

the strong
NATIONAL MUSEUM OF **PLAY**

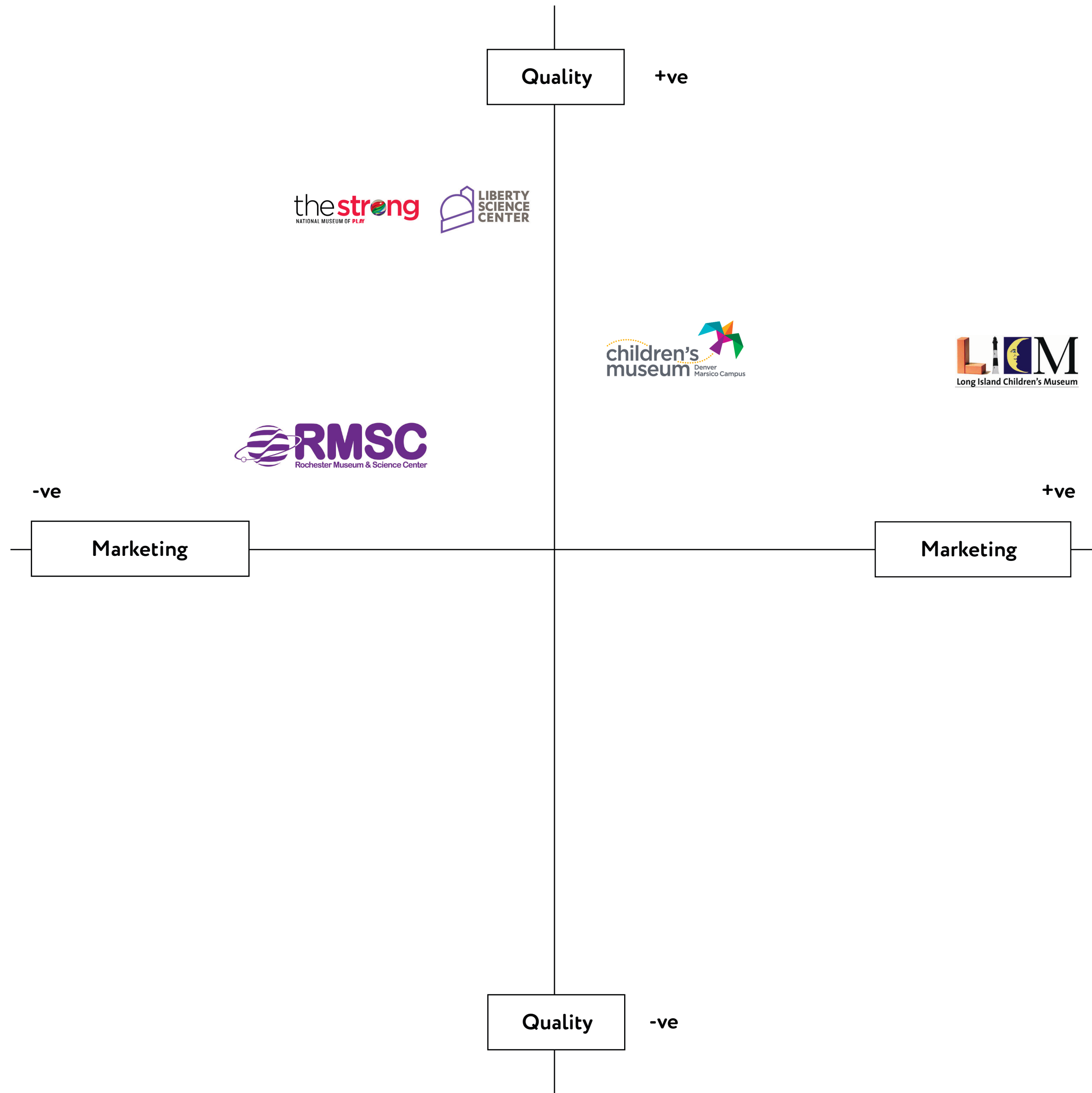
Strong Museum of Play

Design Strategy



Competitors

Brand Name	Strengths	Weaknesses	Key Takeaways
Strong National Museum of Play	<p>One of the most renowned museums in USA.</p> <p>Most comprehensive collection of toys.</p> <p>Good customer reviews in terms of service & the exhibitions.</p>	<p>Absence of a cohesive design language.</p> <p>Lack of communication with the outside world through social media.</p>	<p>Strong Museum of Play has a well built up reputation among the museums list. It has a variety of exhibitions & programs wwhich help it stand out as one of the finest. The content posted on its channels is informative. It lacks the right channeling in terms of the visual context to connect with more audience and potentially cater to them. It lacks a strong & definitive brand identity which could stand for what they are.</p>
Childrens Museum, Denver	<p>Multiple choices for interactive events/exhibits for children.</p> <p>Unique approach towards allowing customised personal events.</p>	<p>Mixed customer reviews in terms of the service and exhibits.</p>	<p>Childrens Museum Denver has a good balance of exhibits & workshops for children and adults both. They do pose a concern with some of the customer reviews. They have a very good visual language and definitely showcase on their website which reflects their mission & values through a unique visual language.</p>
Liberty Science Center	<p>Presence of museum exhibitions, live animal collection, 3D theater, aquarium, hurricane and tornado fore wind simulators & a planetarium.</p>	<p>Exorbitant pricing.</p>	<p>Liberty Science Center has a plethora of activities planned for the entire family not just the children. They have various activities which would make everyone in the family engaged in something. Good social media presence with a good labelled out identity except following that into a visual language. It is priced high which puts some customers off.</p>
Long Island Childrens Museum	<p>Focus on the uplifting and encouragement of children specifically through exhibits.</p> <p>A beautifully laid out visual language through the website yet lacks character in the identity.</p>	<p>Brand Identity.</p>	<p>Long Island Children Museum has a definitive approach towards working for the upliftment of children through their informative & attractive exhibits. It has a purpose driven approach. Their website definitely resonates the same kind of feeling which connects to the audience which would invite more interaction with their materials.</p>
Rochester Museum & Science Center	<p>A science focused museum.</p> <p>Programs which apart from the exhibits focus on developing interaction between students.</p>	<p>Price for the exhibits.</p>	



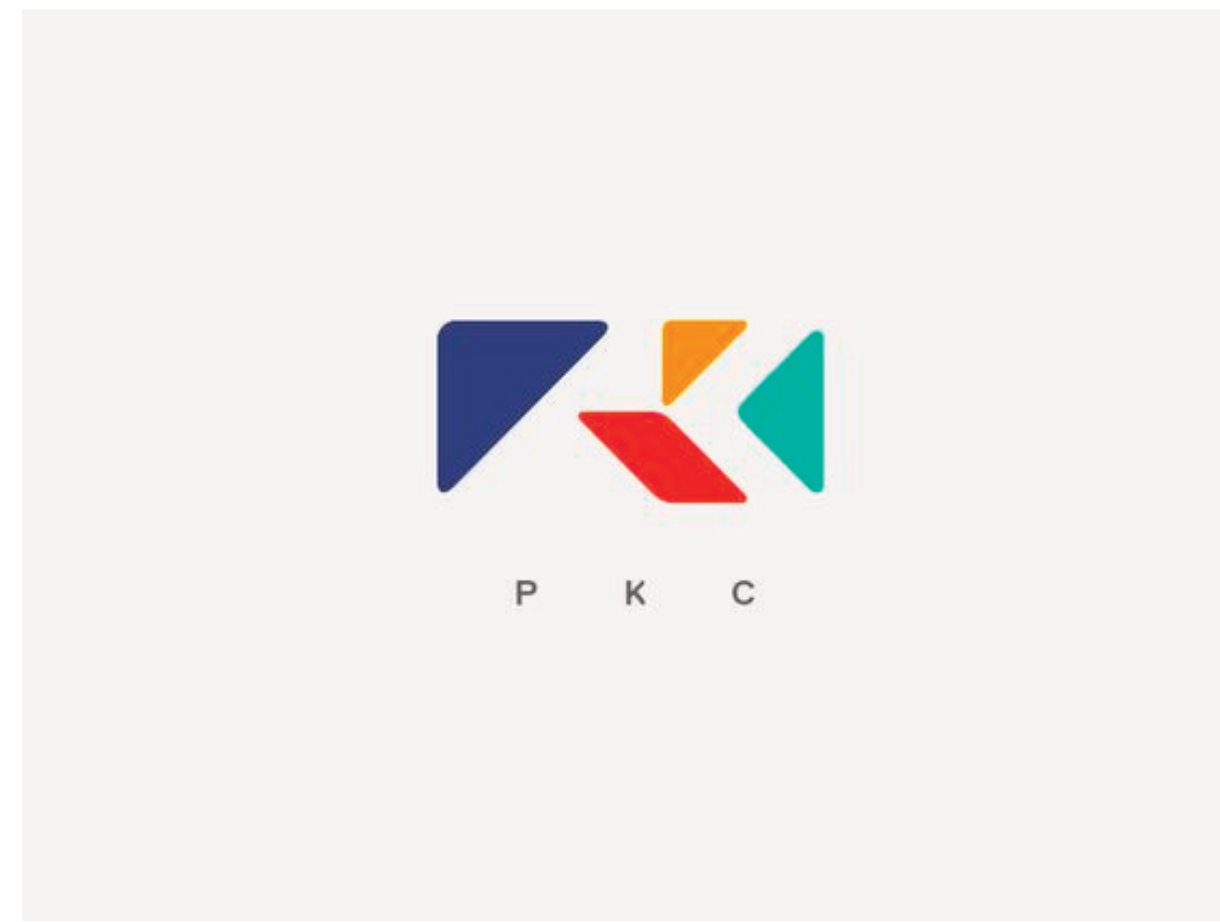
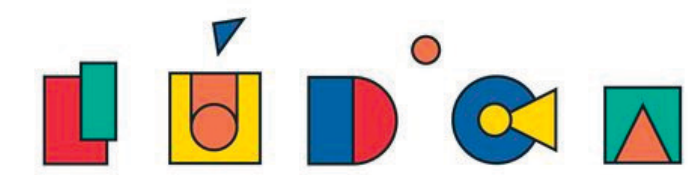
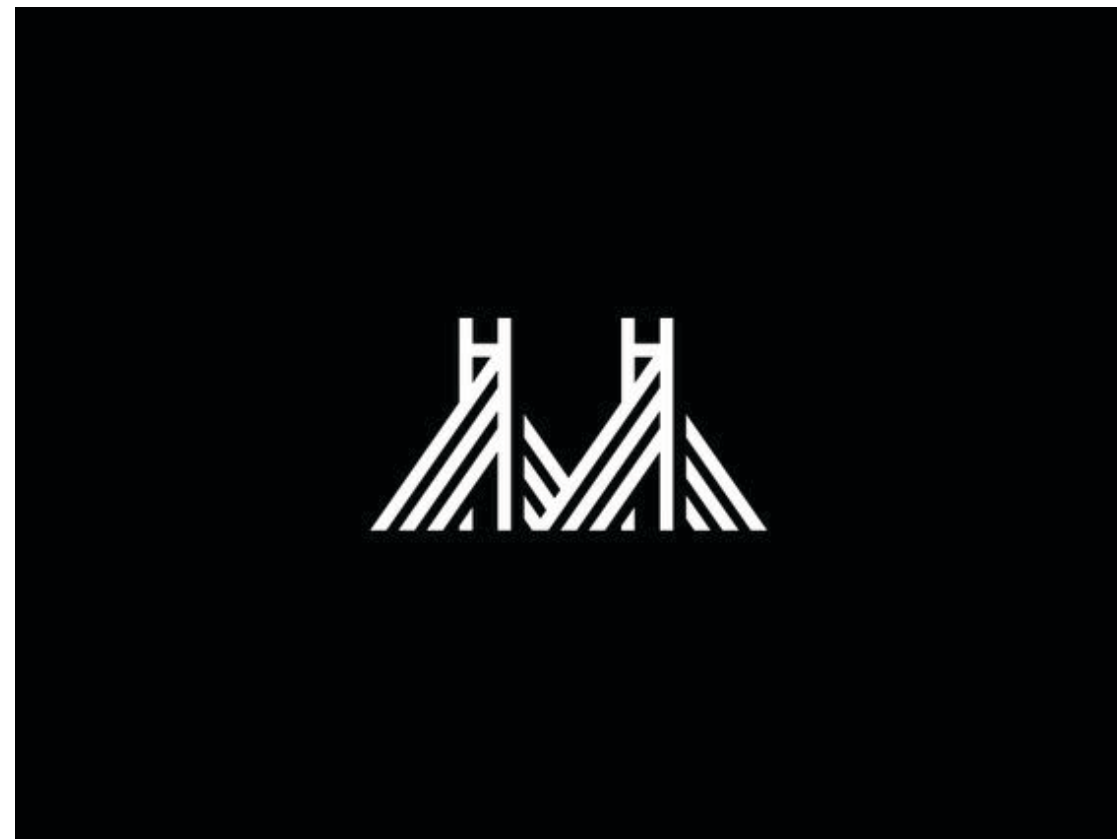
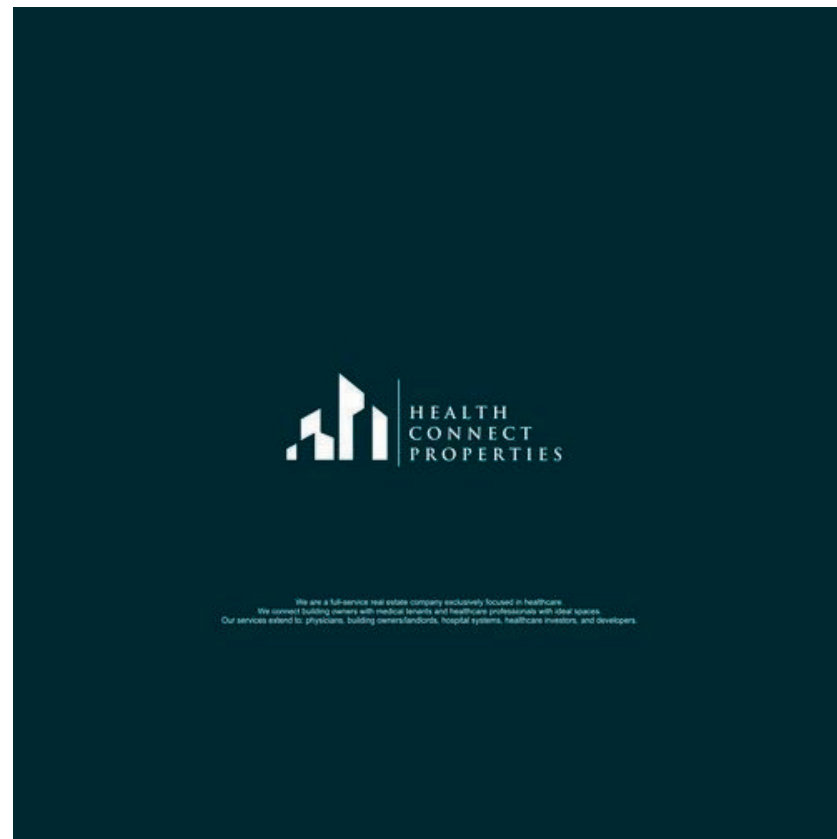
Mapping

Strong National Museum of Play

Utilise a more direct relationship between the **museum architecture/exhibits to relate with its brand identity**, through their most unique attractions. This would help create a connection for the user with the actual experience of the museum.

Use the **largest collection of toys in the world** as a unique stand out feature which sets them apart in terms of competition as well as reflects through the brand identity.

New identity concepts



Visual Inspiration

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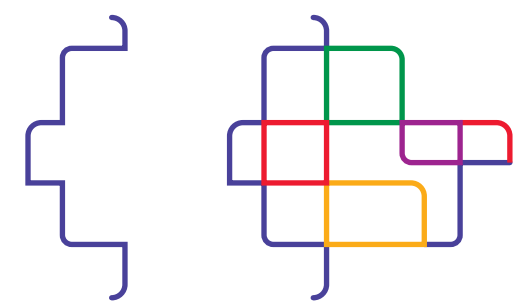
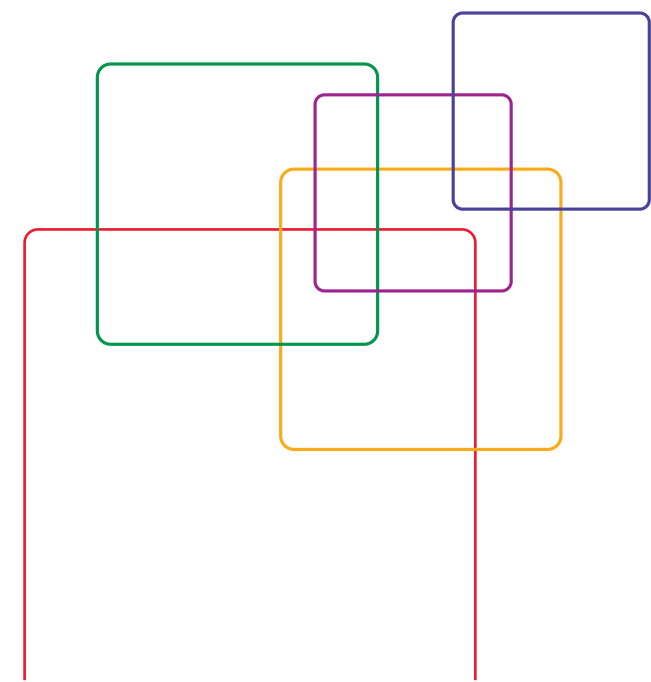
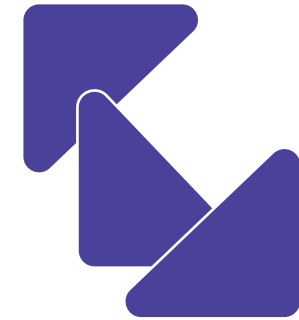
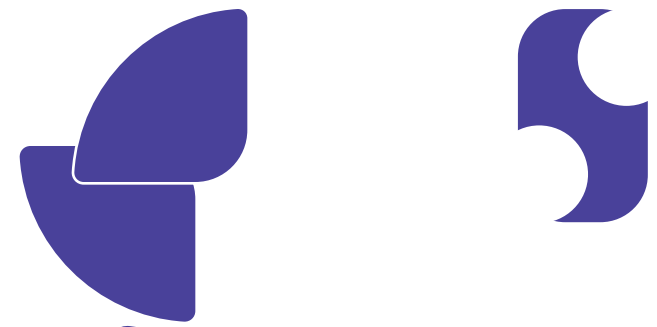
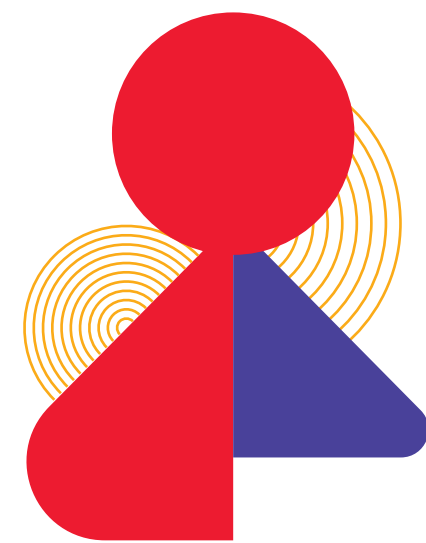
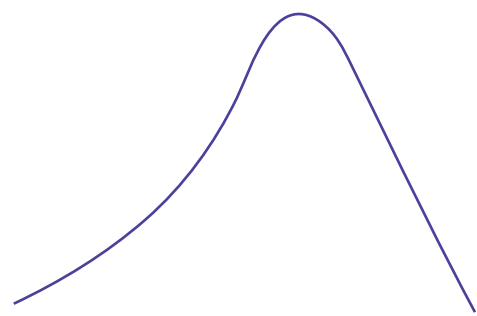
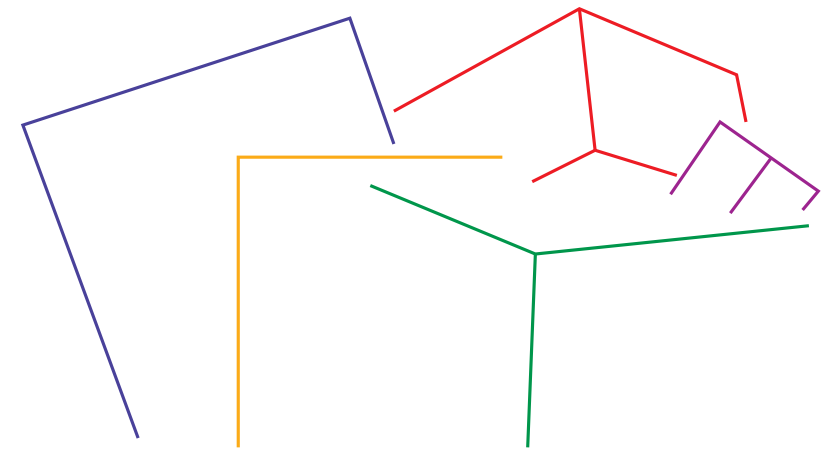
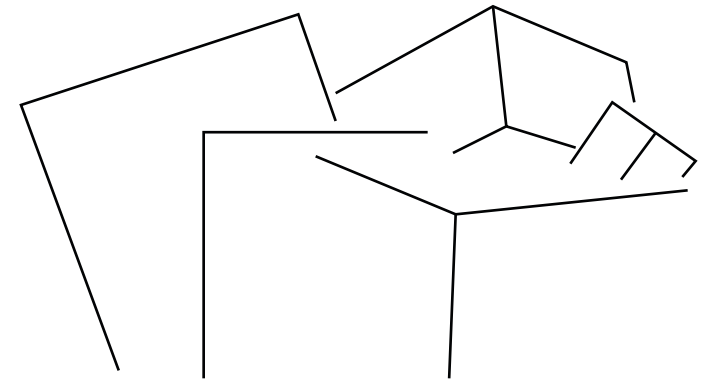
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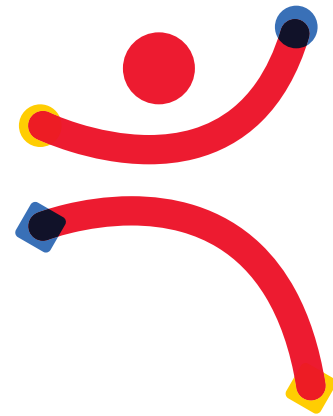
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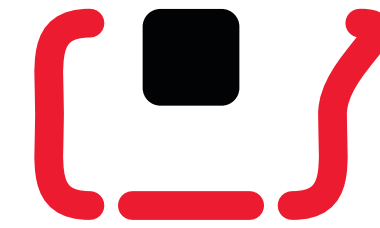
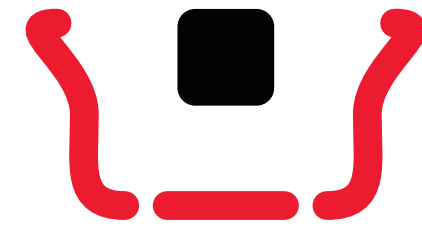
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Fun.



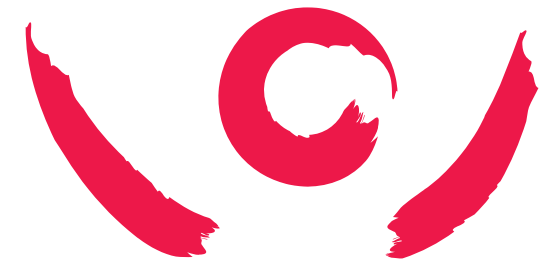
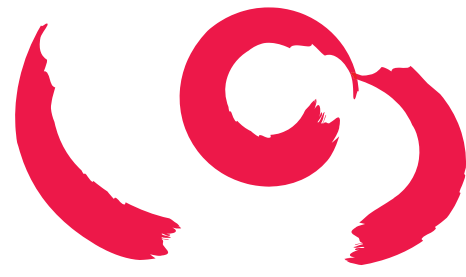
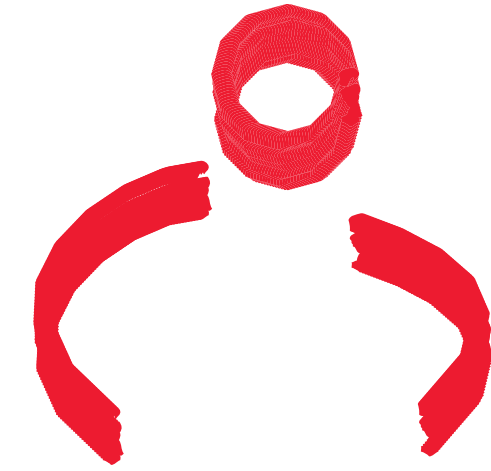
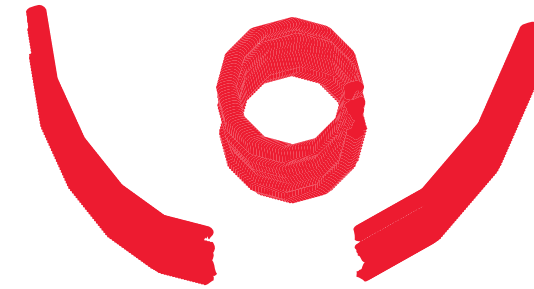
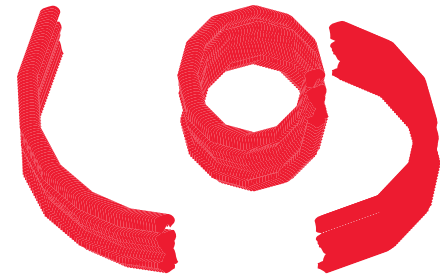
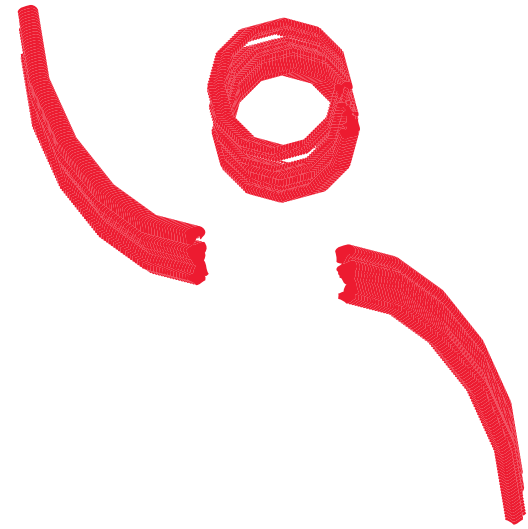
Think.



Joyful.

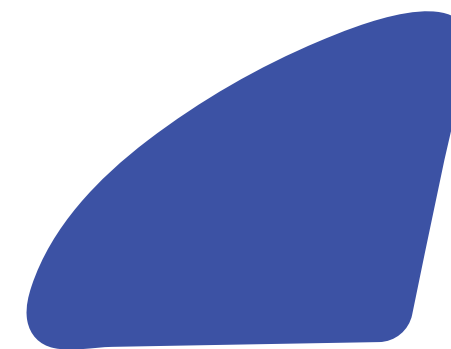


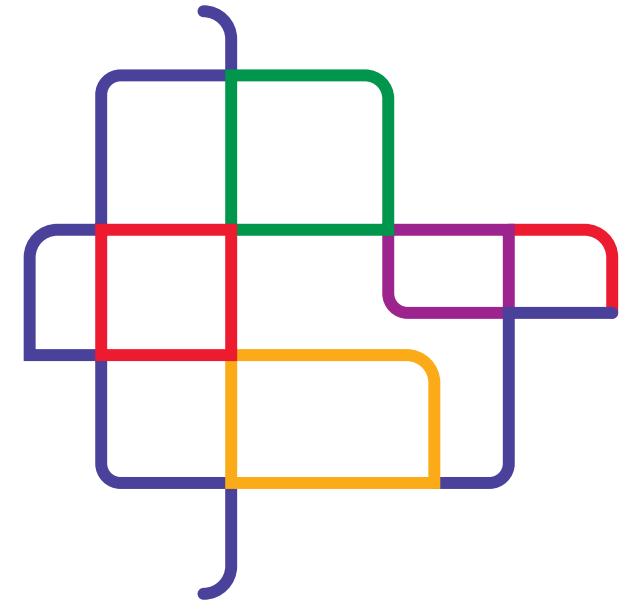
Study.





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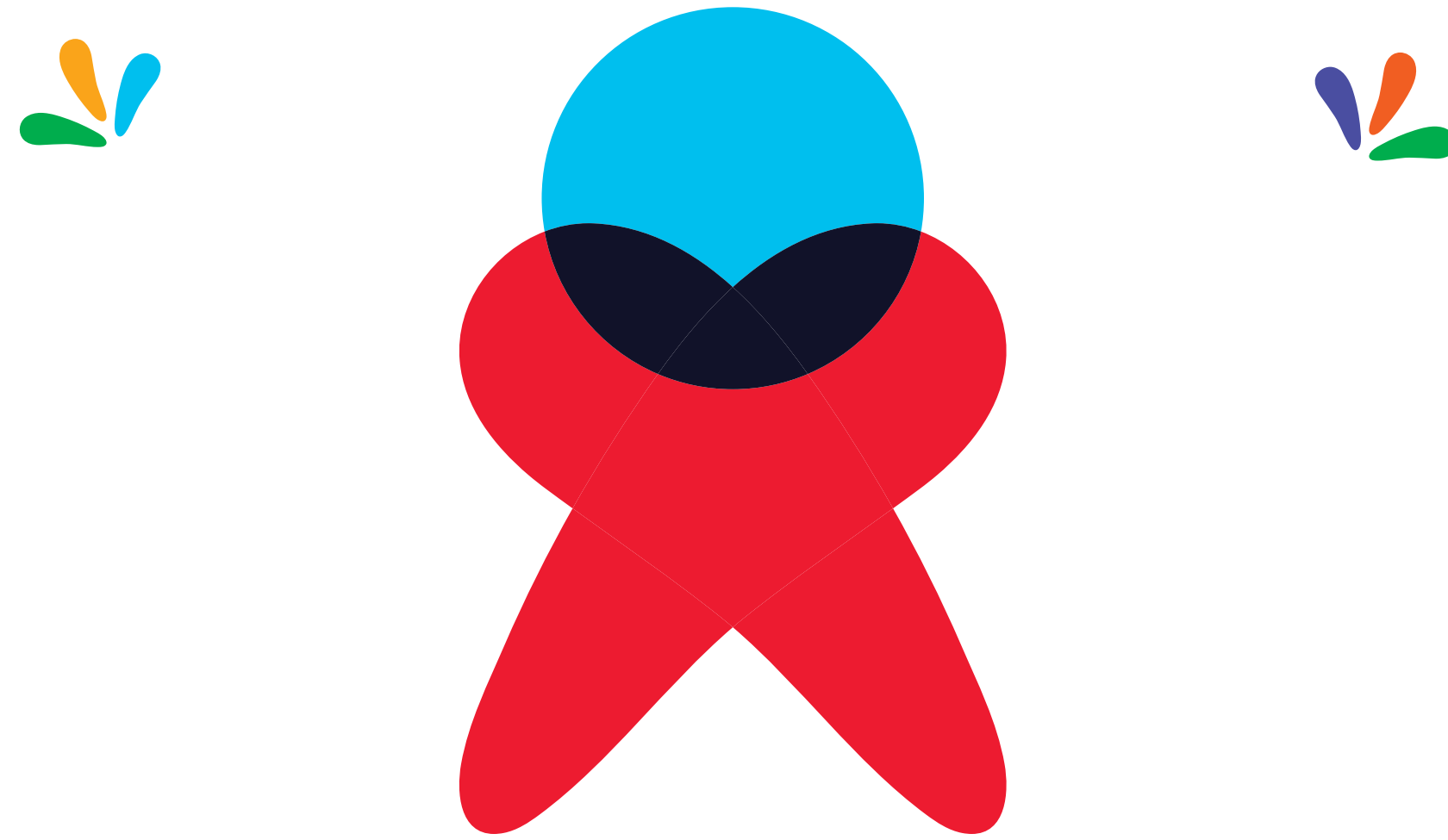
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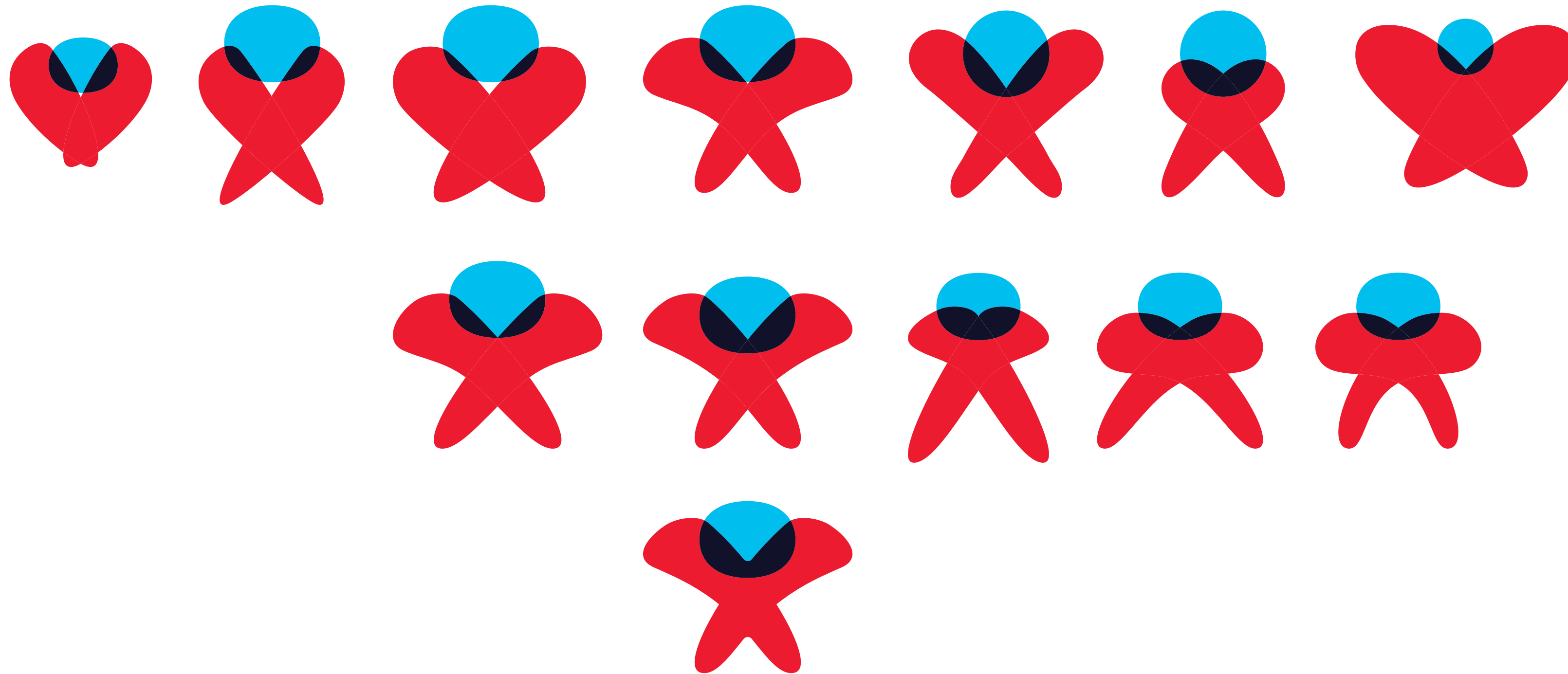
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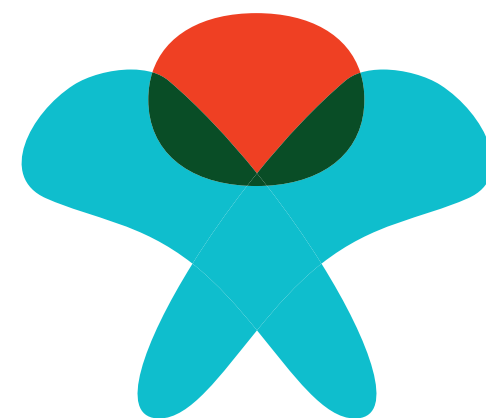
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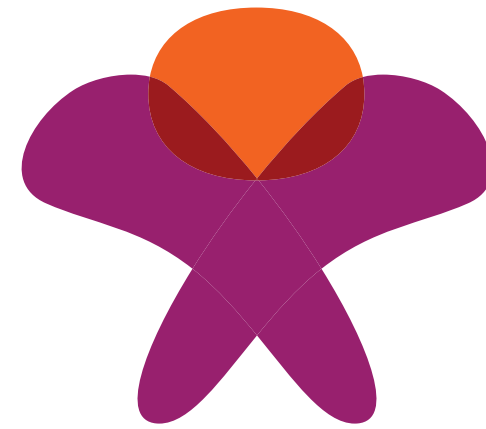


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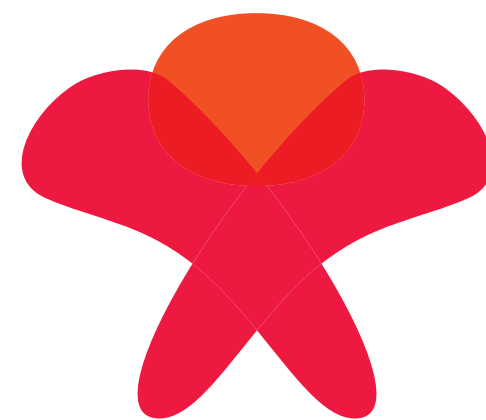
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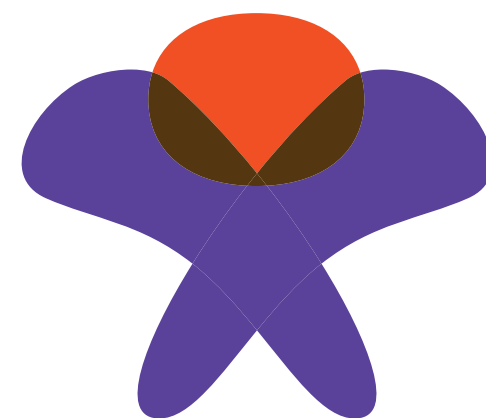
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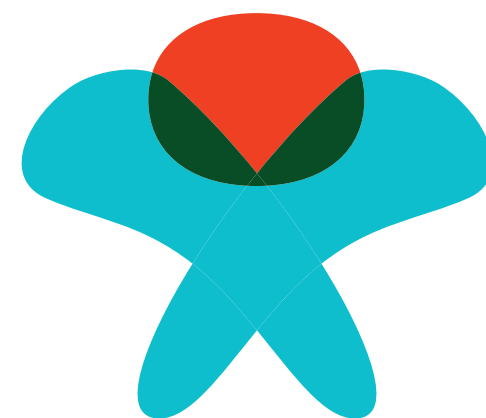
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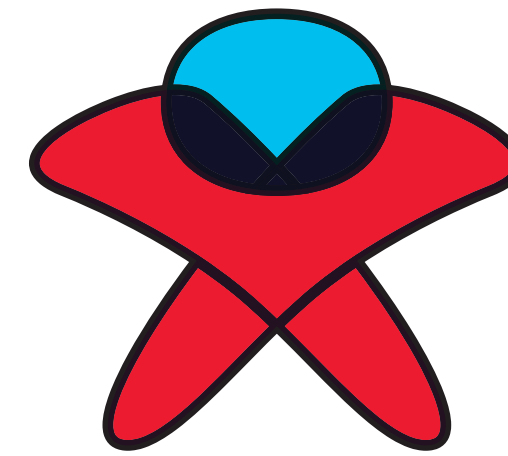
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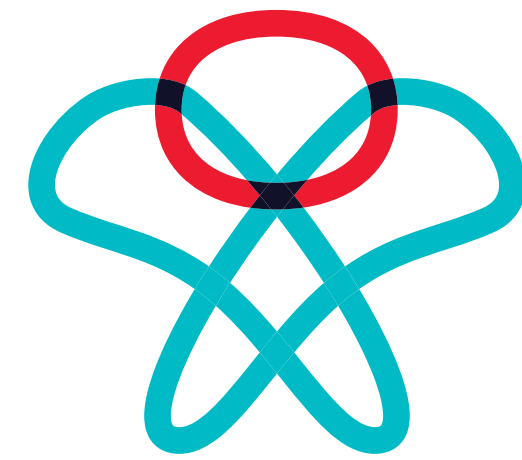
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