



Wildlife Photographer of the Year Marketing Communications Plan

Student ID: 4215905

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Market overview

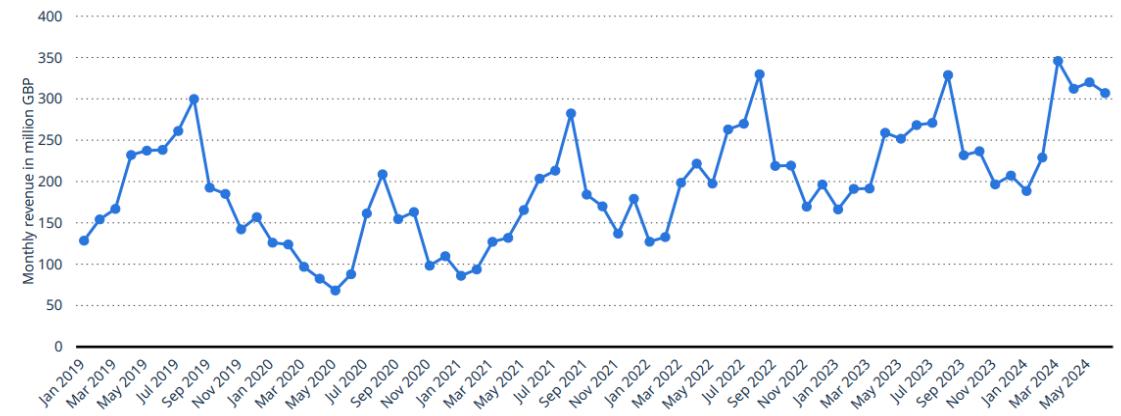
The Natural History Museum has steeply recovered from the decline in visitor numbers due to the COVID-19 pandemic.

The markets for both museums and photography are forecasted to gradually expand, indicating that Wildlife Photographer of the Year is likely to gain further traction and revenue in forthcoming years.

Seasonal trends in visitor numbers suggests July-August are peak timings to target consumers for promotional activities and exhibition activities.

Monthly revenue of libraries, archives, museums, and other cultural services in the United Kingdom (UK) from January 2019 to June 2024 (in million GBP)

Monthly revenue of libraries, museums, and cultural services in the UK 2019-2024



Number of visitors to DCMS-sponsored museums in England from 2019 to 2023, by museum (in 1,000s)

Number of visitors to government funded museums in England 2019-2023, by museum

	2019/2020	2020/2021	2021/2022	2022/2023
Tate Gallery Group	8264	591	3069	5993
Natural History Museum	5304	302	2469	5302
British Museum	5943	160	2045	4545
Science Museum Group	5007	360	2327	3812
National Gallery	5477	234	1177	3029
Victoria and Albert Museum	4082	130	1195	2727
National Museums Liverpool	3099	221	1389	2351
Royal Museums Greenwich	2760	111	926	2028
Imperial War Museums	2499	269	1113	1997
Royal Armouries	2180	137	815	1961
Horniman Museum	759	82	331	714
Wallace Collection	487	26	160	314

PESTLE analysis

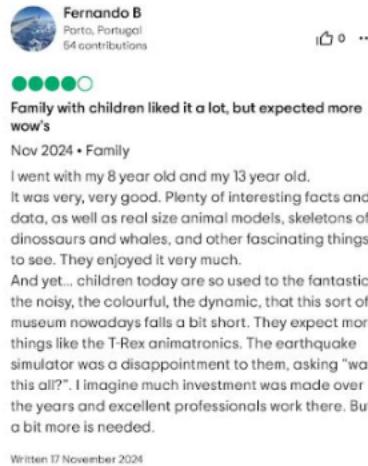
Social



- 'Compassion fatigue' is occurring - due to significant levels of negative news being broadcasted, people are seeking content and experiences that is less emotionally distressing and more enjoyable (Warc, 2024).
- Engaging with interactive, immersive, 'Instagrammable' experiences is a current social trend.
- There has been a shift in consumer attitudes with an increased focus on privacy, consumer control and an ethical internet affecting 85% of brands (Warc, 2022).

Visual 1: Wildlife Photographer of the Year has posted large amounts of content using shock and fear appeal on Instagram recently. This may negatively affect engagement. Positive emotional appeals should be prioritised.

Technological

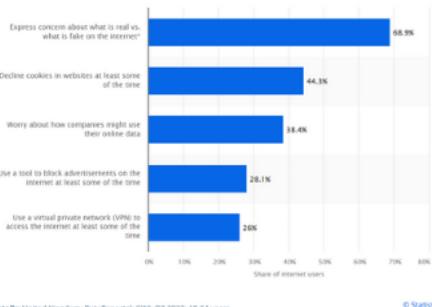


- According to Mintel (2022): UK visitor attractions should focus on technological innovations.
- Younger consumers show high interest in attending events using VR technology.
- Investment in websites, social media and virtual tours have become pivotal.

The museum offers VR experiences in the 'Visions of Nature' exhibition. This use of VR should be extended to WPY and the wider museum.

Visual 2: This online review of the Natural History Museum demonstrates the urgency of incorporating technological innovations into modern day museum experiences.

Legal



Legislation surrounding data protection and the ethical use of online data has strengthened. For example, GDPR regulations set out in 2020 has stated that museums and public organisations can no longer rely on 'legitimate interest' to collect data.

Consumers have also shifted their focus onto data protection and the ethical internet. For example, due to privacy concerns, consumers dislike seeing adverts based on previous searches (Mintel, 2024).

The Natural History Museum oversaturates social media pages with adverts after researching the museum.

Economic



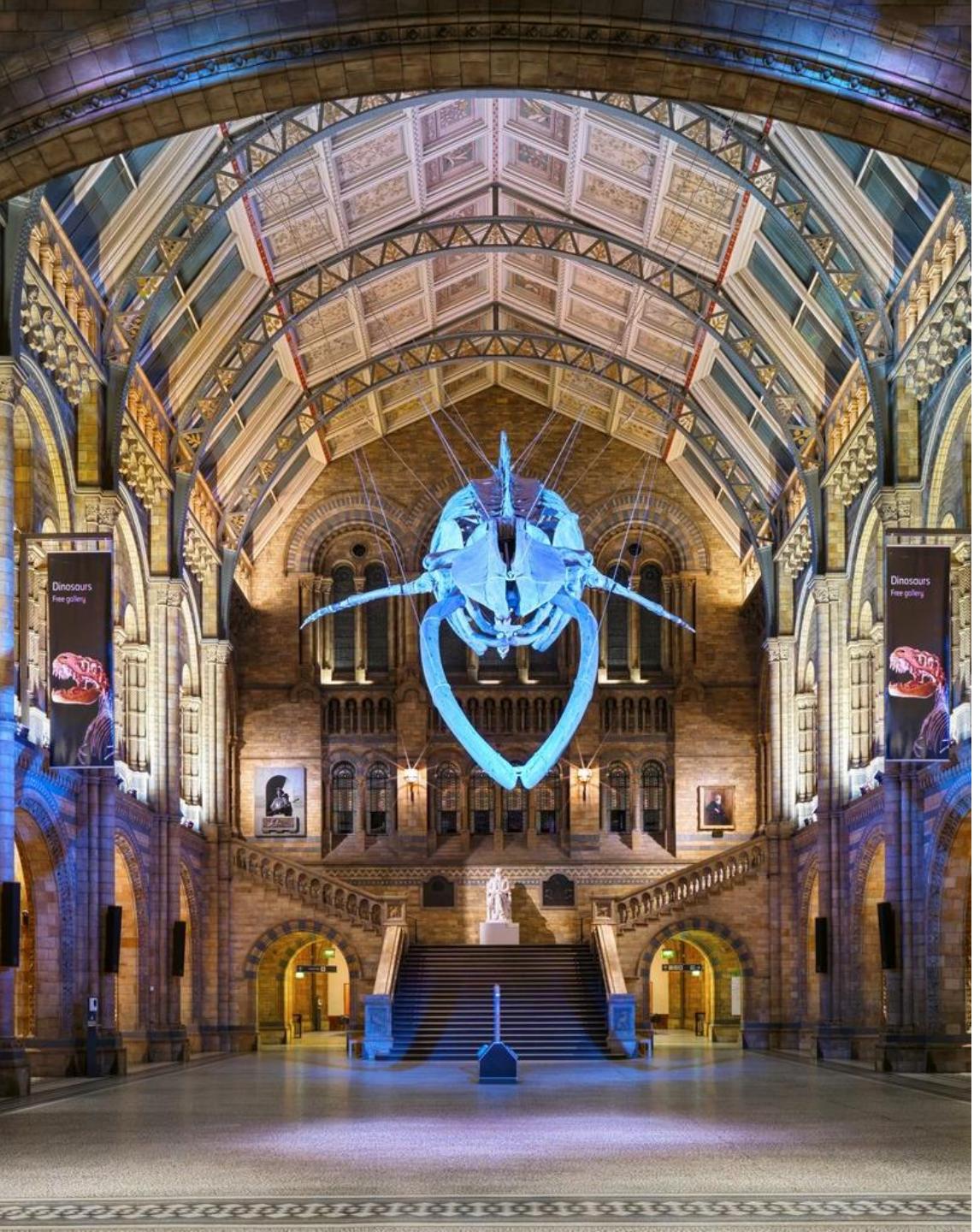
Visual 4: Wildlife Photographer of the Year emphasises discounted pricing.

According to Mintel (2022):

- Many UK consumers have stated reluctance to visit attractions due to price.
- 68% of consumers state entry price is an important factor when deciding which attraction to visit.
- Paid attractions need to explicitly emphasise discounted price offerings as visitors look for free or low cost exhibitions to visit.

Further factors to consider:

- 84% of brands reported the economic recession still impacts their marketing strategies (Warc, 2022).
- Lowered government funding due to economic turndowns mean organic and cost-effective marketing should be prioritised.



About the brand

After officially opening in 1881, the museum has grown to host millions of visitors each year. It is currently one of the most visited museums in the world (Statista, 2023).

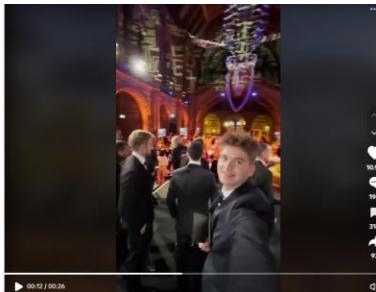
The museum's current strategic priorities include influencing consumers to become planetary advocates and reaching national and global audiences (NHM, 2023).

In 2023, the Wildlife Photographer of the Year exhibition held its "highest grossing in decades," and was visited by 170,000 people. This was the highest amount of visits in the history of the exhibition (NHM, 2023).

About the company's communications



Interactional model



Influencer model



Virtual word of mouth



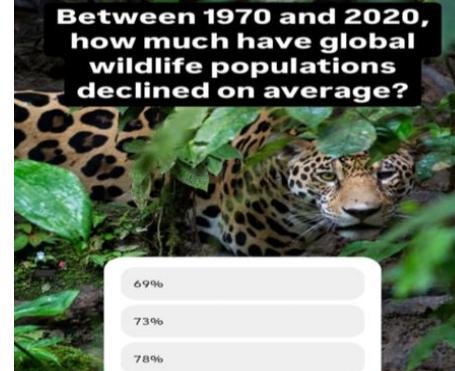
I visited the museum in October 2024 to visit the newly installed "wildlife photographer of the year" show (it gets updated annually). Entry to this show requires a paid ticket; the process of booking one online was easy.

The exhibit was excellent. The winning photographs are beautifully displayed, and alongside each photo there's explanatory text about the photographer and his/her process. Across the various categories one sees a great deal of the natural world and the animals within it. There are a couple of interesting short films, and a fun digital experience where you flip through ~25 images that have been nominated for an audience choice category and submit your vote.

Voluntary word of mouth



Managed word of mouth



Factual



Slice of life appeal

Informational appeals



Humour appeal



Sex appeal

Emotional appeals

Marketing communications models

Messaging strategies and appeals

About the company's communications



Animals



Colours



Nature



Lighting

Stimuli and cues

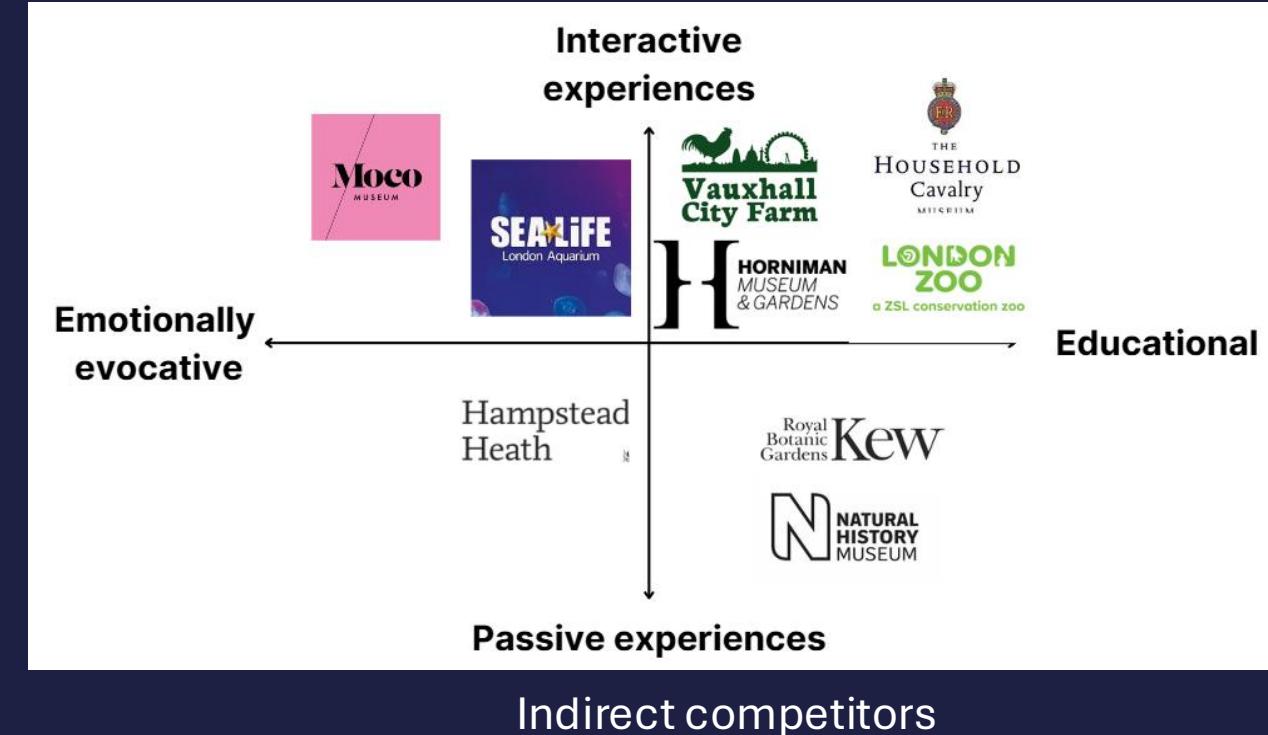
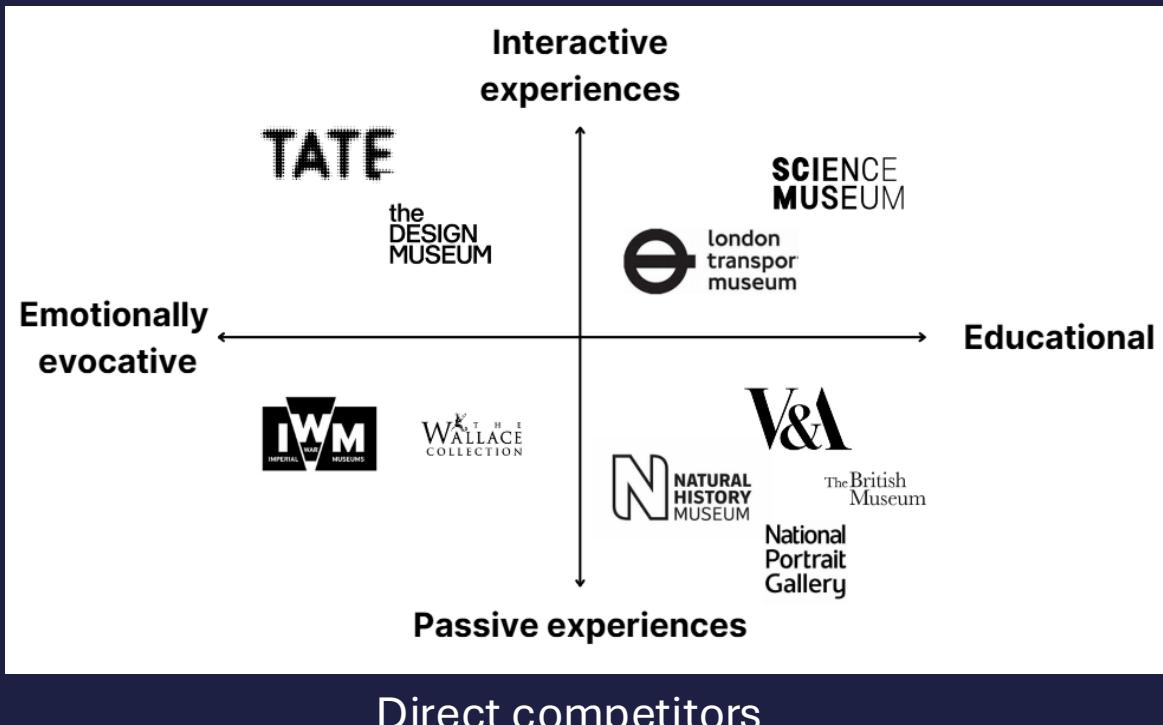
Paid

Owned

Earned

5.0 ★★★★★ · Review

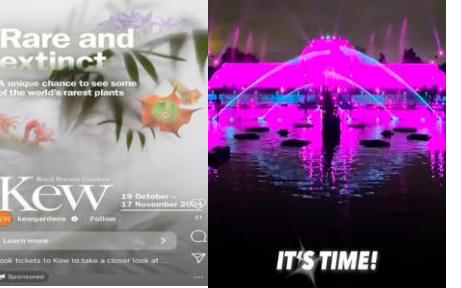
POEM model



Outlining the competitive environment

About competitors' communications

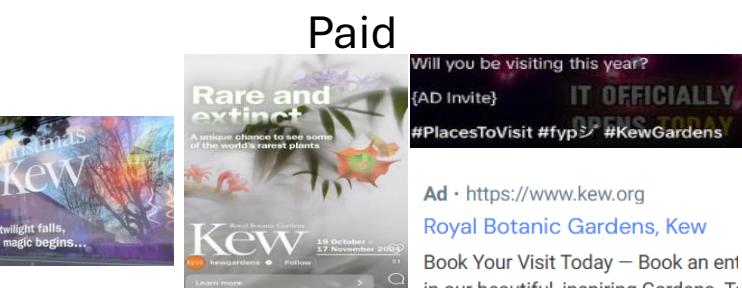
Competitor: Kew Gardens


Rare and extinct
A unique chance to see some of the world's rarest plants
Royal Botanic Gardens Kew
19 October - 17 November 2023
Learn more Book Tickets to Kew to take a closer look at...
IT'S TIME!

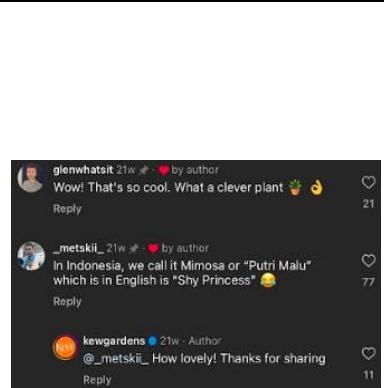
Colours and lighting


Original audio christmassmania3
Trending + 72.4K reels
Use audio

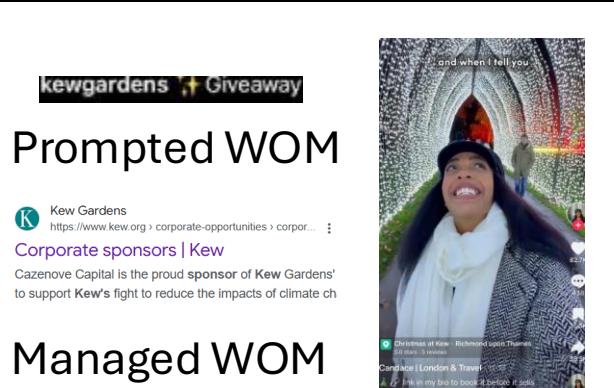
Nature **Trending audio**


Paid
Will you be visiting this year?
{AD Invite} IT OFFICIALLY OPENS TODAY #PlacesToVisit #fypS #KewGardens
Ad · <https://www.kew.org>
Royal Botanic Gardens, Kew
Book Your Visit Today – Book an ent in our beautiful, inspiring Gardens. The wonderful Gardens. Book an entry tir

POEM model


kewgardens Giveaway
Wow! That's so cool. What a clever plant 🌱👌
Reply
In Indonesia, we call it Mimosa or "Putri Malu" which is in English is "Shy Princess" 😊
Reply
kewgardens Author @_metski_ How lovely! Thanks for sharing
Reply

Prompted WOM

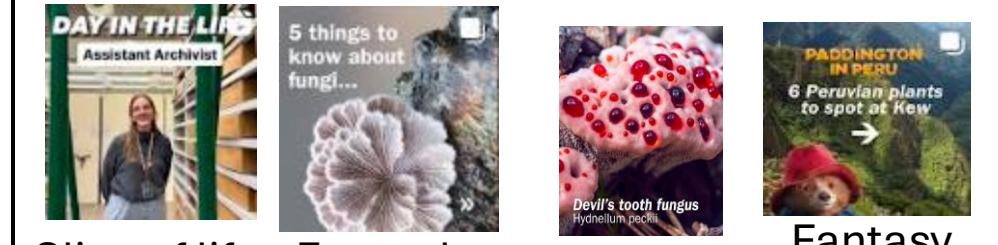

Kew Gardens
<https://www.kew.org/corporate-opportunities>
Corporate sponsors | Kew
Cazenove Capital is the proud sponsor of Kew Gardens' to support Kew's fight to reduce the impacts of climate ch

Managed WOM


Christmas at Kew - Richmond upon Thames
Cazne | London & Travel
I'm in my best to keep up with you all

Influencer model

Marketing communications models


Owned
Our future is botanic
Plants and fungi are vital to the future of food, clean air and medicine. We're fighting against biodiversity loss to save life on Earth.
Discover the power of plants
Earned
Kew Gardens
<https://www.kew.org/corporate-opportunities>
Corporate sponsors | Kew
Cazenove Capital is the proud sponsor of Kew Gardens' to support Kew's fight to reduce the impacts of climate ch
Kew Ambassadors
Rosental
Cate Blanchett
Dame Judi Dench C.H., D.B.E.
4.5 ★★★★★ (9,353)

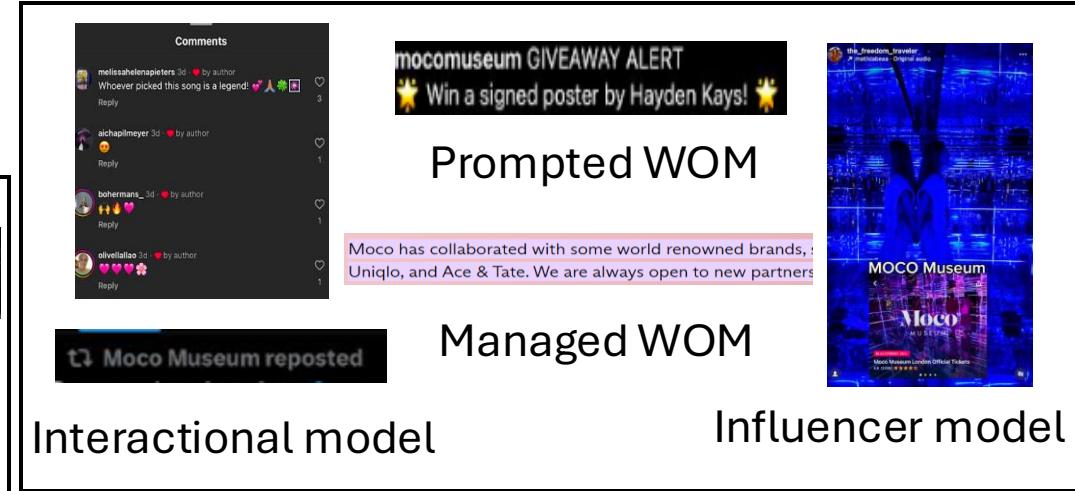
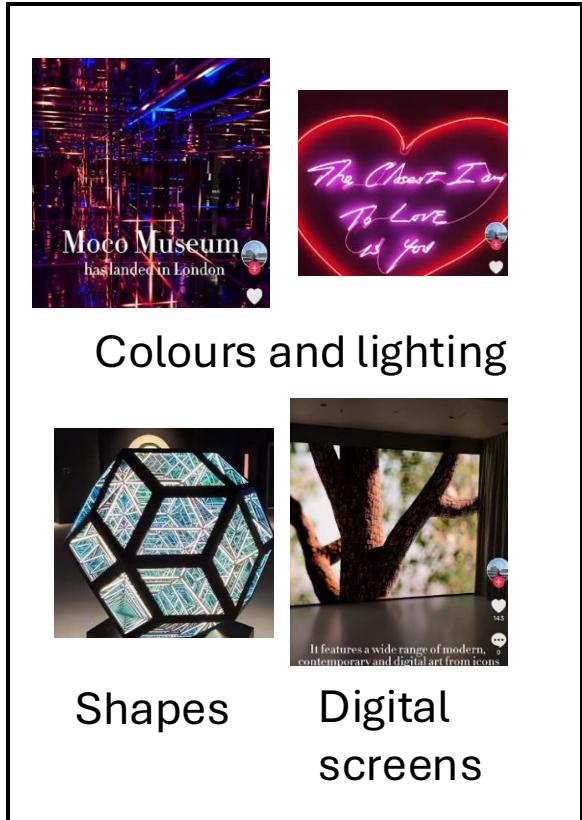
Stimuli and cues

Slice of life **Factual appeal** **Fantasy** **Guilt**
Informational appeals **Emotional appeals**

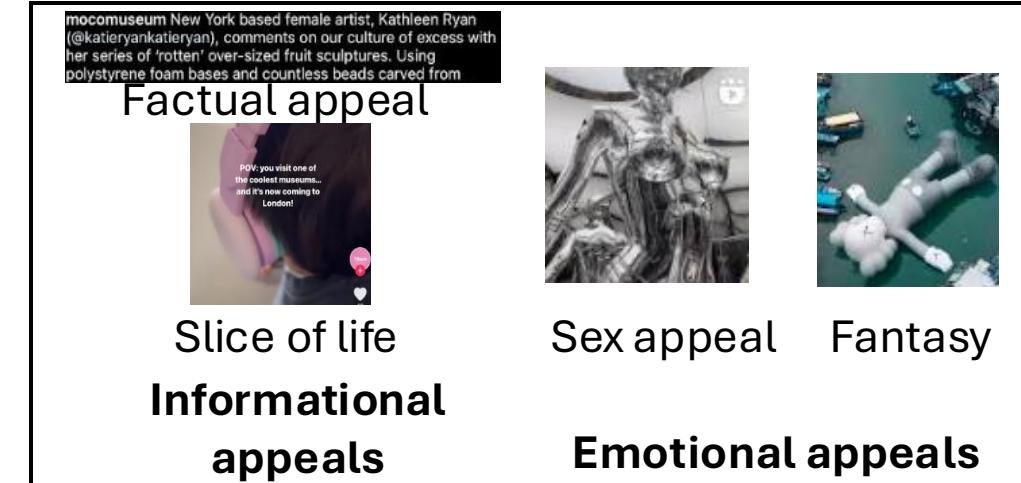
Messaging strategies and appeals

About competitors' communications

Indirect competitor: Moco Museum London



Marketing communications models



Messaging strategies and appeals

Current audience

Here is a buyer persona aiming to represent the current audience that primarily attends the Wildlife Photographer of the Year exhibition.

Key facts about this buyer persona:

- Prefers educational appeals
- Classed as a 'Knowledge Seeker' and 'Innovator'
- High education and disposable income
- Seeks experiences which reflects sophistication



Mark Hemsworth

I am an Audit Senior Associate at PWC in London. I spend my free time visiting private art exhibitions, museums, private dining venues and engaging with luxury travel experiences.

Age: 39 years old

Income: £65,000/annum

Occupation: Audit Senior Associate

Location: London

Marital status: Single

Education: BSc Hons

Segment type: Knowledge Seeker / Innovator

WEBOGRAPHICS

AS SUGGESTED BY HOOTSUITE SOCIAL TRENDS, 2022:

- Mark spends an average of 6 hours, 41 minutes using the internet daily (Hootsuite, 2022). He uses the internet to stay up to date with news and events, research how to do new things, consume educational content and manage finances.
- He is part of the 46.7% of 39 year old males who watch educational videos weekly (Hootsuite, 2022).
- He spends 2 hours, 15 minutes on social media daily (Hootsuite, 2022). Purposes of using social media include contacting friends and family, reading news stories, work-related networking and connecting with good causes (Hootsuite, 2022).
- He is part of the 42.2% of 39 year old males who use social media to research brands.
- The devices he owns include iPhone 16 Pro Max, Macbook Pro, Smart TV, Apple Watch, Alexa, his work phone and more...

TASTES AND HOBBIES



VISITING ART EXHIBITIONS



FINE DINING



CONTACTING FRIENDS AND FAMILY ONLINE



VISITING MUSEUMS



INTERNATIONAL TRAVEL

Mark finds new hobbies and interests, including places to visit, through:

- Articles
- TV programmes
- Features in magazines and newspapers
- Social media
- Online courses
- Online blogs

(Mintel, 2023)

As an employed 39 year old man, he spends an average of 8.8 hours each day on entertainment, socialising, and other free time activities (ONS, 2023).

PSYCHOGRAPHICS AND PURCHASE MOTIVATIONS

Based on his audience segment of being a knowledge seeker and innovator, Mark's purchase motivations include:

- Reflecting his social status through indulging in upscale, niche products and experiences such as Wildlife Photographer of the Year.
- He seeks experiences which reflect his social standing and sophistication.
- He seeks to further his knowledge and cultural understanding as widely as possible.

As a Knowledge Seeker and Innovator, he engages with cognitively stimulating and educational experiences.

PAIN POINTS AND CHALLENGES:

As a Knowledge Seeker, content that is high in emotional value does not significantly capture his attention or prompt interest. Instead, he prefers a primary focus on the educational values of experiences.

For Mark, the role of emotions is to add depth to experiences in a way that enhances his understanding and connection with issues. Whilst this is the case, advertising should have a rational appeal to capture his interest.

PREFERRED BRANDS

Museums: Natural History Museum, British Museum

Entertainment: Networking events at London Hilton on Park Lane, dining at the Shangri-La, shopping at Ralph Lauren

PREFERRED CHANNELS



As evidenced through Hootsuite reports (Hootsuite, 2022), Mark primarily uses LinkedIn, Instagram, Facebook, X, WhatsApp and Telegram. Furthermore, he uses in-store shopping, online blogs and reviews.

S

Strengths

- Last year, WPY had the “highest grossing in decades” (NHM, 2024).
- WPY content is humorous and has sparked conversations online.
- WPY is featured in a wide range of press releases.
- 89% of visitors would recommend the NHM (Statista, 2023).
- WPY social media accounts are very interactive with followers.

Weaknesses

W

- Marketing efforts don’t spark interest or emotional connections with diverse audiences.
- Oversaturated social media adverts can lead to advertising fatigue
- Students have reacted negatively to WPY social media adverts.
- High bounce rate and shorter visit durations on website compared to competitors.

SWOT Analysis

O

Opportunities

- Museums have identified increasing use of interactive elements such as AR, VR, sound spatialisation and 3D elements as priorities (Mintel, 2021).
- Highlighting social media worthy photo-taking opportunities may increase appeal of the exhibition to younger demographics.

Threats

T

- Increasing competition from multisensory, immersive exhibitions who target the same audience.
- Consumers are actively avoiding experiences which may prompt sadness or distress.
- Museums offering free or low cost experiences pose significant threats.
- Low attention economy is affecting consumer engagement (Warc, 2024).
- Decreased museum funding from DCMS.

Marketing objectives

Here are objectives in line with the client's goal of increasing off-peak ticket sales by targeting weekday attendance among the primary demographic (adults aged 25-34) in London and the South-East.

- **Attention:** Increase the reach of Wildlife Photographer of the Year content by 20% across Meta and TikTok by February 2025.
- **Interest:** Increase audience engagement with Wildlife Photographer of the Year content by achieving 10,000 QR code scans within 8 weeks.
- **Desire:** Attain a 12% click-through rate on email campaigns promoting student and off-peak discounts by March 2025.
- **Action:** Drive 10,000 off-peak ticket sales and 700 new email memberships through offline and digital advertising by June 2025.



Messaging strategy

'Out of Sight, Out of Mind'

My campaign aims to address the disconnect between urban populations and wildlife. This will spark ticket sales and wider engagement with wildlife-related themes.

- Increases ticket sales
- Targets new audiences
- Primary focus on Londoners
- Changes consumer behaviour
- Sparks connections and conversations



Tactics: platforms and channels

Here are the tactics I will use to achieve my campaign.



Bus adverts



Geo-targeted social media adverts,
including competition



Pop up cafe



Working with PR, influencers,
affiliates and corporate sponsors



Interactive
billboards



Personalised
email newsletters



Miniature wildlife
statues across London



Developing a brand narrative

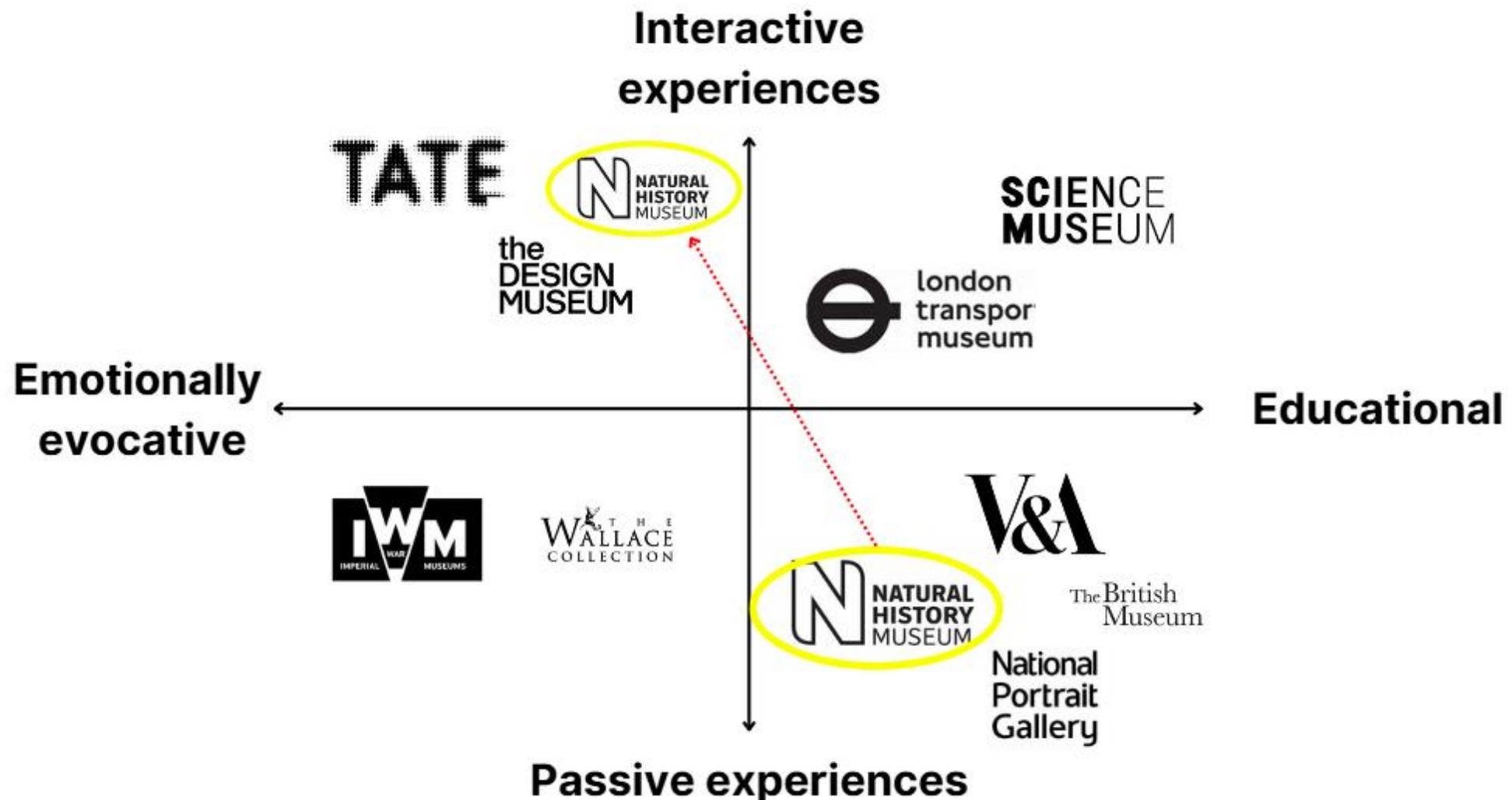
The following factors have been considered and has been discussed in the notes section:

- Brand narrative
- Brand essence
- Brand promise
- Brand meaning
- Brand core values
- Brand elements



'Wonder what that's about?

Repositioning strategy

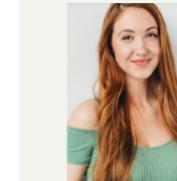


New targeted audience

‘Highly Social’ consumers and ‘Experiencers’ should be targeted as they are able to “Spark connections and conversations” when engaging with experiences. They are likely to share the exhibition and their experiences with friends and family through word of mouth, alongside on social media.

This buyer persona meets the client brief by:

- Targeting a younger audience
- Targeting more diverse demographics in terms of income and audience segments
- Targets Londoners working in central locations and so able to visit exhibition between 10am – 6pm.



Olivia Tailor

I am a training Account Manager at a leading fashion boutique in London. I spend my free time socialising with friends at restaurants, going to the gym and visiting music venues.

Age: 25 years old

Income: £32,000/annum

Occupation: Account Manager

Location: London

Marital status: Single

Education: BSc Hons

Segment type: Highly Social / Experiencer Consumer

WEBOGRAPHICS

AS SUGGESTED BY HOOTSUITE SOCIAL TRENDS, 2022:

- Olivia spends an average of 7 hours, 16 minutes using the internet daily (Hootsuite, 2022). She uses search engines to find activities for a day out (Mintel, 2023) and find information. She also uses the internet to watch the news and stay up to date with events.
- She is part of the 47.3% of 25 year old females who watch educational videos weekly (Hootsuite, 2022).
- She spends 2 hours, 50 minutes on social media daily (Hootsuite, 2022). Purposes of using social media include socialising with friends and family, filling spare time, identifying trending content, finding online communities and connecting with good causes (Hootsuite, 2022).
- Olivia is part of the 48.4% of 25 year old females who use social media to research brands.
- The devices she owns include iPhone 14, Lenovo laptop, Apple Watch and more...

TASTES AND HOBBIES



Olivia finds new hobbies and interests, including places to visit, through:

- Social media posts
- TV programmes
- Features in magazines and newspapers
- Online courses
- Online blogs

PSYCHOGRAPHICS AND PURCHASE MOTIVATIONS

Her characteristics resemble a Highly Social consumer as she seeks interactive, social experiences. She also shows traits of an Experiencer, including spending a high amount of her disposable income on fashion, socialising and entertainment.

Based on data from Mintel (2023), Olivia's purchase motivations include:

- Keeping her mind active (shared by 63% of UK population)
- Managing stress (shared by 44% of the population)
- Adding greater purpose to her life (30%)
- Escaping from negative news stories (26%)
- Improving her social life (21%).

PAIN POINTS AND CHALLENGES:

Following the pandemic, Olivia avoids emotionally distressing online content and experiences (Warc, 2024).

Alongside 68% of consumers, Olivia dislikes brands that post boring and repetitive content. Olivia struggles to engage with content or exhibitions that lack interactive elements, social-media-worthy photo opportunities, and the ability to socialise.

PREFERRED BRANDS

Museums: Natural History Museum, Tate, Moco Museum

Entertainment: Bar at One, Pure Gym, National Theatre

PREFERRED CHANNELS



As evidenced through Hootsuite reports

Media classification by source:

<h2>Paid</h2>     <p>Bus advertising</p> <p>Ad · https://www.nhm.ac.uk Natural History Museum</p> <p>Digital and display adverts</p>	<h2>Owned</h2>  <p>Social media</p>   <p>Personalised email newsletter</p> <p>Website</p>
<h2>Earned</h2>  <p>Working with PR, influencers, affiliates and corporate sponsors</p>	<ul style="list-style-type: none"> - Bus adverts - Billboards - Pop-up cafe - Miniature statues <ul style="list-style-type: none"> - Working with PR, influencers and affiliates - Geo-targeted social media adverts - Working with influencers and affiliates <p>A range of Interactive media</p> <p>(Fill and Turnbull, 2019)</p>

POEM model

The customer journey

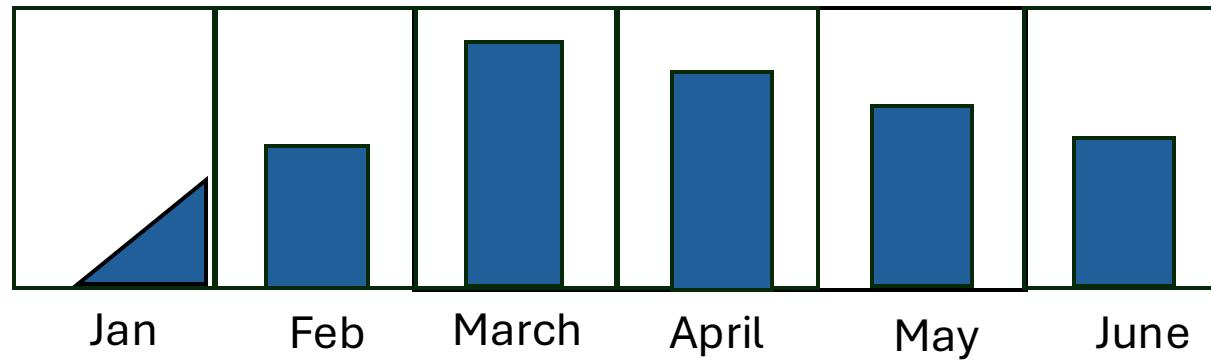


Here is an example of the new buyer journey following the AIDA model with the proposed tactics.



Media pattern

A pulsing, continuous media pattern will be used in this campaign. Pulsing indicates there are periods with higher promotional efforts, ensuring the audience is engaged continuously and the organic buzz surrounding the exhibition is maintained.



Duration and cost

Here, the campaign's promotional activity duration has been outlined and the £40,000 budget has been distributed using a Gantt chart.

	Jan	Feb	Mar	Apr	May	Jun	Cost ££
Win 'Night at The Museum' social media competition							£2,000
Bus advertisements							£5,000
Interactive billboards							£5,000
Statues throughout London							£6,000
Pop-up cafe							£7,000
Email campaigns							£5,000
Working with PR, affiliates & sponsors							£5,000
Geo-targeted social media and digital ads							£5,000



Campaign tracking

Personalised email campaigns:

- Open rates, click through rates, unsubscribe rates

Pop-up café:

- Unique QR code tracking links, social listening tools, foot traffic

Interactive billboards:

- Page views and bounce rate on unique tracking links

Instagram adverts:

- Engagement rate, reach, follower count

Buses:

- Reach, focus groups, QR code tracking

PR, influencers, affiliate sales:

- Engagement rate, website referral traffic

Statues featuring the '#WPY60#

- Reach, social listening tools, focus groups

Campaign tracking

Influencers:

- Engagement rate, link clicks to By Rotation website, number of unique referrals.

Posts featuring the '#AnyOccasionByRotation'

- Reach, social listening tools, focus groups.

Emails:

- Open rates, click through rates, unsubscribe rates.

Audience sentiments following the event:

- Social listening tools, By Rotation reviews.

Meta advertisements:

- Engagement rate, reach, follower count.

Press and media releases:

- Number of published articles, amount of website referral traffic, improvements to SEO ranking due to increased quality backlinks.

Changes to By Rotation's website and social media:

- Bounce rate, website visits, number of visits to dedicated landing page for pop-up event.
- Increased reach, followers, and impressions on social media.

References

Thank you for listening to my presentation
and the opportunity to work with the
Natural History Museum – how incredible!

References can be found in notes.



Appendix 1

 **Fernando B**
Porto, Portugal
54 contributions

0 ...

Family with children liked it a lot, but expected more wow's

Nov 2024 • Family

I went with my 8 year old and my 13 year old. It was very, very good. Plenty of interesting facts and data, as well as real size animal models, skeletons of dinosaurs and whales, and other fascinating things to see. They enjoyed it very much. And yet... children today are so used to the fantastic, the noisy, the colourful, the dynamic, that this sort of museum nowadays falls a bit short. They expect more things like the T-Rex animatronics. The earthquake simulator was a disappointment to them, asking "was this all?". I imagine much investment was made over the years and excellent professionals work there. But a bit more is needed.

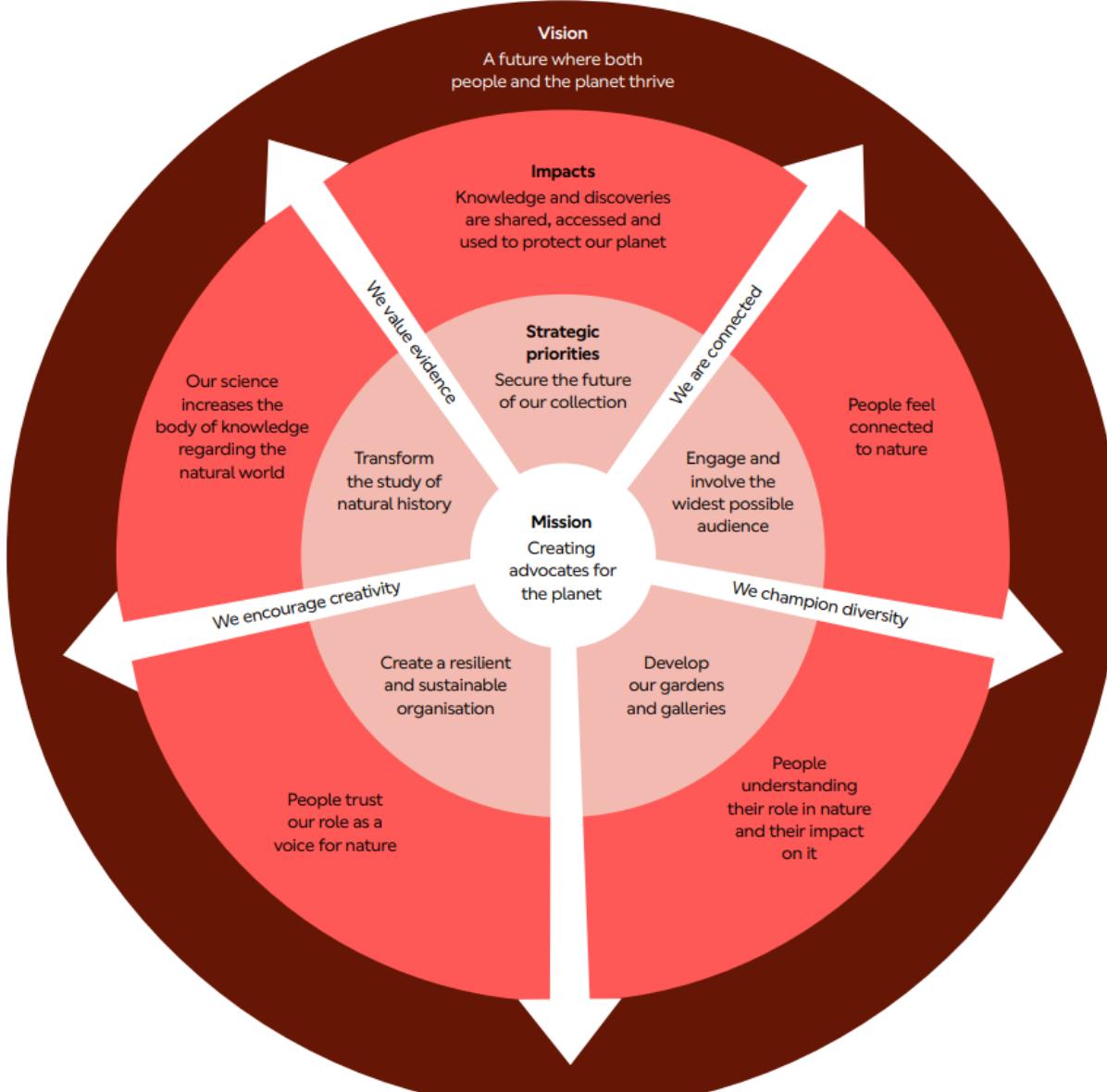
Written 17 November 2024

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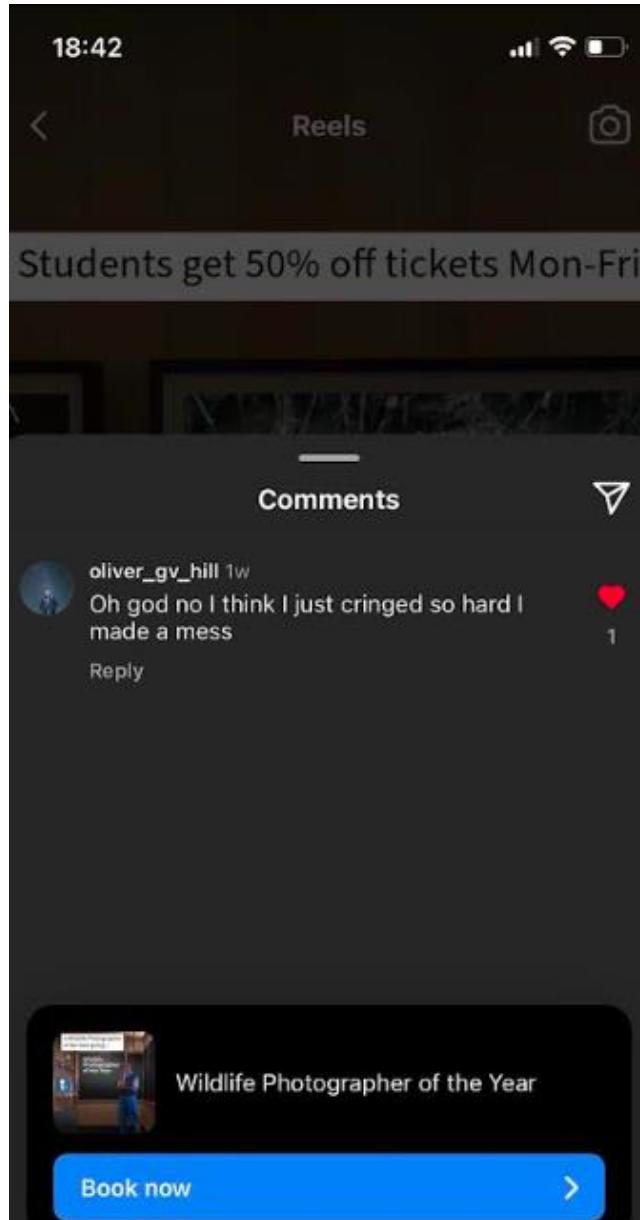
 **Natural History Museum** ...

Hi there, thank you for taking the time to leave a

Appendix 2



Appendix 3 1



Appendix 4

