

Madison Children's Museum Messaging Architecture

Positioning Statement: MCM is unique among family resources in Dane County. The museum fosters family and community connections, and provides a place where every child can learn through play in a hands-on interactive environment.

Messaging Architecture is defined as per audience, with non-members differentiated as casual visitors and potential members. It helped us to articulate what our goal was in speaking to them, and to arrange the concepts as bullet points. We envisioned these hanging on our walls to refer to whether talking on the phone, writing, or greeting visitors at the front desk:

Casual visitors (out-of-town, holiday, summer, looking for an attraction)

Goal: "When it's your kid's turn to pick, visit us."

Why? Because MCM is:

- Easy and fun.
- Worth the money--it's the "Best Museum" in Madison.
- Different from anything else in town.
- A must-see as part of your Capitol Square visit--a place where you and your child can create the experience.
- No risk--walk around and let your kids decide whether to stay.

Potential members (local, all-year attendees)

Goal: Have them join.

Why? Because MCM is:

- A great financial value; come and stay as little or as long as you like throughout the year.
- A good (grand)parenting choice.
- A great investment in your child and your relationship.
- Going to value you as an "insider" and send you information directly.
- A great place to build ongoing relationships with other families.

Members

Goal: Renew and upgrade, spread the word.

Why? Because as a member:

- You're recognized and valued.
- The museum belongs to you and responds to you.
- Your continued investment allows us to offer the experience to all.

Children

Goal: Ask to come back, tell your friends.

Why? Because MCM is

- Fun and familiar.
- A place designed for you, where you belong and can be yourself.