

World Museum: Ancient Egypt Gallery Launch Media Brief 25.01.16

Key Details

- Re-launch of World Museum's ancient Egypt gallery
- Launch date: 21 April 2017 (TBC)
- Response deadline: 3 February 2017

Overview

Ancient Egypt has captivated the imagination of societies for thousands of years, and today's fascination with this distant civilisation is as insatiable as ever. Following a grant of £300,000 from the DCMS/Wolfson Museums and Galleries Improvement Fund, World Museum's Ancient World Gallery has been expanded and redeveloped into a specialist ancient Egypt gallery that is due to re-open to the public on 17th April 2017 (working launch date).

The new gallery will more than treble in size; from 290sqm to 920sqm, making it the biggest ancient Egypt gallery in the UK outside of the British Museum. With more than 4,000 artefacts on display, the gallery will house one of the UK's best ancient Egyptian collections and the UK's best Romano Egyptian collection. Organised into eight different zones, the free-to-visit gallery will take visitors on a 5,000 year journey and explore themes such as society, culture, religion and the afterlife through a mixture of object, audio visual, graphic and tactile exhibits.

Building on the success of the *Mayas: Revelations of an Endless Time* (2015) and *Animal Mummies Revealed* (2016/17) exhibitions, and as an important precursor to the Terracotta Warriors exhibition planned for February-October 2018; the launch of the new ancient Egypt gallery represents an opportunity to broaden the reach of, and engagement with, World Museum's collections beyond the venue's existing visitor base.

The gallery will be the main visitor draw for World Museum in 2017 with no supplementary exhibitions planned, and coincides with the opening of improved café and shop facilities. It will also be used to introduce the school charging programme ahead of its roll-out across all NML venues. A separate media budget will be available for this activity, and NML will provide a separate brief.

Summary of redevelopment

Campaign Messages

- World Museum's unmissable new ancient Egypt gallery has more than trebled in size.
- The largest ancient Egypt gallery outside of the British Museum than spans ancient Egypt's 5,000 year history.
- Free to visit.
- The major redevelopment recreates the grandeur of the original Egypt gallery that was destroyed during the Blitz.
- Come face to face with the past through 4,000 objects, including some never-before-seen treasures.
- Be transported back to the time of the Pharaohs in our atmospheric Mummy Room.
- Uncover the mystery and secrecy surrounding ancient Egyptian rituals and customs.

- Discover Liverpool's vital role in excavating and collecting ancient Egyptian artefacts.
- Delve deeper into this fascinating civilisation by attending the gallery's programme of events; including talks and hands-on activities for all the family to enjoy.

Background & Heritage

During the Victorian era and early twentieth century, World Museum's ancient Egyptian collection was the largest and most important after the British Museum's, thanks to two prominent figures in Liverpool; the collector Joseph Mayer and the archaeologist John Garstang who capitalised on the city's port to transport objects out of Egypt. This national acclaim remained until the May Blitz of 1941 when over 3,000 of World Museum's Egyptian artefacts were destroyed, along with much of the museum's infrastructure. It has undergone two modest redevelopments since then, but the current redevelopment will be 'blockbuster' in its scale and variety of objects.

Content & Key Objects

- One of the star attractions will be an atmospheric 'Mummy Room'; displaying 12 mummies and some of their coffins in a room-sized glass case. Two of these mummies in particular are very rare in terms of their origin and mummification technique; with only 6 others in known existence.
- A complete 4-metre papyrus roll from a Book of the Dead that will be fully displayed for the first time.
- Brightly-coloured jewellery that was mass produced using new technology at the royal city of Amarna' the childhood home of Tutankhamun.
- Egyptian glass; one of only 4 pieces in the world.
- Taweret statue; a majestic example of art from the Saite period and a significant loan from the British Museum.
- Ramesses Girdle; one of World Museum's treasures that escaped the damage of the Blitz fire by being buried in the vaults of Martin's Bank along with the Bank of England's gold reserve.
- Tomb doorway from the tomb chapel of Ptahshepses.
- Bronze statue of Osiris; on display for the first time.
- A receipt for a Shabti box; a unique piece as the only preserved price of ancient Egyptian funerary equipment.
- Papyrus account of a tomb robbery; the only written evidence of a tomb robbery in the Valley of the Kings.
- Recreation of a burial pit from Nubia; a rare location for excavations.
- Florence Nightingale's collection of Amulets from the goddess of nursing.
- Fragments of jar seals stamped with Kings' names from the royal tombs at Abydos; some of the earliest preserved hieroglyphs.

Activities

- A public programme of events will support the gallery's launch to appeal to both adult and child audiences. The exact details are still being finalised; however, examples include mummy wrapping demonstrations, Egyptian pottery classes and education trails.
- Partnerships with likeminded venues will also likely form part of the launch activity. Again, exact details are still being finalised; current options being investigated include 3D printing an artefact in partnership with FACT, creating an experiential event with Liverpool's LEGO

shop and reciprocal social support with Tate Liverpool, the British Museum and Manchester Museum.

Themes & Subject Matters

- The scale and vastness of ancient Egyptian history and how it fits into world history.
- Everyday life in ancient Egypt.
- The fragility of ancient material culture; how it may endure through time and how science can use historical objects to enhance our knowledge of the past.
- Showcase World Museum's Egyptian collection and Liverpool's legacy in excavating and collecting Egyptian artefacts.
- Ancient Egyptian concepts of selfhood; from ordinary Egyptians to the elite.
- Ancient Egyptian concepts of the afterlife and the important role this had in everyday rituals and customs.
- How ancient Egyptian culture has resonated through time and continues to influence contemporary society.

Target Audiences

Primary Audiences

- Local residents and day visitors; particularly adults aged 24-45 years and their families from North West England (predominantly Merseyside, Cheshire, Manchester, Greater Manchester) and North Wales.
- UK and international short-break visitors staying in the Liverpool City region (independent and group travellers).
- Specialist interest groups and societies (Egyptology, social history, popular culture, art and design).
- World Museum's existing visitors, including families from NS-SEC groups 5-8.

Secondary Audiences

- Bloggers and community networks (Egyptian and history bloggers, parenting bloggers, family and education networks).
- Journalists
- Visitors to the Walker Art Gallery

Key Challenges

- Liverpool waterfront remains the main focus for tourists.
- The National Museum of Scotland's *The Tomb: Ancient Egyptian Burial* exhibition will be competing with World Museum for media coverage (it launches first on 31 March).
- The current launch date for the gallery marks the start of Easter (17th April). Will a media campaign get lost during this period and should we launch the media campaign post-Easter?
- This is a permanent gallery and so audiences may not feel the same sense of urgency to visit as with a temporary exhibition.

Campaign Objectives

- To drive footfall to World Museum (2017/18 visitor target is 670,000).
- To broaden the awareness of World Museum and diversify the venue's visitor profile to encourage UK-wide visits and international tourists.
- To drive a reappraisal of the museum in preparation for the Terracotta Warriors exhibition in 2018.
- To encourage school visits and attendance at the public programme events linked to the gallery.
- To engage with audiences beyond the gallery's walls; bringing ancient Egyptian content to the museum's new and existing audiences across the venue's digital channels.
- To encourage visitors to share their experience of the visiting the gallery through social posts, image sharing and use of relevant hashtags.

Media Requirements

We're looking for a media strategy based on the campaign objectives and budget. As World Museum's main visitor draw in 2017, the campaign for the relaunch of the ancient Egypt gallery needs to behave in a 'blockbuster' way in its messaging, scale and selection of channels and as such, the following should be considered as part of the media response:

- OOH (print & digital)
- Digital display
- Print (commuter press, regional titles like Guardian North & Daily Mail North, specialist interest titles and tourist press).
- Social ads (Facebook, Twitter and Instagram TBC).

As mentioned above, the Easter period will likely prove a challenge. In terms of activity timings, we'd be looking for media activity for the launch and another burst in summer to target the tourist trade.

Considerations & Preferences

No creative has yet been developed for the campaign; however, it's likely that the lead image will more suit portrait formats. Budget dependent, it would be interesting to look at some media firsts and innovative approaches; particularly on mobiles, to supplement a traditional print & display campaign. Print ads are preferred to advertorials given we'll be running a PR campaign to achieve editorial coverage.

N.B. The response will need to be split into two campaign plans; one for the initial launch and another for the summer activity.