

U P B R A N D

STRATEGY + CREATIVE

**MISSOURI
HISTORICAL
SOCIETY**

CASE STUDY

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MISSOURI HISTORICAL SOCIETY

Founded in 1866 “for the purpose of saving from oblivion the early history of the city and state,” the Missouri Historical Society has been leading a tireless crusade to enrich our community. Its three locations serve to remind us of our shared past and are spread across the St. Louis area: the Missouri History Museum, the Library & Research Center and Soldiers Memorial Military Museum.

SERVICES: CAMPAIGN DEVELOPMENT / IDENTITY CREATION / VIDEO



STAR OF THE SHOW

To inform the St. Louis community that these three locations are all maintained and operated by the same organization, we created a cohesive look and feel for the Missouri Historical Society and its locations. We also developed a new, common identity for the brand as a whole that included the use of a shared star icon—a symbol of MHS—where individuals, events and stories radiate.



MISSOURI HISTORICAL SOCIETY



MISSOURI
HISTORY
MUSEUM



LIBRARY &
RESEARCH
CENTER



SOLDIERS
MEMORIAL

FIND YOURSELF HERE

“Find Yourself Here” serves as an expression of the ultimate benefit of the brand, that history is literally all around you if you take the time to look. This tagline became the slogan of a multi-channel creative campaign developed and produced to reintroduce MHS to the region.



MISSOURI
HISTORY
MUSEUM

MISSOURI HISTORICAL SOCIETY

FIND YOURSELF HERE.

mohistory.org/findyourself

RENOVATING THE PAST

With a new tagline and identity in tow, the MHS website needed an overhaul to better reflect the brand. We had three goals for everything featured on the site: Simplify. Connect. Explore.

The site was redesigned with different types of users in mind. We developed natural UX paths that led visitors, donors, educators, researchers and more to the most relevant information for their specific needs.

We also helped shine light on items filling the archives of MHS, building an immersive and extensive online collection to make it easier than ever to uncover the history of the region and its people. This included cross-linking and connecting countless related items to give proper historical context to the entire collection.



MORE THAN A PLACE

For over two years, Soldiers Memorial Military Museum had been closed for renovations. But in November of 2018, its doors finally opened once again. We developed digital assets in addition to spots for radio and the web. Then, we integrated that spot into a larger 90-second video that featured all three MHS locations.



RESULTS FOR THE WHOLE FAMILY

The rebrand brought additional measurable benefits, such as increased public awareness of MHS's lesser known locations: the Library & Research Center and Soldiers Memorial. The organization saw a significant increase in social media followings for both locations and Soldiers Memorial attendance increased greatly; it surpassed previous annual attendance in the first two months after reopening.

MHS BY THE NUMBERS

416,809
ATTENDANCE

175,000
ARTIFACTS

36,510
STUDENTS SERVED ANNUALLY

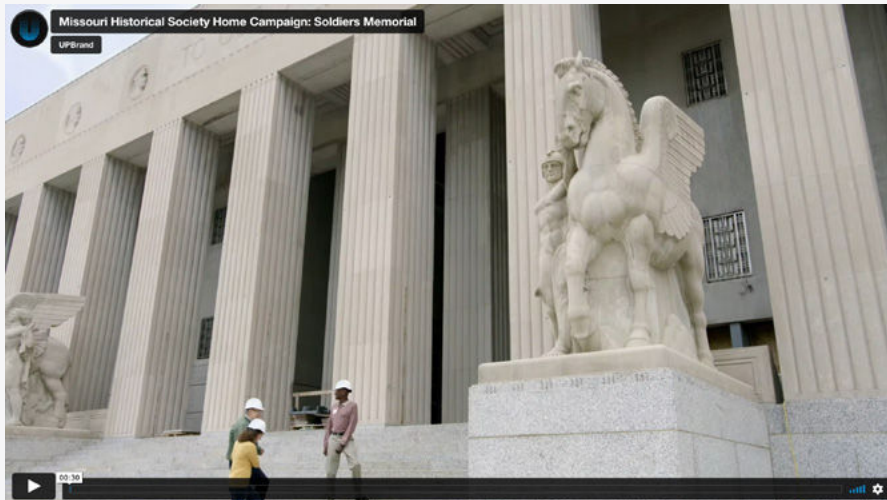
4,500
SUPPORTING MEMBERS

13%

INCREASE IN FIRST-TIME VISITORS

DEMOGRAPHIC SHIFT FROM 45+ TO

18-44



THANK YOU
FOR VIEWING THIS CASE STUDY

Get in touch to learn more.

Jeff Insko

President, Executive Creative Director

314.615.6534

jeffi@upbrand.com

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