

News

EU project within the South Baltic Programme

Baltic MUSEUMS 2.0



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BalticMuseums 2.0 Plus: Implementation of eGuides with cross-border shared content for South Baltic Oceanographic Museums

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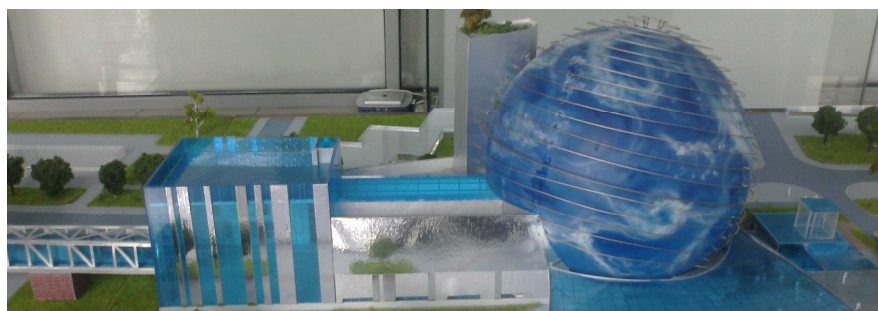
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PLANET OCEAN CONSTRUCTION STARTED

On October 16-19, 2013 – this year's 3rd project meeting took place in the Museum of the World Ocean in Kaliningrad. Main focus was laid on defining deadlines and responsibilities for ongoing and up-coming activities, but also on how to follow-up with cross-border co-operation as well as maintaining the project outcomes after the project end.

As the Museum of the World Ocean presented its new building concept - the project team had the opportunity to obtain first hand impressions of the ongoing construction process of the new museum building "Planet Ocean". Where currently a wilderness of cranes, concrete and rubble is apparent - a very modern museum complex in the shape of a globe with a height of 24-26 metres and 8 floors will be erected. This unique shape of the building is the winning architecture of the art contest on creative shape and architectural solutions 2011. Central character will be the "Monitor of the Planet" as omniscient narrator of the World Ocean telling a story about life, earth and water. New educational programmes will be developed and visitors will be able to discover the "Planet Ocean" in various and interactive ways through aquariums, laboratories, exploratorium, a media center, café and shop. Rooms for school classes and conferences are also planned.

Picture: Model of the new museum building "Planet Ocean"





Online Campaign promotes eGuides

In July/August 2013, BalticMuseums 2.0 Plus started its online campaign for promoting the newly developed eGuide systems of the three museum partners. Visitors, who should be attracted to see the museums' exhibitions, can download vouchers for going on an eGuided tour for free. Two online marketing instruments - Facebook and Google AdWords - have been used to get the attention of potential visitors.

Starting the Facebook campaign

For the Facebook campaign target groups that shall be addressed have been defined and specified in a first step. Afterwards several Facebook ads have been created including a fangate to bring the visitors to "like" the BalticMuseums' fanpage. Finally, a landing page at www.balticmuseums.net with the voucher download has been interlinked with the fangate. Depending on the socio-demographic data of each Facebook visitor – a Facebook ad appears to be clicked on for entering the BalticMuseums Facebook fanpage. After the fanpage is "liked" and when following the download-link - the voucher can be downloaded from the landing-page.

Setting up the Google adword campaign

Using Google AdWords for a campaign is less targeted towards socio-economic target groups but rather depending on the keywords chosen. Therefore a long list of keywords was defined to be entered into Google AdWords, and several Google ads have been created and linked with the key words. The success of different keywords and different ads were subject to A/B testing. People interested in learning more about e.g. sea museums only need to type in word phrases into the search-engine 'Google', which define what they are looking for. A list of Google ads appears in a specific ranking depending on the money spent for this keyword compared to the competitors spending for the same keyword, a so called bidding procedure. Having clicked on the ad, visitors will reach the landing page with the voucher download. Vouchers include a free rental of an eGuide and a small present.

Results so far

Up to now, two of the three museums - Nautineum Stralsund and the Lithuanian Sea Museum – have realised the online campaigns. The Gdynia Aquarium will follow soon. Yet this campaign led to several hundred new facebook fans and download of vouchers. An increase is to be expected as the online campaign will last until May 31, 2014.

Lessons learned

First conclusions can be drawn. Ten different ads per museum have been tested discovering that the rates to click on differed a lot. It was detected that ads including the words 'gifts' and 'vouchers for free' were most successful, whereas other ads with a poor click-through-rate had to be turned-off. Not only the ad-texts should be improved in the future to increase the click-through-rates and conversions, but also the quality and diversity of incentives to meet the interest of visitors need to be enhanced. It is important that the advertised product is good and convincing and that the landing page gives a clear picture of what the ad promised. Furthermore, the landing-pages should be redesigned, so that visitors will not be distracted from actual targets. Too much additional information on the landing-page, like other menu-tabs and sidebars should be avoided, which lead to the fact that visitors click other links but not the download-button. The amount of downloaded vouchers appeared to be no real conversion, but the cashed-in vouchers by visitors and their family members & friends are found to be considered as real success. For that reason the technical realization of measuring conversion precisely should be mandatory. Last but not least, there are also non-measurable marketing effects like awareness-raising for a product or service, image improvement and building-up a community of Facebook-fans.



Picture: Fangate area from where the landing page can be reached in order to download the eGuide voucher of the Lithuanian Sea Museum



Picture: Landing-Page for the voucher download of the Nautineum Stralsund on Balticmuseums.net



Picture: Voucher print-out of the Nautineum Stralsund



Mini-Call application approved

BalticMuseums 2.0 Plus' mini-call application for geographical enlargement of activities especially to Sweden has been approved by the Monitoring Committee Meeting of the South Baltic Programme. The mini-call project is a prolongation of BalticMuseums 2.0 Plus and will start 1st of June 2014. The project team will be enhanced by the Swedish Naval Museum as a new project partner and further associated organizations, such as the Gotland Museum in Sweden, the Zoo Wroclaw in Poland and the Tourist Board Mecklenburg-Vorpommern in Germany.

New activities are:

- transfer of know-how to Sweden
- eGuide Lab events at all museums
- re-launch of joint online advertising campaign

The additional budget applied for amounts to 59.900 Euro (= ERDF-funding: 49.660 Euro). The mini-call project gives the opportunity to continue the cooperation, to exchange know-how and to disseminate project results.

eGuide: Structure & Content Management System

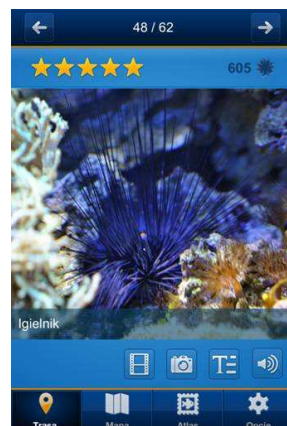
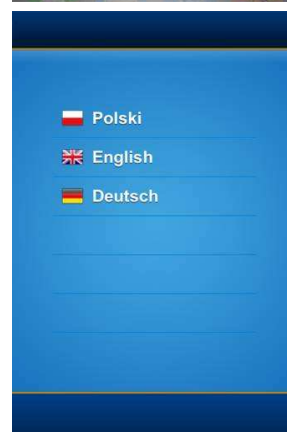
The eGuide system

As of now, the Gdynia Aquarium offers its newly developed eGuide to the visitors. It is a tailor-made app matching the needs of kids and adults in three languages – Polish, German and English. Especially kids shall discover their joy of learning when exploring the museum in a playful way. For that reason, exciting quizzes and challenging riddles as well as physical exercises can be expected on the eGuide's "kids tour". It really works. Kids, who tried it out, had lots of fun and learned a lot. The app will be available at the app-store soon.

At the end of each tour, there is an electronic questionnaire for the visitors to value the eGuide tour. The answers are directly transferred to the content management system of the eGuide, where the results can be viewed by the museum and extracted as an excel file.

About the content management system of the eGuide

The content management system (CMS) "behind the scenes" of the eGuide allows the museum to do versatile adaptations itself. Thus, the museum can create and name new tours to be experienced by the visitors. At all times, it can not only edit its existing tours by changing the names of the tour and icons, but also modify the points of interest (POIs). As the museum has access to the results of the visitor's assessment on how visitors use and grade the eGuide - photos, videos, texts, etc. of each POI of existing tours can be upgraded and put in different order if necessary. Also new POIs can be added and changed, and new positions on the map, floor number and POI number can be set. It is also possible to change static texts of the device, like museum & project information. If the museum wants to concentrate on more target groups from abroad - other languages can be added into the system. The flexibility of the system is a great advantage, which enables the museum to always adjust to the desires and needs of the visitors and to update its tours in consideration of its museum's collection.



Pictures: screenshots of the official eGuide menu of the Gdynia Aquarium



Project at the European Cooperation Day 2013

During the European Co-operation Day on September 18, 2013 - around 400 young people from Denmark, Lithuania and Poland at the ages 12-19 visited multiple exhibitions of European cross-border projects at the Pomeranian Science and Technology Park in Gdańsk. As the event was dedicated to the tagline "Catch the South Baltic winds in your sails, explore, discover, get inspired!" - South Baltic projects have accomplished colorful and appealing presentations accompanied by artistic installations, performances, augmented reality, virtual tours, eLearning, electronic visitor-guidance system (eGuide), interactive games, demonstrations, screenings, hands-on experiments and lectures.

Gdynia Aquarium, part of the National Marine Fisheries Research Institute (NMFRI), presented the concept and some products of the projects BalticMuseums 2.0 as well as BalticMuseums 2.0 Plus. They took school students through a virtual museum tour located at the Online Information Platform (OIP) and presented the BalticMuseums 2.0 Gdynia Aquarium promo-movie. The most joyful part of the presentation was exploring the OIP Kid's Zone by playing games and discovering the bright Undersea. The NMFRI Gdynia Aquarium introduced their newly developed eGuide to the school students and gave them the opportunity to test the eGuide devices themselves and to enjoy the Gdynia Aquarium adults' and kids' tours. Although the time of the presentation units were very short (only fifteen minutes per unit), the fragments of both tours were joyfully received.

Calendar & Info

1 eGuide kick-off in Gdynia
On the 25th of September 2013 - the Gdynia Aquarium officially presented their eGuide to the head representatives of the Pomeranian environmental organisations and the press.

2 TIP: Museums that inspire
Copernicus Center
⇒ the biggest edutaining institution in Poland with an area of 20.000 m² with interactive exhibits that one can touch. It brought a new way of thinking about education in Poland



www.copernicuscenter.edu.pl

Chopin Museum
⇒ one of the newest museums in Warsaw and known as the most multi-medial. The tools used for presenting Chopin art and his life have been very inspiring with regards to make exhibitions more multi-medial & visitor-friendly



<http://chopin.museum/en>

3 Next project meeting
The next meeting is planned in Gdansk, Poland in February 10-14, 2014.

Picture (right) by South Baltic Programme: youngsters exploring OIP Kid's Zone

Picture (left) by Gdynia Aquarium: young students on a virtual museum tour



BM 2.0 Newsletter

Editor: Katharina Parchmann
katharina.parchmann@animare.net

Responsible publisher:
Prof. Dr. Michael Klotz
michael.klotz@balticmuseums.org

Address:
Stralsund University of Applied Sciences
Stralsund Information Management Team
Zur Schwedenschanze 15
D-18435 Stralsund

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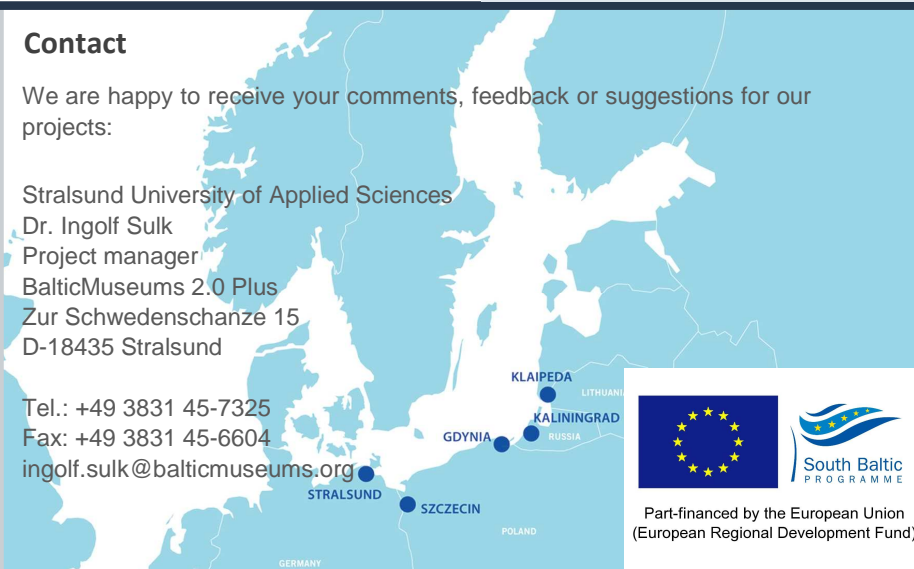
www.balticmuseums.org
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Contact

We are happy to receive your comments, feedback or suggestions for our projects:

Stralsund University of Applied Sciences
Dr. Ingolf Sulk
Project manager
BalticMuseums 2.0 Plus
Zur Schwedenschanze 15
D-18435 Stralsund

Tel.: +49 3831 45-7325
Fax: +49 3831 45-6604
ingolf.sulk@balticmuseums.org



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