

MUZEIKO

THE UPSTREAM JOURNEY

← Watch Muzeiko Video Presentation on the link 

↓ Or read below Muzeiko business case 

Category: BRAND EXPRESS UP

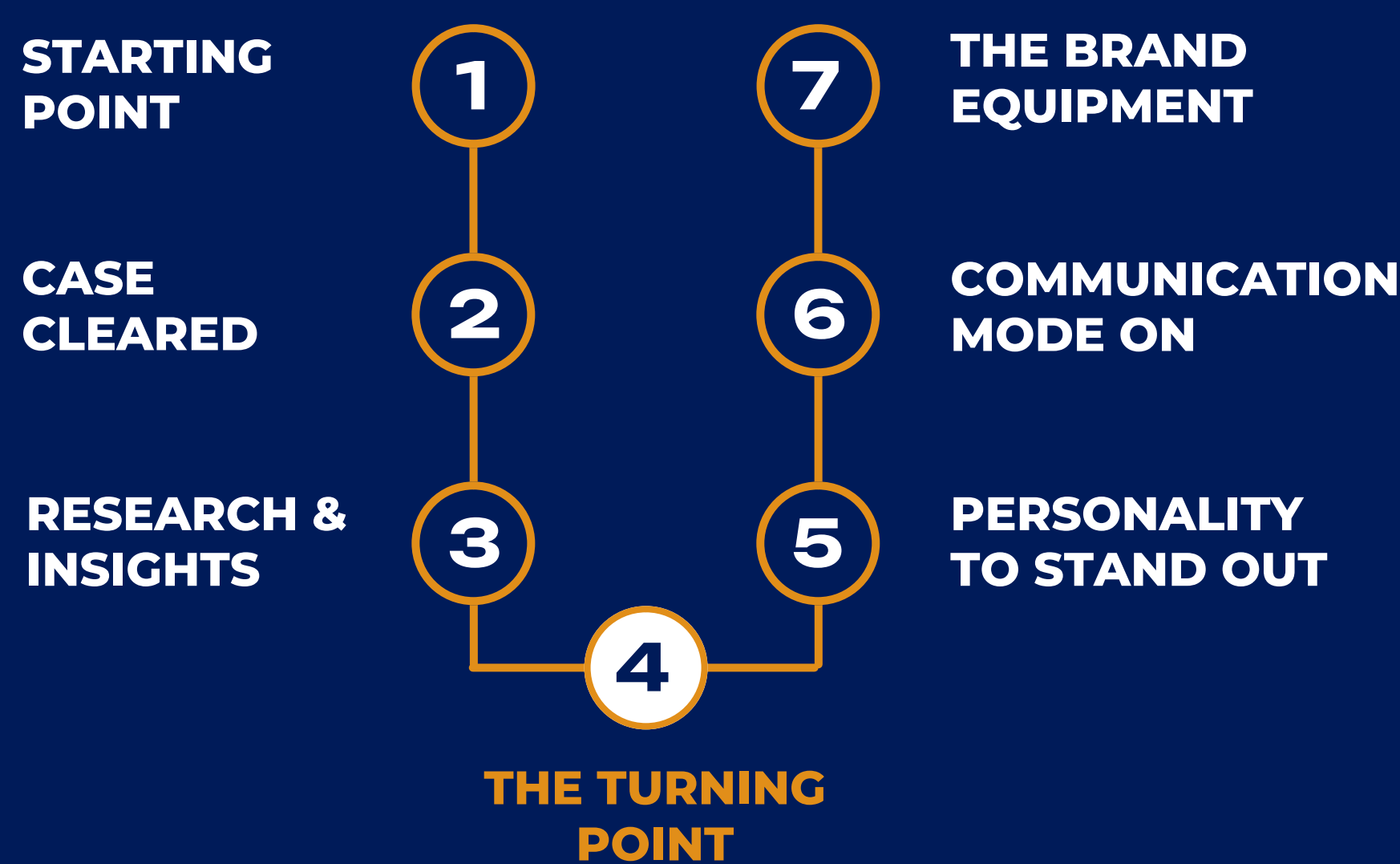
Project: Muzeiko – THE STEAM UNIVERSE & QUEST DAYS COMMUNICATION

Scope: Strategic & Insights prep work, Brand communication positioning & Territory, Campaigns identity & Design, Digital communication strategy; Planning & Optimization, Entertainment show concept & Production, Image & Awareness campaign; Social media & Digital platforms; Content & Video production; 6 months Digital activation & On spot event support

Outcome:

- clear Muzeiko territory - now presented and accented
- diversified and wider audience
- positive visitors trend: + 154% more visitors for 6 months active period in 2022 vs. same period in 2021; + 122% more visitors also vs. same period in pre pandemic 2019

In a nutshell: Muzeiko is a one-of-a-kind interactive children museum. And still, attracting new audiences beyond the built fan base was a challenge for them, especially after two pandemic years. The solution – express what's one-of-a-kind Muzeiko strength in brand strategic communication that magnetizes the audience & EXPRESS brand character high UP!



1

STARTING POINT or what was the client initial mindset

MUZEIKO approached us for a social media content plan with which they aimed to build more awareness and attract new audiences.

→ Our mindset: “BUT can we address the challenge keeping with regular style informative communication and planning posts & ads?”

2

CASE CLEARED or what the client really needs

Real challenge identification is crucial to the success solution & we take a business-based approach to get the real picture & brief.

→ Business challenge identified: Muzeiko has grown organically and achieved top awareness and image status among families who appreciate edutainment. Still, Muzeiko hasn't attracted a wider audience where lies a great potential. On top - the pandemic has worsened the situation.

3

RESEARCH & INSIGHTS or where brand backbone is formed

Research time on consumer understanding & behavior plus getting in the wider competitive landscape so as to find the true brand unique point of differentiation.

→ Prep work done: Base for brand philosophy & unique character expression in conceptual communication

4

THE TURNING POINT or where the project goes UPSTREAM

We turned the project upstream with BRAND EXPRESSION & CONSUMER FIT communication that connects the dots between the brand and its audience in a genuine and non-advertising way.

→ Attractive communication positioning is crafted: Enlightening STEAM as unique brand territory & presenting Muzeiko as THE STEAM UNIVERSE - a quality fun and discovery time for families. Because STEAM is all about experiencing science instead of explaining it.

5

PERSONALITY TO STAND OUT OR Muzeiko STEAM soul on focus

Communication identity designed to showcase its true and unique character.

→ Brand territory (STEAM UNIVERSE), Key messages & Tone-of-voice, Brand STEAM story, Art direction & Key Visuals, Logotype & Identity system, DIY Stop Motion identity, All handcrafted stage decors, Brand Quest Days ambassadors

6

COMMUNICATION MODE ON OR next steps to new friends

Long-run digital first brand communication, based on STEAM concept & developed in two strategic PHASES:

→ Phase 1: brand building and awareness focus - exploring a whole UNIVERSE through the STEAM letters character.

→ Phase 2: show-how STEAM experience focus - Muzeiko QUEST DAYS - digital first format for 7+ kids designed as online STEAM entertainment show.



7

BRAND EQUIPMENT or how the brand expressed itself

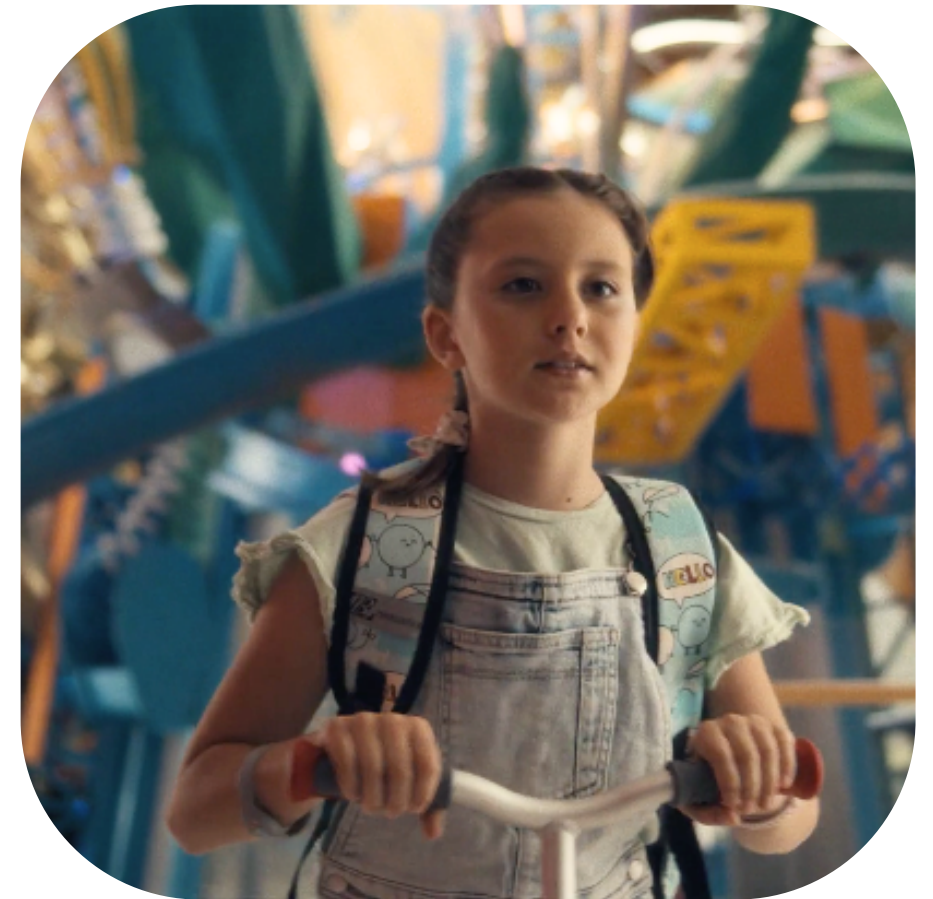
Full communication equipment to express STEAM character & connect with its audience

Вселена за Откривателства и Приключения



Muzeiko Universe Journey

STEAM letters character -
crafty edutainment
content - Landing page -
STEAM gaming journey



STEAM QUEST DAYS

2 months campaign based
on entertainment show
approach - trailer, family
accents, full quests
episodes plus short formats
for MUZEIKO channels.



STEAM QUEST DAYS

Hand Crafted stage decors
- 2 Influential families - 2
Quest days - 4 quests for
each

