

MISSOURI HISTORICAL SOCIETY : REBRAND

CHALLENGE

How do you inspire people to engage in history without seeming like you're imploring them to eat their vegetables?

This is one of the motivating questions that has been driving Missouri Historical Society and its family of entities to create compelling and accessible content for a variety of audiences in recent years.

Consequently, they've driven greater engagement specifically for The Missouri History Museum among certain audiences.

However, MHS still needed to elevate awareness among more audiences about the power and value of their programming across all three entities – Soldiers Memorial, Library & Research Center and Missouri History Museum.

After an extensive agency review, MHS selected UPBrand as their partner to clarify the brand architecture and positioning, refine the identity and relaunch the brand in the marketplace.

SOLUTION

Our comprehensive discovery process led to insights that inspired us to recommend a “branded house” strategy including a common brand platform, conveyed through the tagline “Find Yourself Here.”

The new identity system employs a shared icon, differentiating each entity through a color system. Three key items served to symbolize each of the entities and were blended together to form that shared icon.

A star symbolizes the Missouri Historical Society, a single point from which individuals, events and stories radiate. A compass represents the Missouri History Museum and the role St. Louis played in westward expansion, and an open book symbolizes the Library & Research Center. Last but not least, a military medal represents Soldiers Memorial.

The tagline serves as an expression of the ultimate benefit of the brand and became the slogan of the omni-channel creative campaign UPBrand developed and produced to reintroduce MHS to the market.

RESULTS

The rebrand and website overhaul has achieved exactly what the organization set out to do: increase first time visitors, particularly among a younger demographic, and invite users to engage with web content.

- 13% increase in first-time visitors to the Museum
- +18% pages per session
- A shift in visitor demographics from 45+ to 18-44
- -14% bounce rate
- +45% average website session duration

