



ANNOUNCEMENT
March 10, 2016

Museum of Vancouver Tests the Waters with Floating Billboards

VANCOUVER, BC – For two days this week, the Museum of Vancouver (MOV) ran test advertisements on Burke Billboards. The digital advertising company offered the opportunity to increase brand exposure in target locations around False Creek, especially in key areas where tourists could discover the Museum’s proximity in Vanier Park. The tests revealed just how visible the displays are, and that public would certainly take notice.

The Museum has received a few messages expressing displeasure in choosing this new advertising medium. The sentiment is understandable, and MOV appreciates where these perspectives are coming from. The Museum, whose vision includes inspiring civic engagement, is impressed by the passionate reaction of local residents.

As many people in Vancouver are new to the city and unacquainted with MOV, we have a significant challenge in raising awareness that we are located in the white building “with the hat on it” in Vanier Park. Moreover, with a modest marketing budget, MOV is forced to get creative and try new cost-effective methods to get the word out. For the Museum to remain sustainable, it must continue to grow its audience.

The Museum of Vancouver relies on a combination of financial support from donors, government funders, and admissions revenue from visitors to create programming that deepens our understanding of Vancouver. Our current exhibition *Your Future Home* focuses, in part, on the use of public space, and encourages the people to suggest ideas for the betterment of the city.

About Museum of Vancouver (museumofvancouver.ca)

The Museum of Vancouver connects Vancouverites to each other and connects Vancouver to the world. The museum’s programs, exhibitions, and collections bring people together and inspire conversation about the future. The museum, an enthusiastic civic advocate, is an independent non-profit organization dedicated to inspiring a socially connected, civically engaged city.

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