



What is Museum Shop Sunday about?

Museum Shop Sunday (MSS) is an international annual event celebrating the shops and products which play a vital role in helping arts, culture and heritage attractions to thrive. In 2019, **MSS** will run across USA, Europe, Australia and New Zealand. Last year 1,044 museums across 15 countries took part, and now Scandinavia has been invited to join this global campaign!

The key visitor and general public messages are that cultural shops offer:

- **Original, Design-led Shopping** - museum and gallery shops now offer designer homeware and exclusive gifts that cannot be found anywhere else, including quirky bespoke ranges, beautiful gift books and ethically sourced items. Christmas shopping dilemmas solved in one go!
- **Shopping with a Conscience** - by shopping at your local museum, gallery or cultural attraction, you are actively contributing to its future sustainability and success. You're also helping to support small businesses, independent suppliers and artisan makers.
- **A Meaningful Experience** - a fun and relaxing shopping experience (the very opposite of Black Friday which falls on the same weekend).

How will it benefit a cultural organisation?

Here are the three key reasons:

- **Boost income** - in 2018 participants reported increases of up to 68% in sales, 55% in visitors and 49% in average transaction value.
- **Attract new audiences** - an opportunity to showcase products and cultural venues to new customers. **Museum Shop Sunday** also provides a new way for staff to interact with existing and potential customers both in-house and online.
- **Boost awareness** - increase an organization's media coverage and social engagement by being part of an international campaign.

Why is BARC getting involved with Museum Shop Sunday?

BARC is a members-based organisation dedicated to providing a platform where museums and cultural institutions can learn and share experiences about how to engage with audiences and generate income. We also have an international perspective and are always looking to learn from our sister organizations in the UK and USA.

Building on the great work done in the past 3 years, **Museum Shop Sunday** now provides us Scandinavians an ideal platform to build a collaborative network between the retail departments of cultural institutions in Scandinavia.

The opportunity will also give Museums and cultural institutions an opportunity to reflect on their unique products and drive interest and sales both into store, their online shops, and their social media channels.

If you don't have a webshop, don't worry. You can always join the free [CultureNordic](#) communal webshop, alongside other museums already featured there.

What are the benefits for museums?

Museum Shop Sunday will strengthen the awareness of cultural retail in Scandinavia by joining together a collaborative network of museum retail teams. By joining forces you will benefit from a communal effort in generating the noise and visibility needed today. You will also profit in the following ways:

- Your museum will be featured in media across four continents including the UK and USA
- Benefit from the wider BARC marketing campaign - including articles and endorsements from influential parties such as press, local politicians and arts funds, influencers and possibly even a local celebrity or two!
- Drive new traffic to your website and improve your visitor statistics by adopting a communal approach to online exposure.
- Ultimately increase museum sales and visitor numbers
- Create a new way to engage and communicate with customers



Here's a great little example from the V&A Dundee of how easy it is to promote MSS on your social media channels!

What support can you expect to get?

A dedicated BARC team member (who comes with previous experience in UK national museums) will be on hand to offer good advice and guidance. For example, with your photography, uploading, event management, and any other questions which come to mind!

You can also expect to receive a free marketing tool kit - including imagery, copy, advice, and other useful assets to use on each museums website and marketing channels, as well as physical promotional material to use in store.

Participating museums will have the added bonus of using the communal cultural webshop and sales platform [CultureNordic](#) with free sign up and product uploading service. This will also offer additional International online visibility and marketing, and there will be the opportunity to develop bespoke products unique to each museum using CultureNordic's print on demand services.



Here are some great examples of print on demand products using an iconic Danish image - designed in seconds!



Project timeline

Here's a rough timeline of how it's all going to come together:

- **September** - We're dedicating this month to the recruitment of museums and cultural organisations to take part in this landmark event!
- **October** - We'll begin one-on-one consultations with museums and organise networking events to develop each museums promotional event. This month will also bring the launch of a public marketing campaign, and the building of online infrastructure and product uploads where relevant.
- **November** - As we approach Dec 1st there will be an accelerated marketing campaign, further final event planning and preparation, and guidance sessions on tips and tricks for the big day!

What will museums need to do?

Above all we need you to join us in creating an exciting and memorable event! The main thing museums will need to bring to the table is the willingness to participate, and fully support running retail events on the day.

We would also love for you to utilise your own media channels and websites to promote the event. We can give you imagery and even text - all you'll need to do is post. In addition, physical posters and flyers will be available to be placed in stores and retail spaces in the build up to the event. Using your own channels and spaces to promote the event is key to ensuring a great turn out on the day - your visitors and followers are already interested in your museum for a reason so let's give them another reason to stop by!

Obviously, some museum fans won't be able to visit on the day but that doesn't mean they have to miss out. Where possible we'd like you to use your webshop or website to promote online retail. No webshop? Never fear, because that's where the opportunity to join [CultureNordic](#) comes in.



How will we measure our success?

The main aim of **Museum Shop Sunday** is to boost museum income and visitor numbers both in the shop and online. Museums participating last year in the UK and USA were able to share sales figures across the **MSS** weekend and document the outstanding effect this had on sales figures.

BARC hopes to collate this information post-event alongside social media traffic to build an overview of the event, it's success, and how we can improve for next year. See below a great UK example of how **MSS** worked to boost retail profits last year.

"We don't usually open on a Sunday - and in just three hours sales beat our best day's sales so far this year! This was a really good return on investment of time and money. The event also raised the profile of the museum and generated future admissions, with many local visitors saying they would return. I'm so glad we took part as it really provided a unique focus, with a relaxed and happy atmosphere!"

Nikki Brotherton Bridport Museum Trust

The next steps....

Targeting a diverse range of large and small museums, the primary next step is to begin communicating with willing museums and cultural organisations in order to build a network of participants. From there we can begin to discuss and advise on how each museum will utilise **Museum Shop Sunday** to their best advantage through events, promotions, marketing, and messaging.

Join us in introducing Scandinavia to this rapidly growing global initiative and launching the cultural retail event of the year!



The museum shop at the National Museum of Denmark