

## ACM June 2010 Branding/Marketing Poll Results

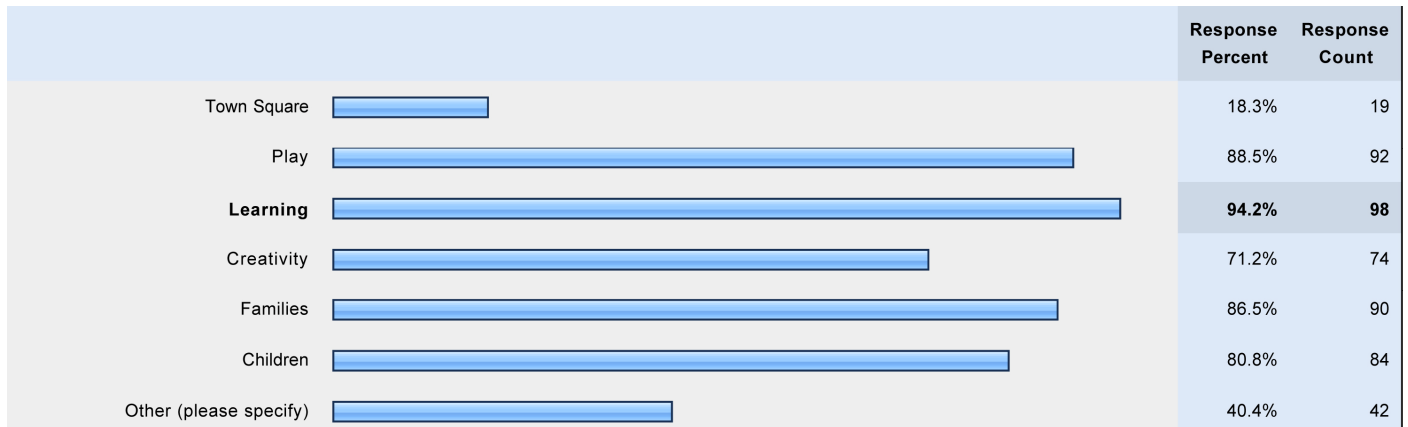
### Question 1: Please rank your criteria for choosing branding language.

	Most Important	Very Important	Important	Less Important	Not Important	Rating Average	Response Count
It reflects the promise we made in our museum's mission statement.	<b>54.4% (56)</b>	39.8% (41)	5.8% (6)	0.0% (0)	0.0% (0)	1.51	103
It is memorable.	46.1% (47)	<b>48.0% (49)</b>	4.9% (5)	1.0% (1)	0.0% (0)	1.61	102
It is what other children's museums use to brand themselves.	1.0% (1)	4.0% (4)	24.8% (25)	<b>53.5% (54)</b>	16.8% (17)	3.81	101
It is what the Association of Children's Museums recommends.	1.0% (1)	10.9% (11)	<b>46.5% (47)</b>	29.7% (30)	11.9% (12)	3.41	101
It's what my Board of Directors or PR firm recommends.	5.9% (6)	20.8% (21)	<b>46.5% (47)</b>	17.8% (18)	8.9% (9)	3.03	101
<i>answered question</i>							<b>103</b>
<i>skipped question</i>							<b>1</b>

### Question 2: Please rate the following items.

	Excellent	Above Average	Average	Below Average	Poor	N/A	Rating Average	Response Count
The usefulness of ACM's Case for Children's Museums.	27.5% (28)	<b>47.1% (48)</b>	6.9% (7)	0.0% (0)	0.0% (0)	18.6% (19)	1.75	102
The usefulness of ACM's Vision Marketing Kit.	8.1% (8)	28.3% (28)	18.2% (18)	1.0% (1)	0.0% (0)	<b>44.4% (44)</b>	2.22	99
The knowledge level of ACM staff on the subject of branding.	8.1% (8)	23.2% (23)	15.2% (15)	1.0% (1)	0.0% (0)	<b>52.5% (52)</b>	2.19	99
ACM data and facts meet your marketing and branding objectives.	11.0% (11)	<b>32.0% (32)</b>	29.0% (29)	0.0% (0)	1.0% (1)	27.0% (27)	2.29	100
<i>answered question</i>								<b>102</b>
<i>skipped question</i>								<b>2</b>

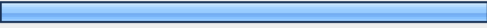
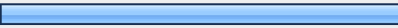
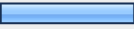
**Question 3: What words or phrases do you use to define what a children's museum is to a general audience?**



Other words specified by respondents listed below. A number appears next to a word indicating its frequency as a response.

<p><b>Community</b></p> <ul style="list-style-type: none"> <li>• (2) Community</li> <li>• (2) Culture</li> <li>• Neighborhood</li> <li>• Inclusive</li> <li>• Quality of life</li> <li>• "Bay Area"</li> <li>• Safe</li> </ul>	<p><b>Hands On</b></p> <ul style="list-style-type: none"> <li>• (9) Hands On</li> <li>• (3) Interactive</li> <li>• Touch</li> <li>• See</li> <li>• Grow</li> <li>• Encouraging</li> <li>• Supportive</li> <li>• Inspiration</li> </ul>
<p><b>Imagination</b></p> <ul style="list-style-type: none"> <li>• (9) Imagination</li> <li>• (4) Discovery</li> <li>• (2) Curiosity</li> <li>• Wonder</li> <li>• Spark Your Kids' Creativity</li> <li>• Open-Ended</li> </ul>	<p><b>Learn</b></p> <ul style="list-style-type: none"> <li>• (5) Learn (Informal Learning; Lifelong Learning; Lifelong Love of Learning; Early Learning)</li> <li>• Where Learning Is Fun (overlaps with Fun)</li> <li>• Thinking</li> <li>• Problem Solving</li> <li>• Educational</li> <li>• Educators</li> </ul>
<p><b>Fun</b></p> <ul style="list-style-type: none"> <li>• (4) Fun</li> <li>• Where Learning Is Fun (overlaps with Learn)</li> <li>• (2) Power of Play</li> <li>• Playground of the Mind</li> </ul>	<p><b>Topics/Disciplines</b></p> <ul style="list-style-type: none"> <li>• "The Future"</li> <li>• History</li> <li>• Science</li> <li>• Technology</li> </ul>
<p><b>People</b></p> <ul style="list-style-type: none"> <li>• Whole Child</li> <li>• Parent Engagement</li> </ul>	<p><b>Other</b></p> <ul style="list-style-type: none"> <li>• "We aren't only a children's museum, so we have several main messages."</li> </ul>

**Question 6: If your museum has conducted an economic impact assessment, please tell us which organization(s)'s resources you used.**

6. If your museum has conducted an economic impact assessment, please tell us which organization(s)'s resources you used.		Response Percent	Response Count
Association of Children's Museums		57.9%	11
Americans for the Arts		47.4%	9
American Association of Museums		15.8%	3
	Other (please specify)		13
		<b>answered question</b>	<b>19</b>
		<b>skipped question</b>	<b>85</b>

The below list includes the written in comments that supplement the supplied answer choices. The similar words/comments have been grouped together. A number appears next to the word indicating its frequency as a response.

- (4) local economic data/consultant
- (3) Convention & Visitors Bureau
- (3) University
- AE Com

**Question 7: ACM currently partners with Discount School Supply and Snikiddy snack products. We would like to broker additional Affinity Programs to benefit the field. Ideally, an ACM affinity program offers a discount on a product or service that is related to the mission of children's museums and the discount offer is not readily available elsewhere. Keeping these considerations in mind, do you have suggestions for potential ACM Affinity Partners?**

The below chart lists the written in comments to the above question. The similar words/comments have been grouped together. A number appears next to the word indicating its frequency as a response.

Museum Programming Supplies	Logo Merchandise
<ul style="list-style-type: none"> <li>• (4) Lakeshore Learning</li> <li>• (4) Oriental Trading Company</li> <li>• (2) Blick Art Materials</li> <li>• Discount School Supply</li> <li>• Crayola</li> <li>• Creative Playthings</li> <li>• Environments, Inc.</li> <li>• Flaghouse</li> <li>• Field Trip Bus Transportation</li> </ul>	<ul style="list-style-type: none"> <li>• A company that does logo merchandise for the store - inexpensive things that would sell well. A perfect match would have generous time periods to pay invoicing so that we can sell some merchandise before having to pay for it. We are often in the position of not being able to put up money in advance to get store items, even though we know that we will recover and grow that money. We can't tie up cash in store inventory.</li> <li>• Lands' End for clothing for staff and other embroidered items. They were the only company we could find that could get fine enough resolution to do our whole logo. Also, staff and board members can order individually, and</li> </ul>

<p>Companies (Laidlaw, Etc)</p> <ul style="list-style-type: none"> <li>• Nature Explore Through Arobor Day</li> <li>• Science Materials and Resources</li> </ul>	<p>they have great quality.</p> <ul style="list-style-type: none"> <li>• REI</li> <li>• Promotional products (logo shirts, giveaways, etc.)</li> <li>• T-shirt suppliers</li> </ul>	
<p><b>Green Products</b></p> <ul style="list-style-type: none"> <li>• Any product that helps us be green (paints, exhibit building materials, paper products....).</li> <li>• Green, sustainable products</li> <li>• Kid-safe cleaning supplies</li> </ul>	<p><b>Gift Shop Merchandise</b></p> <ul style="list-style-type: none"> <li>• (5) Melissa &amp; Doug</li> <li>• Educational Toy Partners;</li> <li>• Gift Shop Vendors</li> <li>• Wow Toys</li> <li>• Popular Gift Store Items Or Brands?</li> <li>• Vendors with Access to Store Merchandise,</li> <li>• Toymith</li> </ul>	<p><b>Office Supplies</b></p> <ul style="list-style-type: none"> <li>• (3) Office Supplies</li> <li>• (3) Staples</li> <li>• 3M</li> <li>• Lightbulbs</li> <li>• Memberships Sold At Costco, (2) Walmart, Etc.</li> </ul>
<p><b>Vending and Food</b></p> <ul style="list-style-type: none"> <li>• Innovative Vending Solutions</li> <li>• Oakfield Farms - e.a.t.s packages</li> <li>• Juicy Juice</li> <li>• Baby Station</li> </ul>	<p><b>Employee Benefits</b></p> <ul style="list-style-type: none"> <li>• (3) Insurance (liability and health; brokers; group rates)</li> <li>• Investment programs for staff</li> </ul>	<p><b>Building and General Supplies</b></p> <ul style="list-style-type: none"> <li>• Lowes</li> <li>• Home Depot</li> </ul>
<p><b>Printing</b></p> <ul style="list-style-type: none"> <li>• Printing- national firm such as Kinko's</li> <li>• Vista Print or other online printing service</li> <li>• Signage - national firm such as Fast Signs</li> </ul>	<p><b>Advertising</b></p> <ul style="list-style-type: none"> <li>• Advertising</li> <li>• facebook ads</li> <li>• Google Adwords</li> </ul>	<p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Security Service Like ADP Or Something National</li> <li>• Shipping,</li> <li>• Survey Monkey</li> <li>• The Purell One Was Good While You Had It.</li> <li>• Travel Partners (Hotels)</li> <li>• Vee</li> <li>• Educational TV Characters</li> </ul>