



QR Code for
Questions for Panel
Discussion:



Gethin Jones | Amgueddfa Cymru

Amgueddfa Cymru:
Evolution of a cultural brand

QR Code for event
feedback:



Amgueddfa Cymru

Evolution of a cultural brand

Gethin Jones – Marketing Lead, Amgueddfa Cymru

Who we are



Where we came from

national
museum
wales
amgueddfa
cymru

Brand Objectives

- To dispel the brand confusion between Amgueddfa Cymru and the individual sites
- Drive positive organisational change
- Commercially competitive
- Digitally effective and engaging

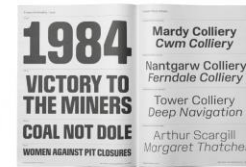
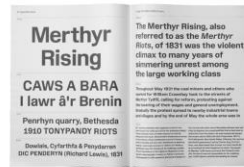


From Descriptor to Symbol

national
museum
wales
amgueddfa
cymru

AMGUEDDFA
CYMRU

Touchpoints



YR WYDDOR CYMRAEG
The Welsh Alphabet

A B C CH D

as in *Art* as in *Belong* as in *Culture* as in *Loch* as in *Dinosaur*

DD E F FF G

as in *Breathe* as in *Welsh* as in *Vision* as in *Friendly* as in *Gift*

NG H I L LL M

as in *Feeling* as in *History* as in *Bee* as in *Slate* as in *L* but while blowing as in *Maritime*

N O P PH R

as in *Nature* as in *More* as in *Pit* as in *Photo* as in *Roman*

RH S T TH

as in *Rhonda* as in *Science* as in *Treasure* as in *Think*

U W Y

as in *Feel* as in *Wool* uh as in *Unexpected*
or ee as in *Green*

AMGUEDDFA
CYMRU

Amgueddfa (pronounced Ah-may-goo-eh-ee) is Welsh for Museum.

A

as in *Art*

B

as in *Belong*

C

as in *Culture*

amgueddfa.cymru

AMGUEDDFA
CYMRU

museum.wales

EICH STORI
CHI, YW EIN
STORI NI.

YOUR STORY.
YOUR
MUSEUM.



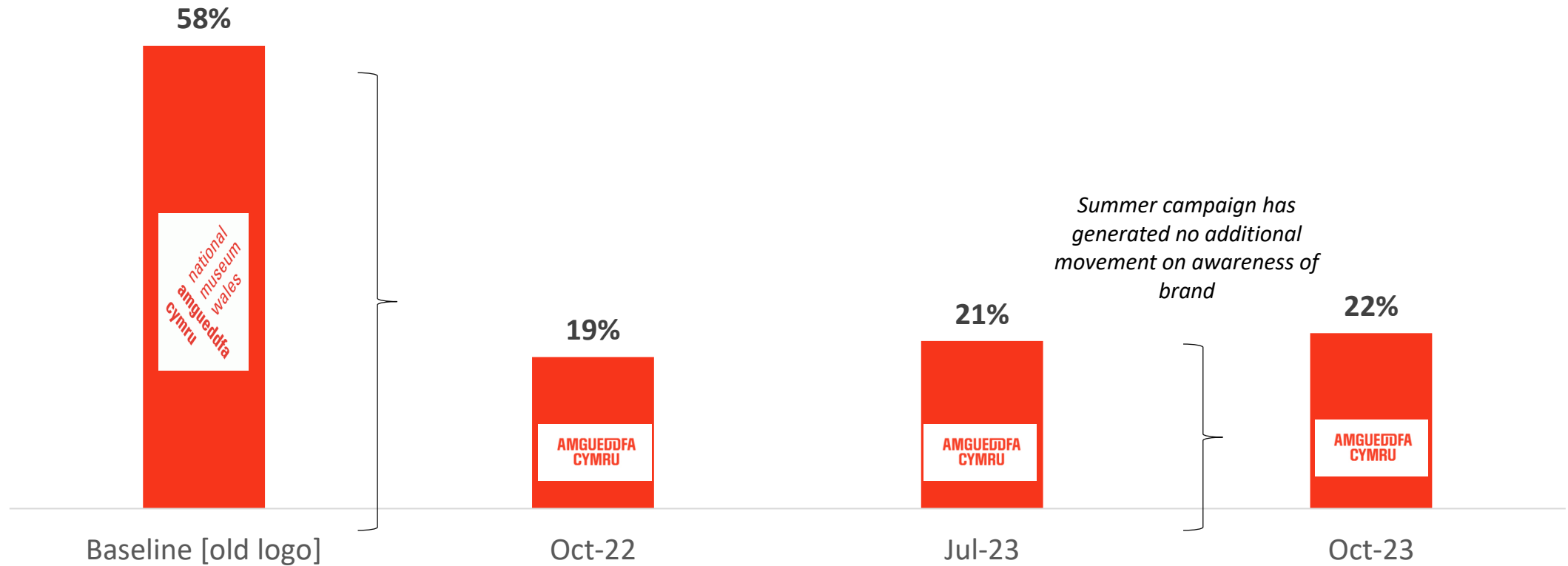
Amgueddfa Genedlaethol Caerdydd
Parc Cathays, Caerdydd CF10 3NP
National Museum Cardiff
Cathays Park, Cardiff CF10 3NP



So, what happened next....?

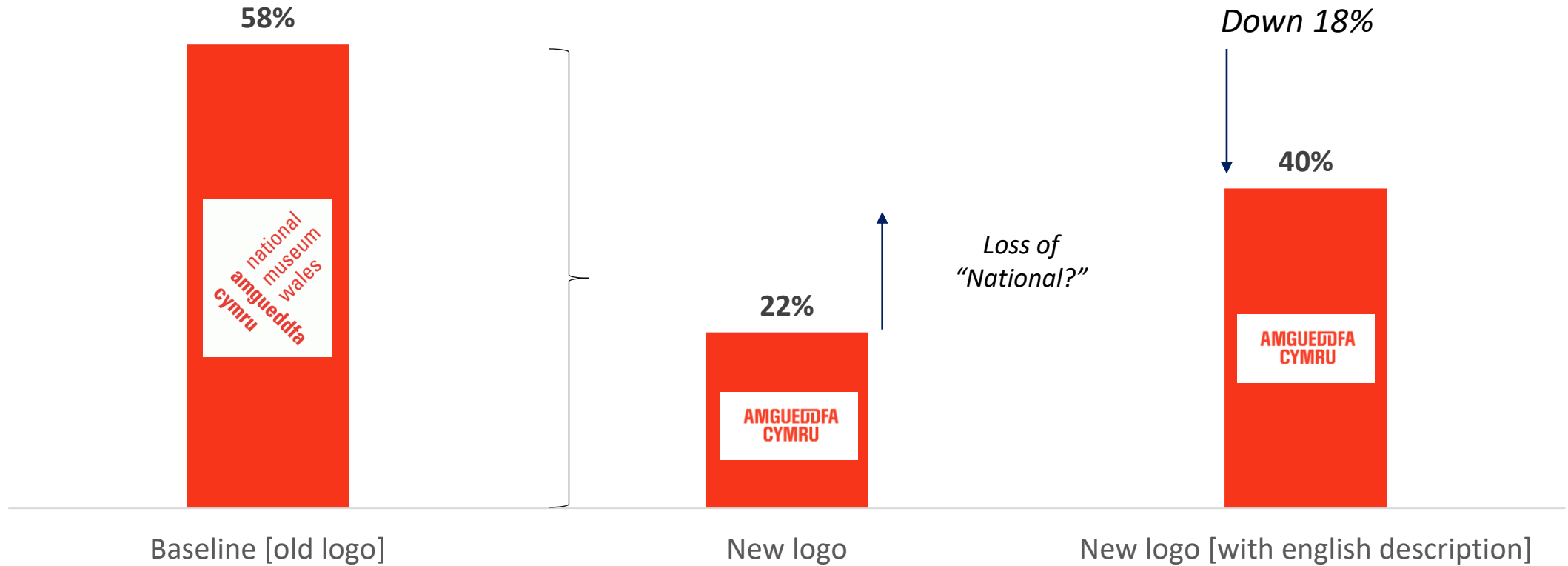
Brand Awareness

Prompted Brand Awareness [logo prompt only]



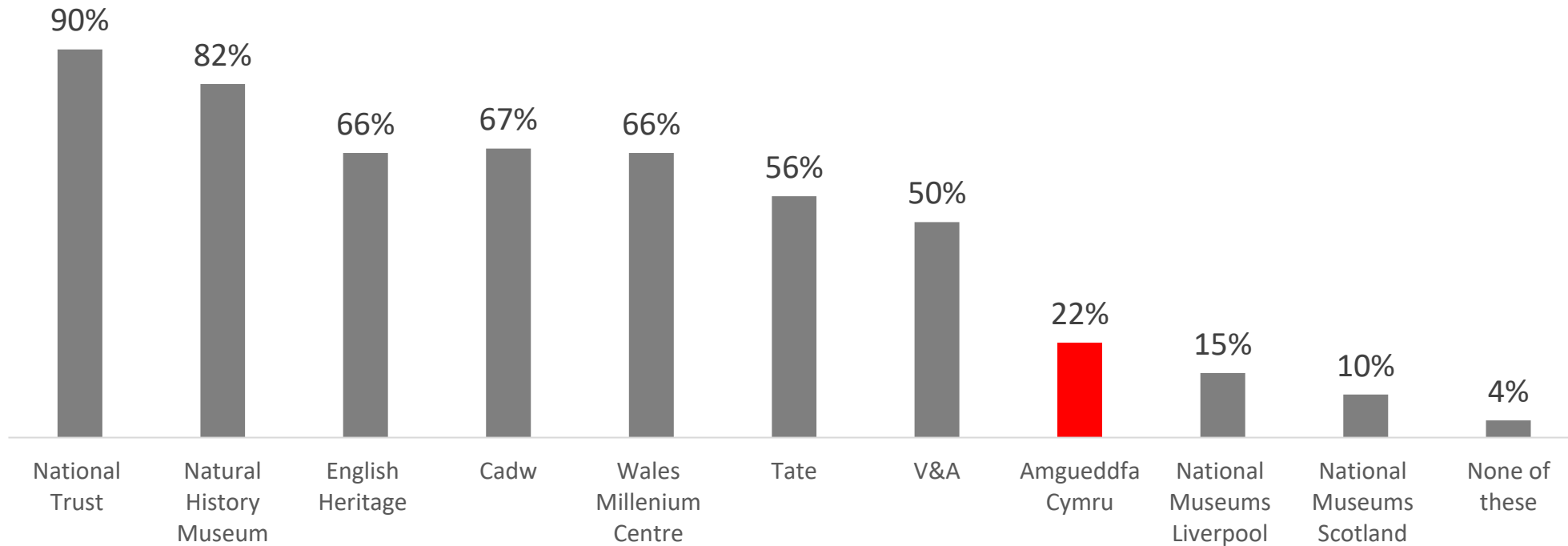
Brand Awareness

Pre and Post Campaign Brand Awareness [October 2023]

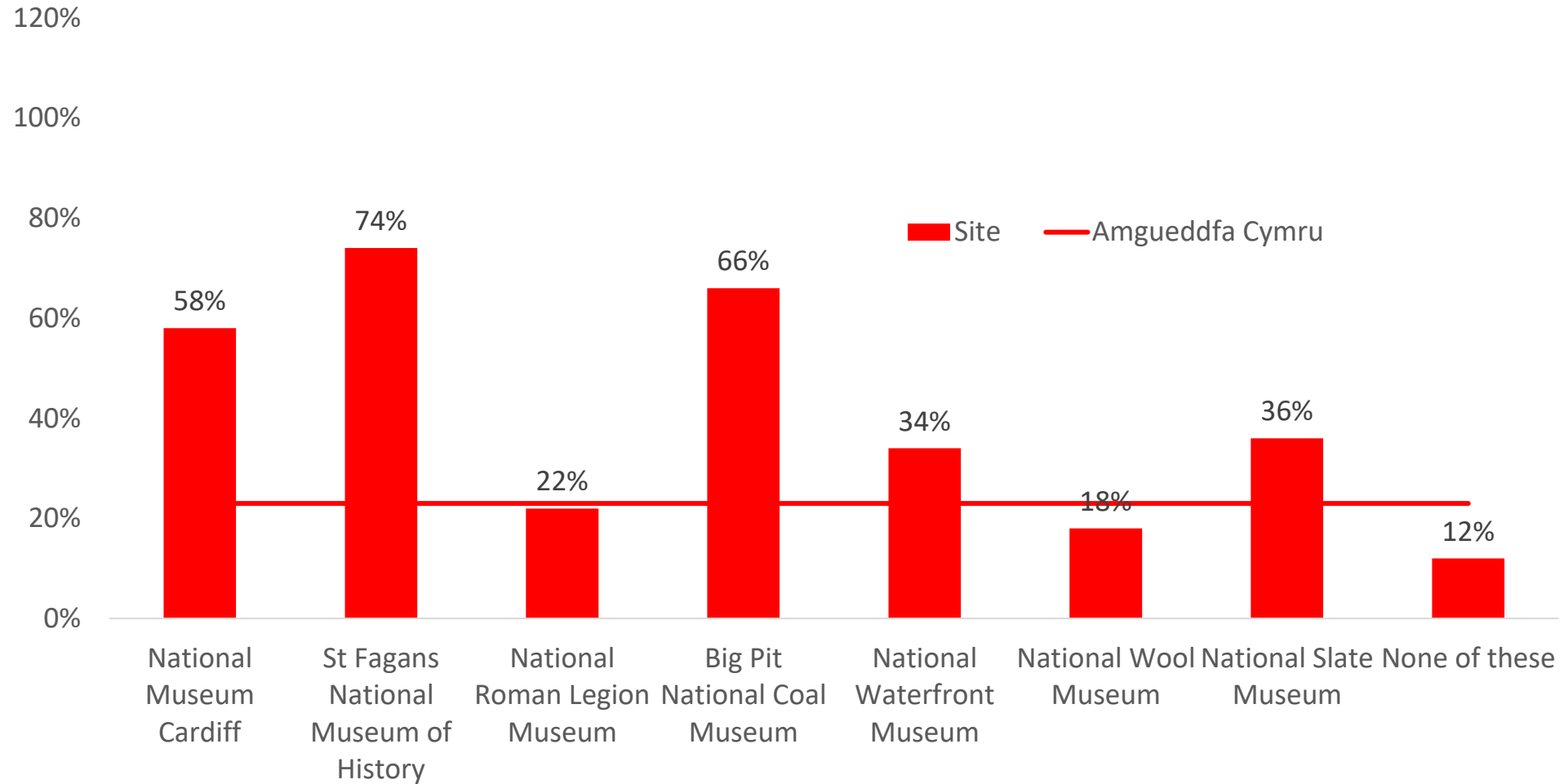


Brand Awareness Comparisons

Brand Awareness Comparisons [logo prompted]

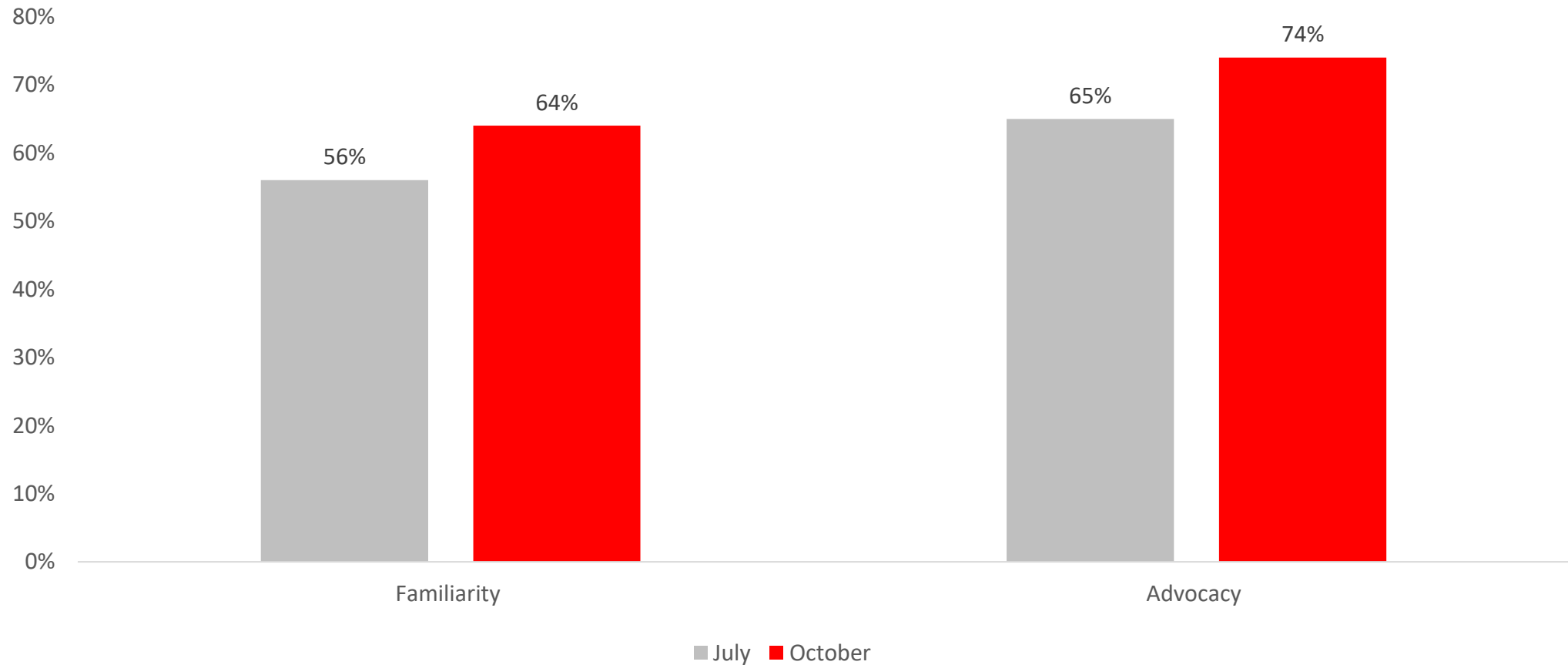


Awareness of sites



Brand Familiarity and advocacy – despite plateau, for those aware advocacy and familiarity increase suggesting we are reaching core audiences

Familiarity & Advocacy [Pre / Post Campaign – % of those aware]



And then...



Adapting to a changing environment



Looking to the future....



**AMGUEDDFA
CYMRU**

DIOLCH