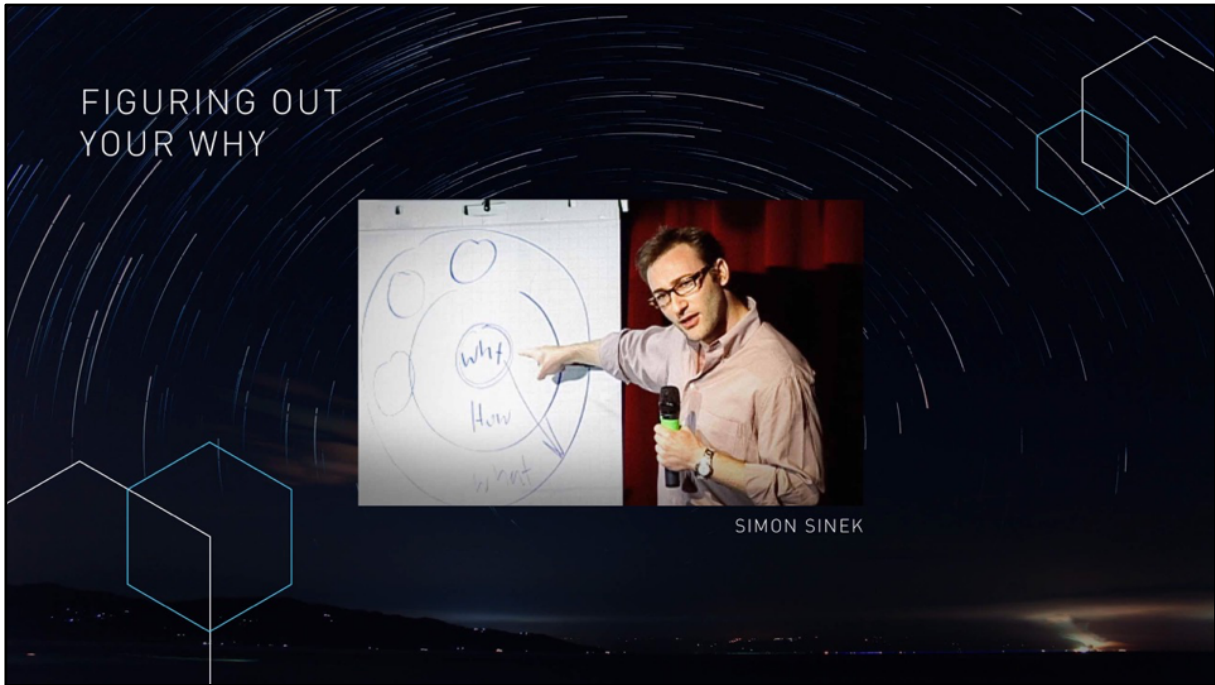


- Publix is another brand that allows you to feel their mission at every interaction.
- Whether you're asking for directions to find baking soda or watching a commercial, it's all about this higher level emotion that's a part of their "Where Shopping is a Pleasure" mission.
- Link to commercial: <https://www.youtube.com/watch?v=nWv2IpgTjhA>



What do successful mission-driven brands have in common:

1. They have a clear understanding of their “Why”
2. They don’t try to be everything to everyone.
3. Their mission comes to life in their marketing, but also extends beyond that to everything else they do.



Homework assignment:

- Read Simon Sinek's "Start with Why."
- Watch one of his (many) TED Talks.
- Encourage your board and executive team to do the same.
- Spend time together to align on your "Why."



- Figuring out your “Why” can be a truly excruciating exercise, but figuring out who you want to target and how you want to connect them to your “Why” can be equally challenging.
- At the end of the day, what separates organizations that fail or succeed in this step comes down to their ability to make difficult choices.
- The inability to make these difficult choices is why most companies/organizations end up wanting to be everything to everyone. It’s the easy way out, but in most cases it’s a recipe for disaster.
- Why? It’s not just because of the obvious fact that it makes it hard for people to understand the value you deliver, but also because you only have so many resources at the end of the day and if you spread them too thin, they won’t have an impact.
- Ultimately, you have to figure out what you want to be and who that’s most relevant to, and then focus all of your energy on getting those people in the door.



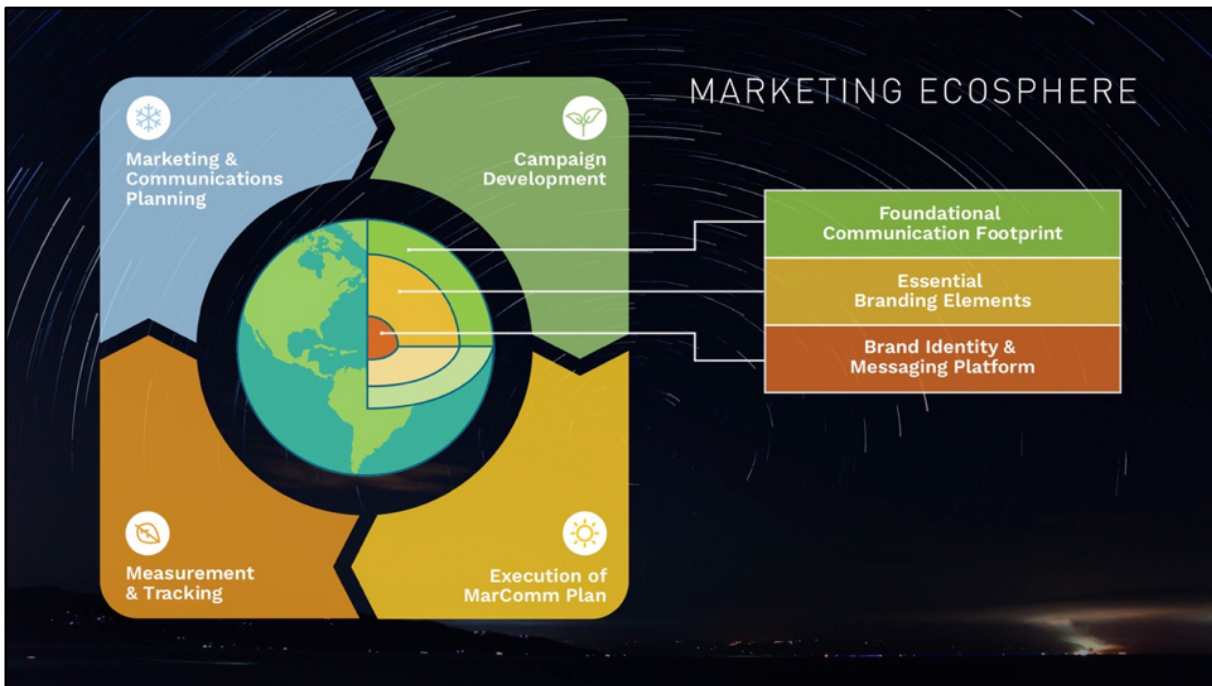


This can be a scary exercise. A lot of the fear or apprehension we hear from clients focuses around two key areas:

1) Fear of Isolation - Does that mean I have to pick one specific group? No, that doesn't mean you have to pick only one group. You can have multiple targets, but at the end of the day the number of groups you target is limited by A) what you can afford, B) your ability to offer a unique value proposition to each group, and C) the ability to isolate your messages to each audience to eliminate confusion.

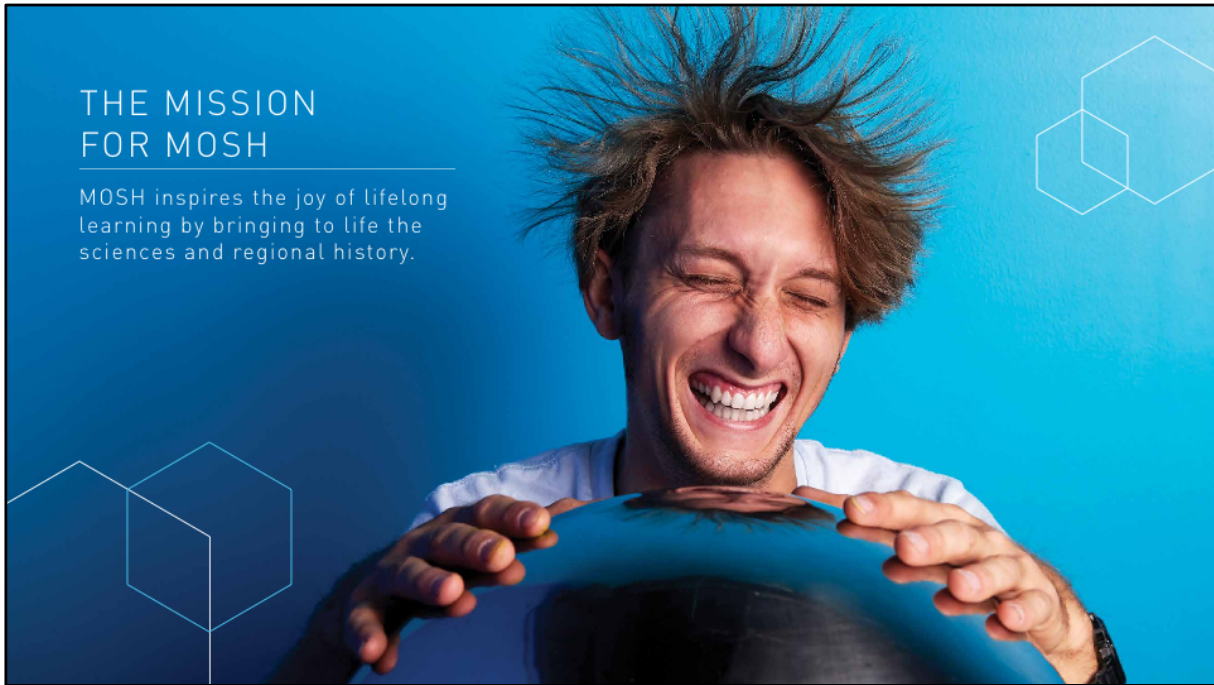
2) FOMO - Oh my gosh, does this mean that XYZ guests won't visit anymore? Will they be lost forever? Absolutely not. No matter how focused you are with your marketing efforts, your message will undoubtedly hit other groups, either through paid, owned, earned, or shared channels. And your proposition is relevant to people outside of just your core guests. So fear not, you'll continue to attract a broad swath of guests and will welcome them with open arms, but the proposition you communicate externally needs to be focused against the group that offers you the best opportunity to build and grow your brand and to fulfill your mission.





- Once you've figured out these first two steps, you'll be armed with a clearly defined mission of why you exist as well as an articulation of who you want to connect with and how you create value for them.
- From there you need to figure out how to tell that story in a consistent manner across all of your brand touchpoints.
- We call this visual The Ecosphere and it's our way of having a more strategic dialogue with our clients about the process of marketing.
- What you'll see is that it starts with something called "Brand Identity and Messaging Platform", which is a fancy way of describing what we walked through in the last few slides.
- That work should serve as the core for everything else you do. Without that, the process of marketing can be very subjective, but with it you have a clear compass that allows you to evaluate if your marketing is delivering on your objectives and mission as an organization. As a result, the process becomes way more objective.

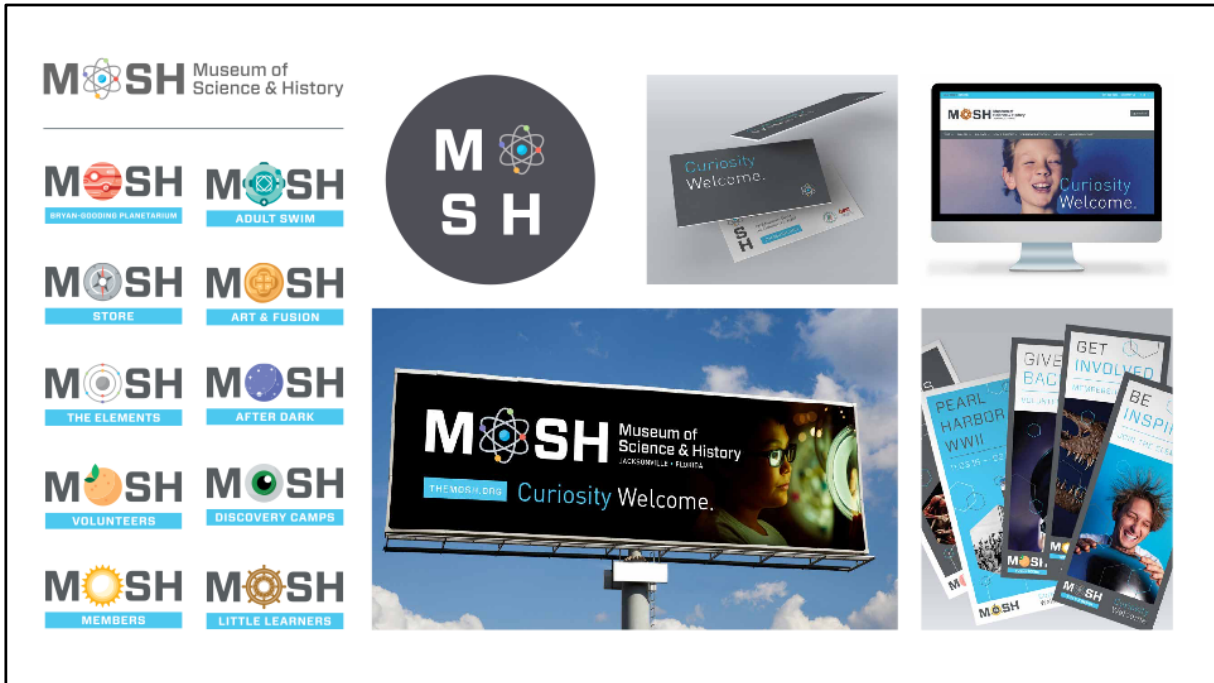
- The rest of this image represents the various ways your message can come to life across more permanent elements like your name or logo, semi-permanent components like your website and signage that serve as the foundational communication footprint to your guests, and the more temporary components that typically come in the form of an advertising campaign that can be tweaked and changed over time, which is represented by the seasons around the perimeter.
- While all of this is important, it's the ability to extend your mission well beyond this dimension of marketing that sets mission-driven organizations apart from others.



- MOSH inspires the joy of lifelong learning by bringing to life sciences and regional history.
- Inspires lifelong learning.
- Science and regional history, discover what's in your own back yard.
- MOSH is for all ages but it may not be for everybody. It's for people who want to be inspired, who want to learn, and who want to discover something new. It is for the creators and innovators and those who want to be inspired.
- Although it might not be for everyone, everyone is welcome.

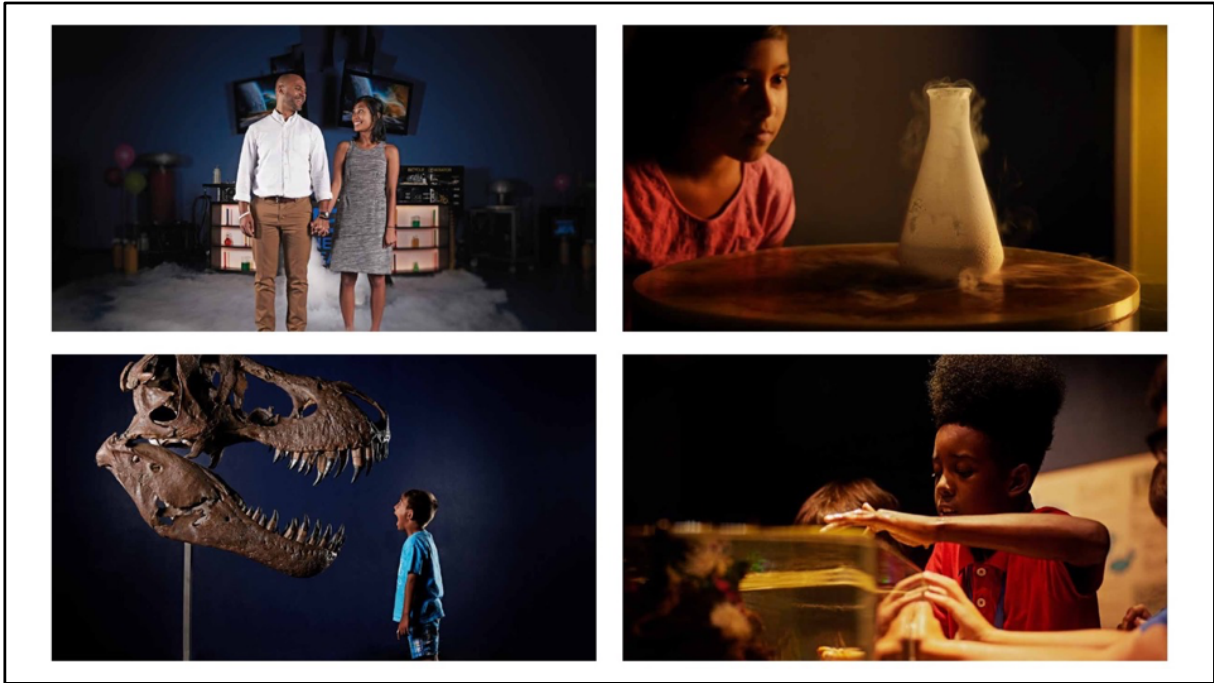


- MOSH is for the curious, and all are welcome.
- The tagline “Curiosity Welcome” embodies the Mission of MOSH to inspire lifelong learning. The logo brings to life sciences and regional history.
- Icons of atoms, eyeballs, ships wheels, oranges, and sunshine.
- Link to animated logo: [themosh.org](http://themosh.org)



- Essential branding elements.
- Foundational communication footprint.
- Each icon represents a different exhibit, activity, or affinity group.

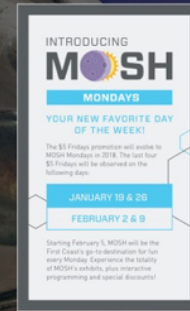




- The photos represent the diverse audience that visits the museum.
- They capture the feeling of excitement and wonder visitors experience at the museum.



## EVERYONE WELCOME



- Programming follows the mission of MOSH.
- Diverse exhibits for a diverse audience.



- Welcoming the next 75 years at MOSH!



- Flip the entrance to face the river, the city and Friendship Fountain.
- Makerspace, visual connections, art interventions, idea stage.





