

CASE STUDY:

A NEW APPROACH TO AN AGE-OLD PROBLEM

*Successfully Driving Ticket Sales & Revenue
for The Nixon Foundation Library*





The Problem

In the post-pandemic world, museums and libraries continued to face the challenge of getting the public back to our nation's treasured learning institutions. The Richard Nixon Presidential Library and Museum in Yorba Linda, California, has partnered with Majority Strategies since 2023 to develop and execute a strategy that would drive interest and visitors to the museum's limited-run exhibits.

Known for its interactive and highly engaging exhibits, the Nixon Library needed help competing for summer visitors in a community where more than one large-scale, family-themed outdoor amusement park is just a short drive away.

The Goal

Our goal was to increase online ticket sales through exhibit-specific landing pages built for conversions and the main website ticket page.

To start, we worked closely with The Richard Nixon Foundation Library team to develop specific target audiences, using our proprietary data to build custom universes of potential visitors who would be interested in unique exhibits like the 2023 Vietnam POW exhibit, 2024 George Bush Art exhibit, the most recent Ancient Worlds exhibit, and world history.

We then crafted a digital advertising campaign to reach those people on the right devices at the right time with the right message to encourage them to click through to the landing pages and on to purchase exhibit tickets.

The Details

The Majority Strategies team built audience-specific digital advertising campaigns that included the exhibit-specific landing page, unique creatives, social media advertising, streaming video, display ads, and YouTube.

THE AUDIENCES

President George W. Bush's "Portraits of Courage" Exhibit

Military veterans who are art museum and American history enthusiasts in Orange County, CA	41,600
History and Gulf War enthusiasts interested in museums in Orange County, CA	462,400

Vietnam POW Exhibit

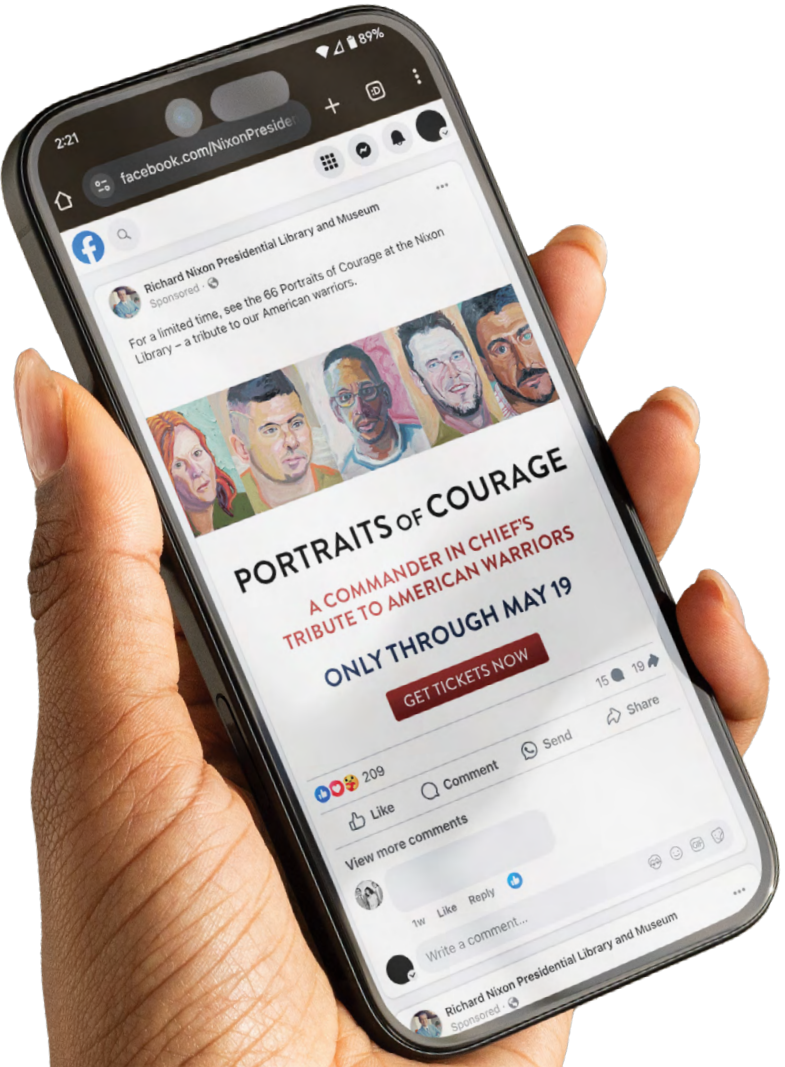
Vietnam War enthusiasts in Orange County, CA	54,000
Military veterans and families in Orange County, CA or planning to visit	74,700
Military history enthusiasts in Orange County, CA	135,100

Ancient Worlds Exhibit

History fans in Orange and LA County, CA	2,400,000
Iran/Persia interests and archaeology fans who regularly visit museums in Orange and LA County, CA	858,900
Israel history and archaeology fans who regularly visit museums in Orange and LA County, CA	450,900
Egyptian history and archaeology fans who regularly visit museums in Orange and LA County, CA	682,200
History and ancient history fans who regularly visit museums in Orange and LA County, CA	1,200,000



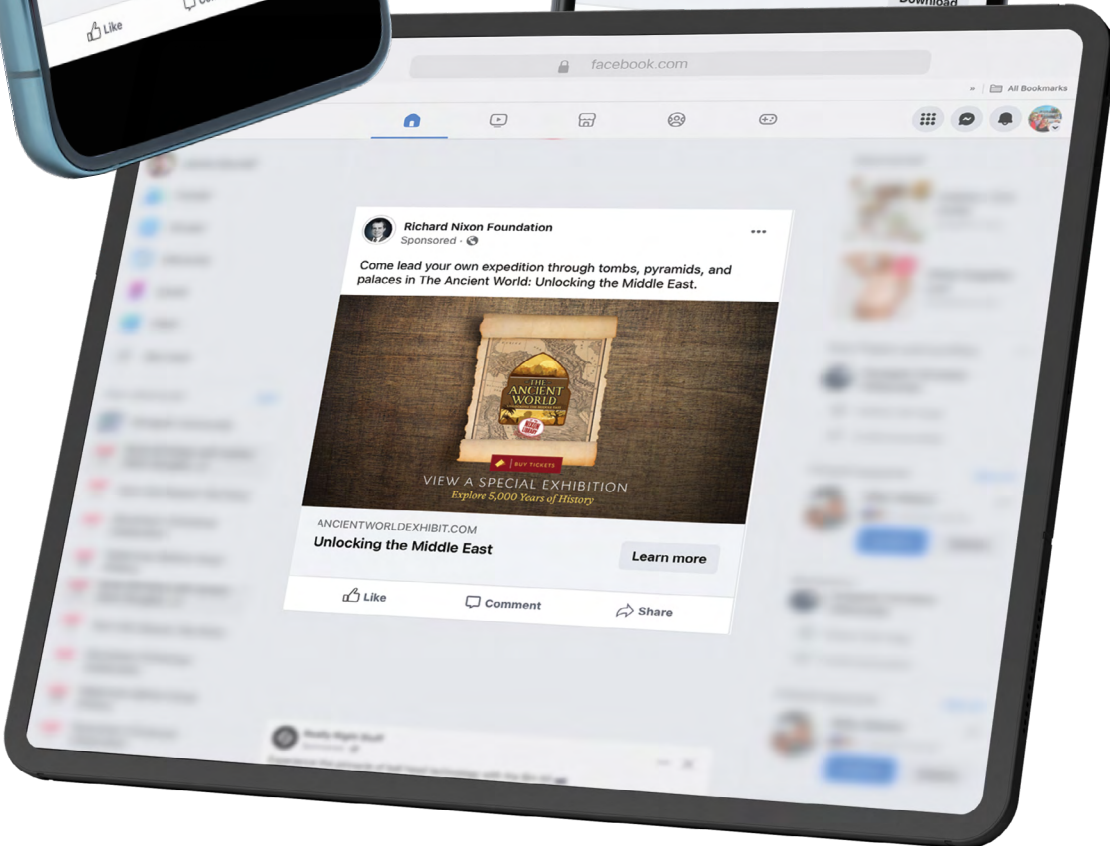
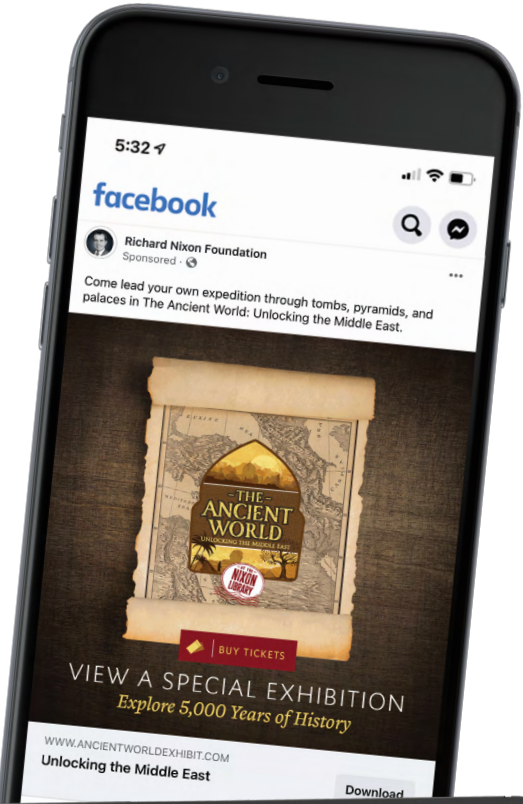
PRESIDENT GEORGE W. BUSH'S
"PORTRAITS OF COURAGE" EXHIBIT



VIETNAM
POW EXHIBIT



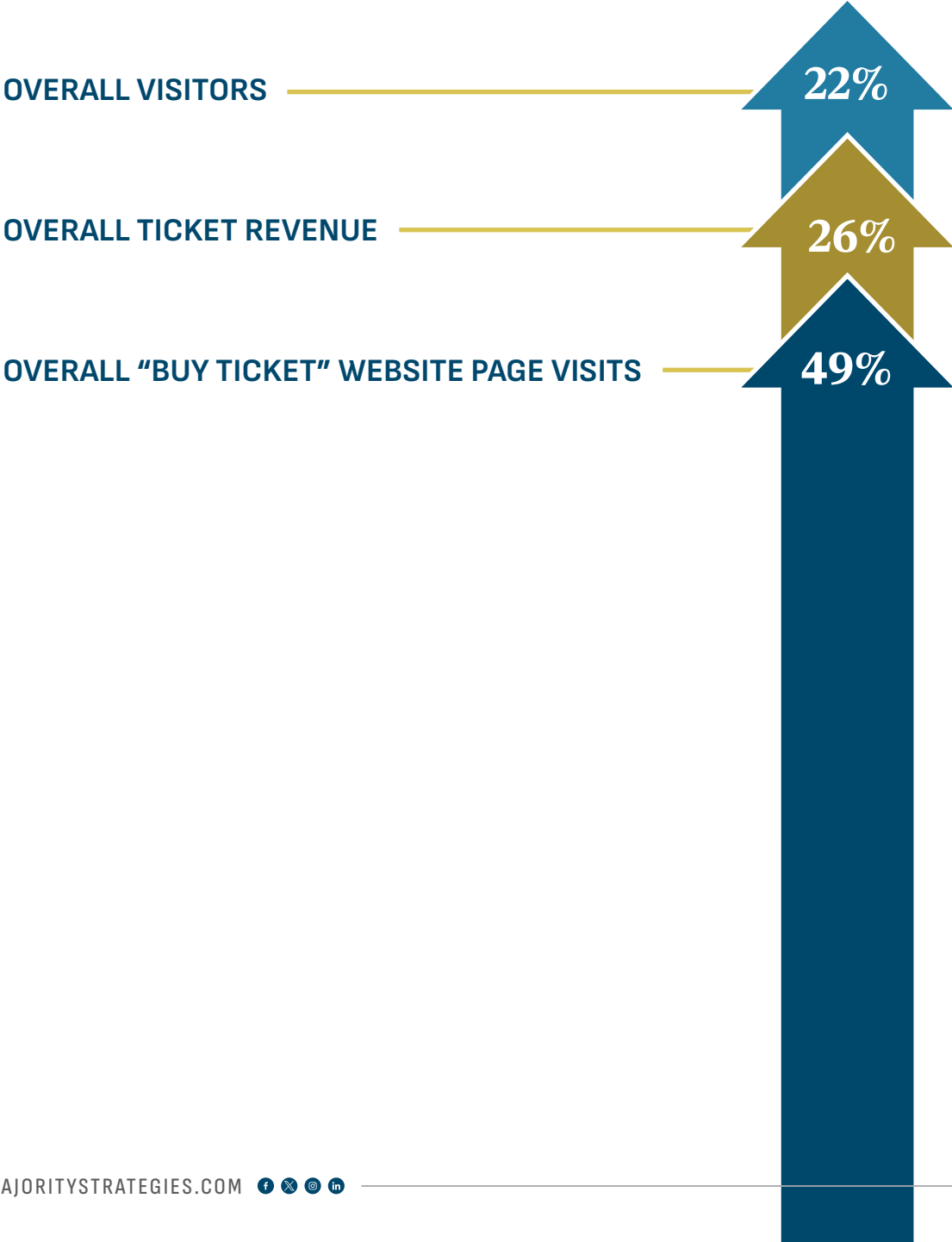
ANCIENT
WORLDS EXHIBIT



THE RESULTS

At the end of multi-week campaigns for all of the exhibits, our client surpassed the **\$1 million mark** in revenue — a revenue level not seen since pre-COVID.

Overall visitors to the museum increased by 22%, with overall ticket revenue increasing by 26%.



KEY TAKEAWAYS

By identifying the right people to talk to and then delivering the right message to them on the right medium with eye-catching creative content, the Majority Strategies team was able to meet and far exceed the initial goals of the museum and the overall campaign.

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The Richard Nixon Foundation wholeheartedly applauds the remarkable collaboration between the Nixon Library and Majority Strategies, resulting in the successful launch of each unique exhibit’s campaign. This partnership showcased innovative thinking, as it precisely identified specific audiences and harnessed Majority Strategies’ data-driven proficiency to roll out an effective multi-platform campaign. By strategically deploying digital ads, crafting a tailored landing page, and producing captivating content, the campaign not only increased visitor traffic to the museum but also led to a revenue mark we had not seen since pre-COVID.

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JOE LOPEZ

Acting President and CEO – The Richard Nixon Foundation Library





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