

The MOV Rebranding Project: New Vision. New Name. New Look...Greater Impact.



Museum of Vancouver (MOV) launched a comprehensive new brand in June 2009 based on two years of extensive stakeholder consultation. The result was a contemporary urban brand that is vibrant, provocative, inquisitive and innovative and a suite of social media engagement tools that have changed the way we do business. With a new vision, new name and new look, MOV has the marketing tools to achieve greater impact.

Two years ago the Museum of Vancouver (MOV) embarked on a process of envisioning and reinvention. We answered the questions: Who and what are we? What do we stand for? What makes us unique and compelling for visitors? How we can enrich life for every resident of Vancouver?

From this, we articulated a new “vision for change”:

**To hold a mirror up to the city and lead provocative conversations
about its past, present and future.**

We also determined that Vancouver must become the focus, the story and the driver for the museum.

Next, we stripped the organization of its existing brand and built a comprehensive new identity to reflect our new direction and deliver the outcomes that our stakeholders told us they wanted. With the help of Kaldor Brand Strategy + Design, we developed a contemporary urban brand that is vibrant, provocative, inquisitive and innovative.



This is represented by a new name – Museum of Vancouver – which better signifies our focus on Vancouver, and a new logo, which represents the diversity and vibrancy of the city – the people, ideas, stories and places.



But rebranding has not meant just a new logo and a new name. It is a tangible transformation of the way we do business at every touch point in our organization. At the heart of the new brand is the way we engage with our audiences, which is based on a suite of social media and content management tools that have enabled us to become more relevant, accessible and collaborative in the way we create content.

Project Goals:

- Secure our financial stability.
- Change existing perceptions and eliminate confusion.
- Enhance visibility and reputation.
- Inspire community involvement.
- Influence dialogue and understanding of Vancouver.
- Inspire audiences (both internal and external).

