



# MOHAI COVID-19 Reopening Communications Campaign

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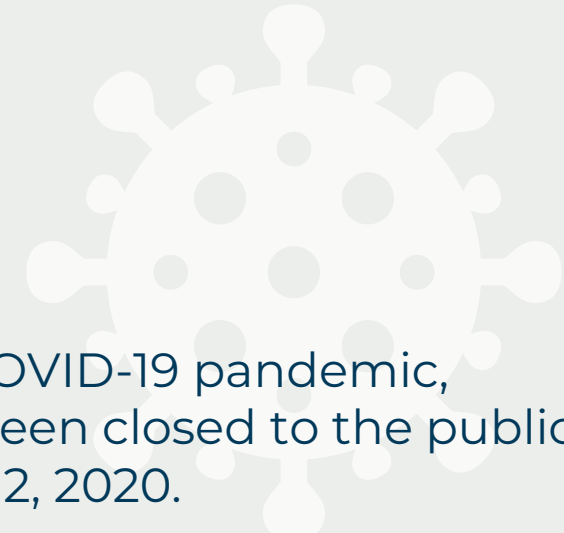


## Organization Mission

- To collect and preserve “artifacts and stories of the Puget Sound region’s diverse history”
- To engage with and inspire individuals and the community.

## Problem

- Due to the COVID-19 pandemic, MOHAI has been closed to the public since March 12, 2020.
- MOHAI will open once again to visitors on March 1, 2021.
- A communications campaign is necessary to inform the public **when** MOHAI will be reopening as well as **what** protective practices are in place and **how** they will impact the visitor experience.



# SWOT ANALYSIS

## Strengths

- Top 10 Seattle attraction, according to The Seattle Times.
- Traveler's Choice 2020 award winner and highly rated attraction on TripAdvisor.
- Fun for all ages.
- Scenic Lake Union waterfront location in historic building.

## Opportunities

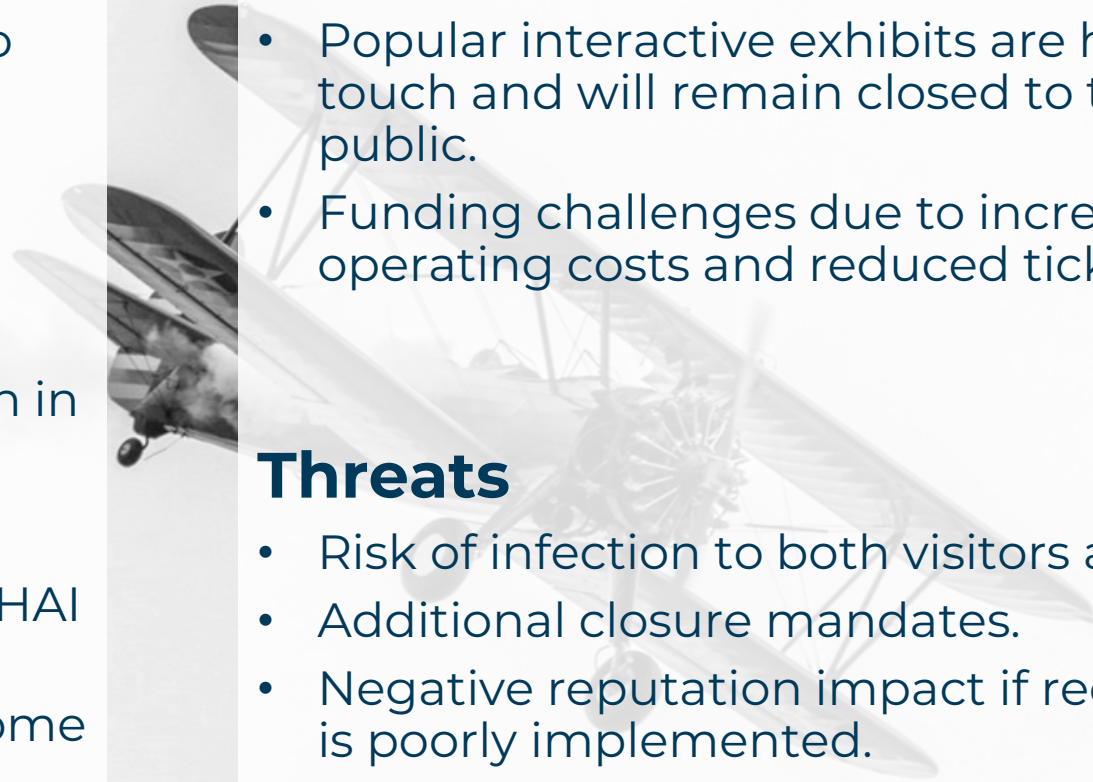
- Increase awareness and traffic to MOHAI virtual events and experiences.
- Motivate followers and public to become members.
- People hesitant to visit can still provide financial support.

## Weaknesses

- Popular interactive exhibits are high touch and will remain closed to the public.
- Funding challenges due to increased operating costs and reduced ticket sales.

## Threats

- Risk of infection to both visitors and staff.
- Additional closure mandates.
- Negative reputation impact if reopening is poorly implemented.



# CAMPAIGN ELEMENTS



## THEME

Cooperative and welcoming



## OBJECTIVES

To inform the target audiences when MOHAI will open and what restrictions will be imposed on museum visitors



## CALL TO ACTION

Reserve Timed Ticket Online

## KEY MESSAGES

- Reopening to the public on March 1, 2021, with restrictions
- Let's keep MOHAI safe together
- Online, reserved day and time ticket sales only
- If you can't visit, you can still show your support for MOHAI by donating or becoming a member



# ENGAGEMENT TACTICS

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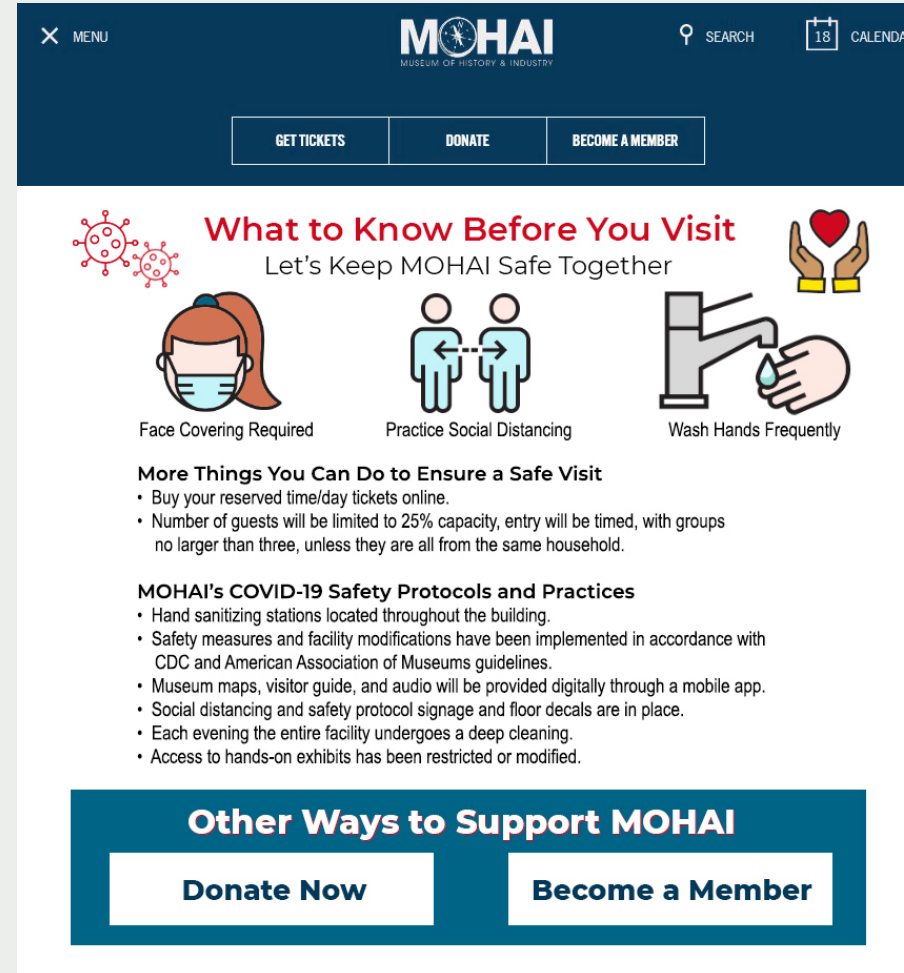
Channel	Target Audience		
	Museum Members	Museum Followers	General Public
Direct mail postcard	X		
Press Release	X	X	X
Digital Banner Ads	X	X	X
Social Media	X	X	
COVID-19 landing page	X		

# CREATIVE CONCEPTS

## Postcard to Members



## COVID-19 Landing Page



## Banner Ads & Social Media



# CAMPAIGN TIMELINE

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## PHASE 1

Kickoff

Feb 8

- COVID-19 landing page and reserved ticketing page go live on official MOHAI website
- Direct mail postcards sent to museum membership list
- Press release distributed to local radio stations, print and digital news publications, and TV stations
- Digital banner ads (Phase 1) publication begins in local digital news media
- Social media (Phase 1) postings begin and continue twice weekly until opening day

## PHASE 2

Opening Day

Mar 1

- Digital banner ads (Phase 2) publication begins in local digital news media
- Social media (Phase 2) postings begin

Post Opening

Mar 2 to Apr 11

- Digital banner ads (Phase 2) publication continue in local digital news media
- Social media (Phase 2) postings continue twice weekly

# SUCCESS METRICS

## Overall Success

- Tickets sold
- Attendance
- New memberships
- Donations




## Press Release Metrics

- Pickups
- Mentions

## Postcard Metrics

- Post-campaign survey results

## Digital Channel Metrics

COVID-19 Landing Page	“Buy Ticket” Webpage	Digital Banner Ads	Social Media 
Page views Unique visitors Bounce Rate Referrals	Page views Unique visitors Bounce Rate Referrals Purchases	Impressions Clicks	Impressions Link clickthroughs Social media shares Social media comments Retweets Likes



# SOURCES

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Jackson, K. (2016, November 22). *Seattle's Top 10 attractions*. Retrieved November 11, 2020, from <https://www.seattletimes.com/life/travel/seattlersquos-top-10-attractions/>

Museum of History & Industry (Seattle) - *2020 All You Need to Know BEFORE You Go (with Photos)*. (n.d.). Retrieved November 10, 2020, from [https://www.tripadvisor.com/Attraction\\_Review-g60878-d141518-Reviews-or5-Museum\\_of\\_History\\_Industry-Seattle\\_Washington.html](https://www.tripadvisor.com/Attraction_Review-g60878-d141518-Reviews-or5-Museum_of_History_Industry-Seattle_Washington.html)

## Images

- Museum of History & Industry photo – Pixabay