

V&A Dundee

V&A



Jane Ferguson
Director of Audiences & Media

OPENING
15 Sept 2018













DENNIS THE MENACE

THIS TOWN'S TOO QUIET— BUT I'LL LIVEN THINGS UP IN THE MORNING WITH THIS ELECTRIC MEGAPHONE!

COCK A DOODLE DOO

AGGH!

THEN—

SQUEAK!

ROAR

LATER—

LIBRARY

TI-TUM! TI-TEE!

IT'S SO QUIET IN HERE, YOU COULD HEAR...

...A PIN DROP?

SILENCE

SILENCE

CRASH

AFTER HIM!

THEY'LL NEVER FIND ME IN THIS DUSTBIN!

BUT DENNIS FORGETS THAT HIS VOICE WILL BE MADE MUCH LOUDER BY THE MEGAPHONE....

GUESS WHO'S USING THE MEGAPHONE NOW?

SOUNDS AS IF DENNIS'S DAD IS WIELDING HIS SLIPPER AGAIN!

WHACK WHACK

LISTEN TO THAT! THAT'LL BE DENNIS GETTING HIS LICKS.



Charles Taylor Woodwork

10V5-1

17-2

10V6-7

10W47

10W47

10W87

10W8

↓
10W9

10V47

10V701

10W5

10W2

OCEAN LINERS: SPEED AND STYLE







Marketing Strategy

- Position V&A Dundee as a must see visitor attraction, design and cultural venue
- Achieve a high impact launch for V&A Dundee which engages target audiences, a one-off opportunity
- Build our core audience from scratch, focus on 60 - 90 catchments
- Work with partners and industry to target UK and international audiences
- Present a compelling programme of exhibitions and events which encourages visits and repeat visits

2018 Launch Campaign



Media ... just some highlights

- Bloomberg *Where to go in 2018*
- CNN *Metropolises on the up: 7 design-savvy cities to watch in 2018*
- The Guardian *Where to go on holiday in 2018 – the hotlist*
- The Sun *2018 Travel Hotlist*
- Condé Nast Traveller *Top 10 Destinations to Watch for 2018*
- CNN *World's most anticipated buildings completing in 2018*

- The Observer *18 for 2018*
- The Sunday Times *Hot ticket 2018*
- The Telegraph *Most fabulous architectural highlights to look forward to in 2018*
- Dezeen *10 buildings to look forward to in 2018*
- GQ India *30 things to be excited about in 2018*
- Prima *2018 British hotlist*
- The Scotsman *Must-see art and culture events of 2018*
- The Herald *Hot list 2018*

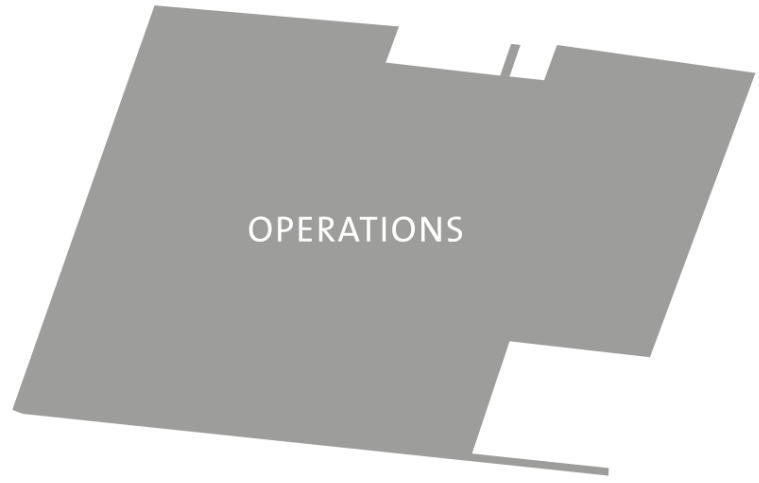
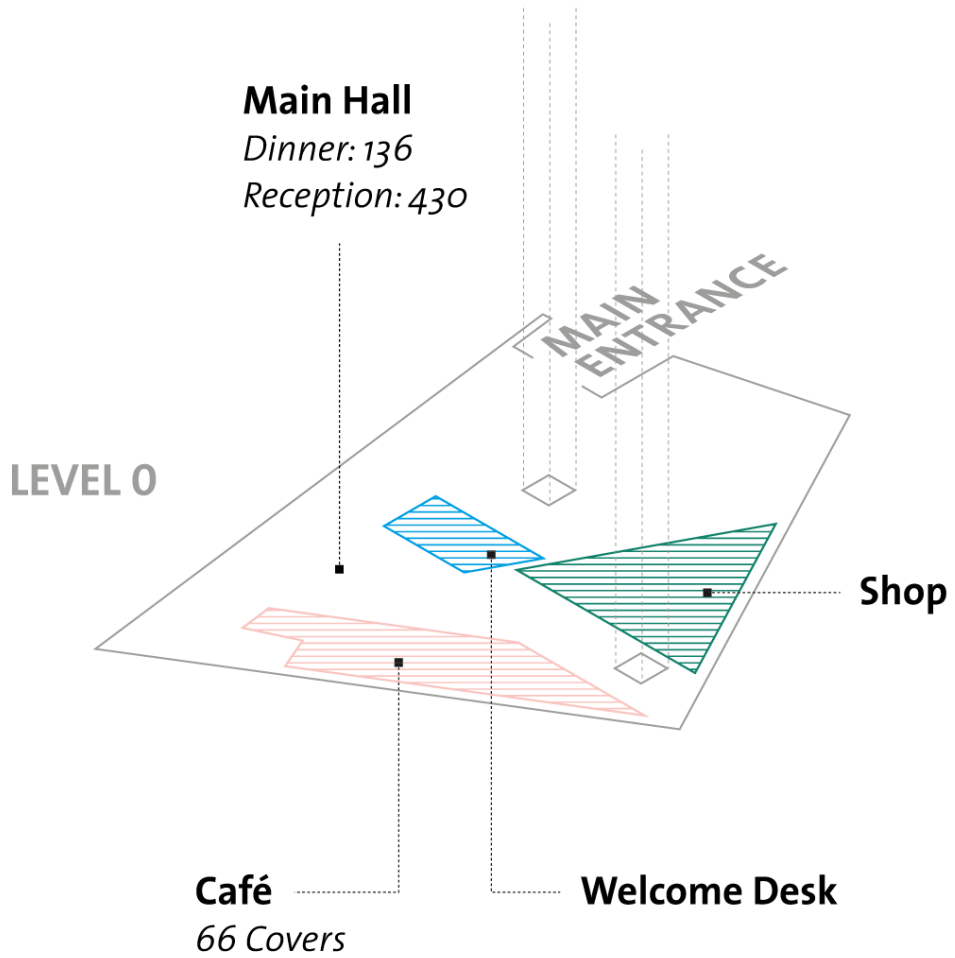
Deborah Newman
Director of Visitor Operations

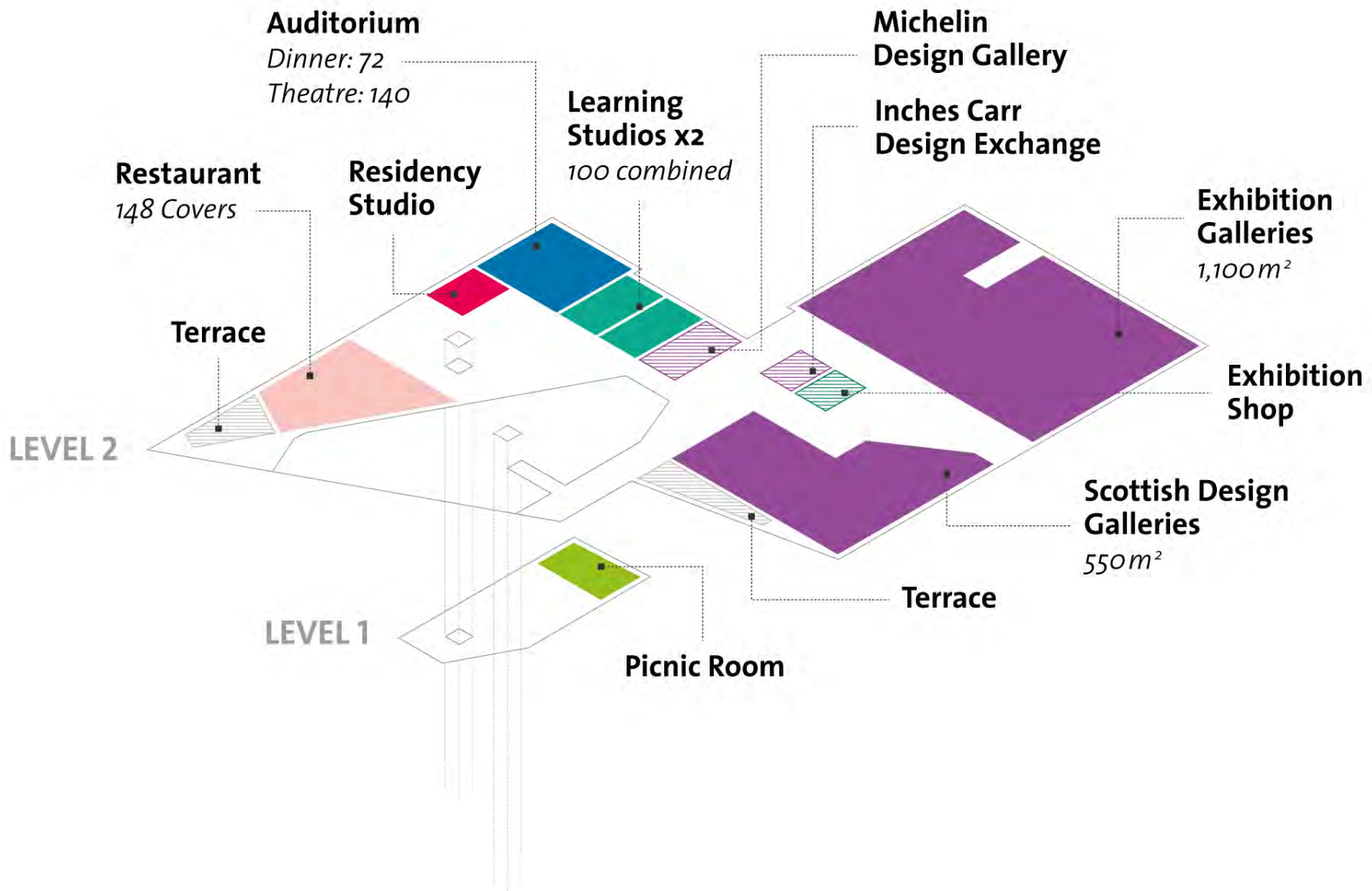
Values

- > Collaboration
- > Integrity
- > Innovation
- > Generosity

Experience

- > Inclusive
- > Authentic
- > Dynamic
- > Accessible



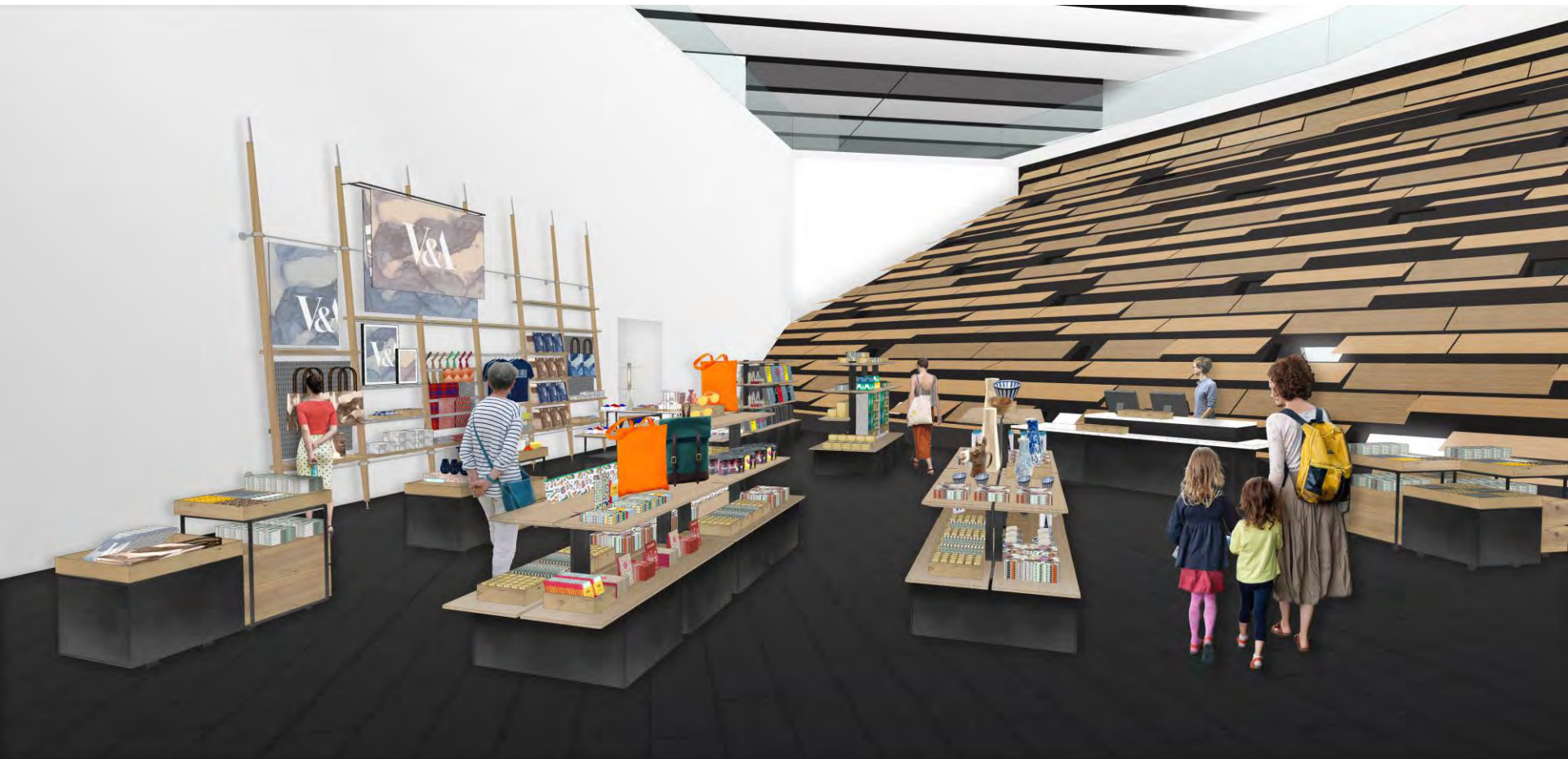


CONDUCTING
...the art of directing a
performance

- Activity Mapping > Touchpoints
- Journey Planning > Wayfinding
- Design Team > Environment
- Testing > Audiences and Operations
- Balancing Access and Income Generation
- Partnerships and Collaborations

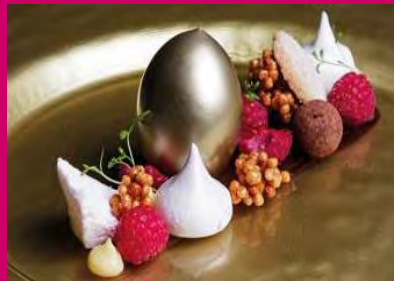












Frequently asked industry questions ...

- Pricing – free general entry, flexible pricing for exhibitions, packages for groups
- Coach drop off – yes
- Parking – within easy walking distance
- Group/language tours – yes, to meet demand
- Accessibility – 5 star, including Changing Places
- How to connect - sign up as tourism business now



Keep in touch

- New tourism business toolkit
- Sign up to our e-news
- Connect and follow the project

V&A Dundee

tourism@vandadundee.org

[@VADundee](https://www.instagram.com/VADundee)

vandadundee.org

V&A Museum of Design
Dundee

V&A