




New Nordic Museum

OPENING CELEBRATION

E V E N T P U B L I C I T Y

The image shows the exterior of the Nordic Museum in Seattle at dusk. The building features a modern design with a dark, corrugated metal upper section and a large, brightly lit glass facade on the ground floor. Several groups of people are gathered outside, some standing near the entrance and others walking. The sky is dark with some clouds, and the wet pavement reflects the building's lights. A white text box is centered over the image.

The Nordic Museum is reopening in a new location in Seattle with a weekend of celebrations May 5-6, 2018



NEW LOCATION IN BALLARD

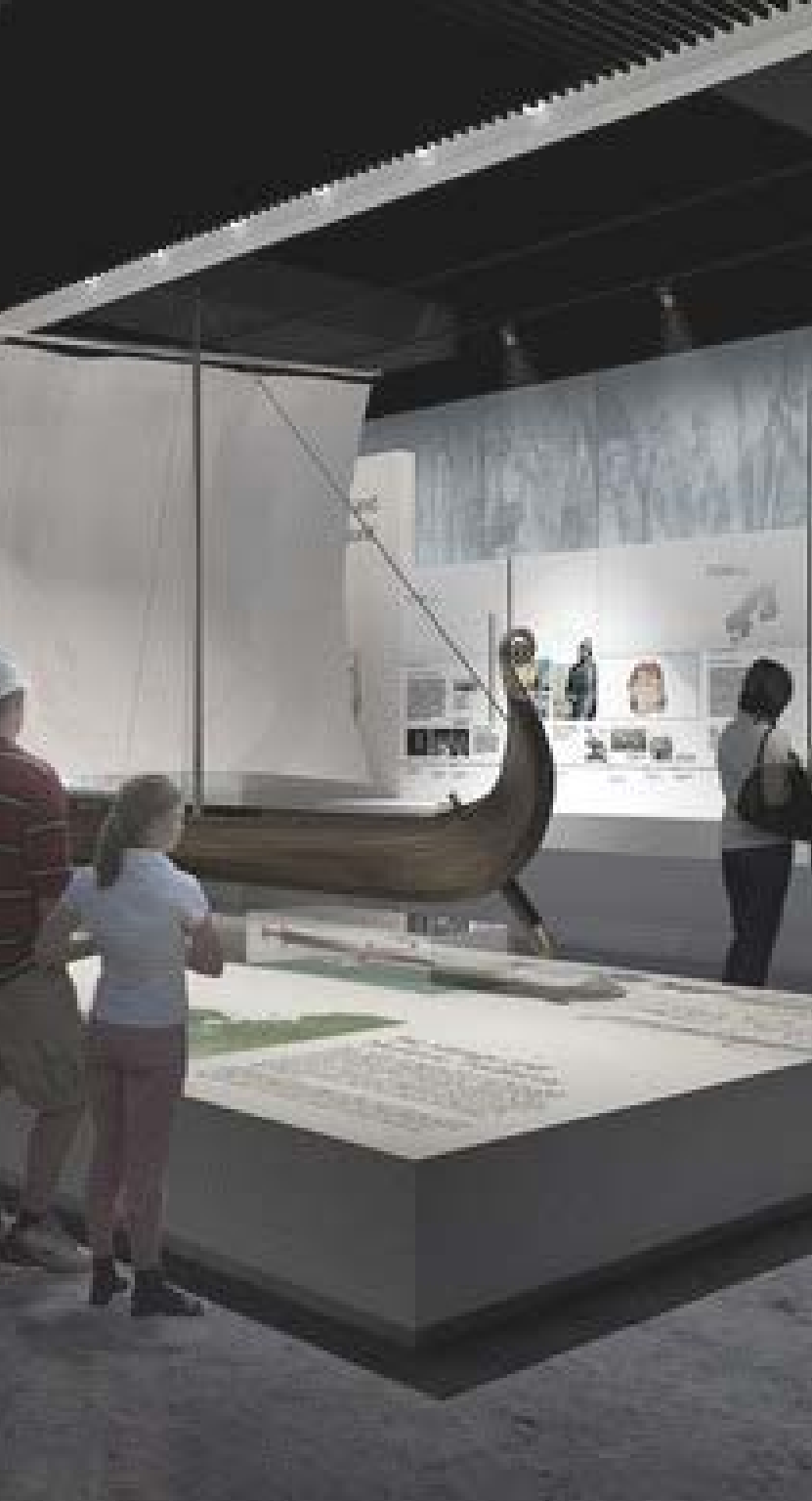
The new expanded location of the Nordic Museum in a perfect fit in Ballard, a part of Seattle well-known for its unique Scandinavian flavor. The opening celebration planned for the May 5-6 weekend includes Scandinavian performers and dignitaries sure to attract tourists and locals alike.

A campaign to improve awareness with media and the public will help drive attendance for the events, as well as for the museum in general. Nordic heritage is very important to the local traditions.

A photograph of a woman with long blonde hair, wearing a traditional Norwegian folk costume (bunad) consisting of a white blouse, a red vest, and a blue sash with the name "ROTHELL" on it. She is also wearing a tiara and is waving her right hand. She is standing in the back of a blue parade car. A Norwegian flag is visible on the left side of the car. In the foreground, a man wearing a blue cap, sunglasses, and a red and white vest is smiling and waving. The background is a blurred crowd of people.

8%

Only about 8% of residents of Seattle are Scandinavian, but the town of Ballard is proud of its traditions.



How do we achieve it?

TARGET AUDIENCES

MALES AND FEMALES OF ALL AGES:

Local Ballard residents

Scandinavian heritage enthusiasts

Museum enthusiasts

Potential Seattle tourists

Seattle school systems

MEDIA

Traditional newspaper travel writers

Travel blogs

Seattle tourist sites



STRATEGIES

- Create excitement for the new museum by cross-promoting the Scandinavian community of Ballard
- Increase public awareness of the neighborhood
- Build awareness of the events around the opening and encourage attendance



ACTIVITIES

- Contact local businesses to pitch cross-promotional activities around the Scandinavian theme, such as amplifying Tweets and blogs regarding the opening
- Contact local radio stations and TV news outlets to generate coverage



Management: An account manager can oversee this campaign who has understanding of the local region.

Staffing: The account manager is responsible for day to day management, but may need the services of a media specialist for photo or video as necessary.

Administration: The timeline is between now and the start of the event, with higher concentration of coverage to come in the final lead-up week.

Monitoring: We will use Critical Mention and Sprinkler to monitor media coverage.

Evaluation: We will encourage event attendees to fill out surveys either on paper at the event or online, via email thank you note or on the museum website.

MANAGEMENT





THANKS FOR LISTENING

K I M K R I S T I A N S E N