



# Museum Branding: How to Create and Maintain Image, Loyalty, and Support

*Margot Wallace*

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In today's busy world, museums compete for visitors not only with other museums, but also with a worthy selection of cultural institutions from performing arts to libraries. Add to these magnets a slew of enticing leisure activities, from theme parks to jogging trails. Given a weekend afternoon with a little free time to spare, a prospective visitor has a tempting selection of destinations to choose from.

Branding a museum helps it stand out from the crowd by giving it an image and personality with which visitors and supporters can identify, increasing their emotional attachment and encouraging them to return. In *Museum Branding*, Wallace offers clear, practical advice on how to brand a museum department by department, step by step. By highlighting case studies from museums of every type and size, she emphasizes that brains, not budget, create a successful branding effort.

This new edition is heavily updated to reflect digital branding from start-to-finish and features three entirely new chapters:

- Public Relations and Social Media
- Theaters, Conservation Labs, and Visible Storage Spaces
- Databases

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