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Unique Invitations Help Creation Museum Achieve a Roaring Success

Cincinnati, OH – Grand openings are supposed to be just that...grand. They aren't Mediocre Openings, or Blah-and-Boring Openings...they are GRAND Openings. Add dinosaurs to the mix and the scale increases exponentially. To help set the tone for the Creation Museum's recent Grand Opening, promotions manager Jason Goff sent out custom designed invitations which were as unique as the museum itself.

Here's Lookin' at You – Creating a Memorable First Impression

It has been said that you never get a second chance to make a first impression. With that in mind Goff set out to ensure that the Grand Opening was both memorable and well attended. He wanted an invitation that would scream "You've Got to Be Here." Those on the invite list received a mailer which, when opened, literally roared to them. A sound chip with a dinosaur roar was embedded into the card, as was a unique custom coin further playing up the dinosaur theme. The removable coin, placed where the dinosaur's eye would be, looks like a real dinosaur eye – but can be removed and kept as a souvenir of the Grand Opening.

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The cards included the sound chip and cut-outs for the coins which were ordered separately from Osborne Coinage Company in nearby Cincinnati. All 800 of the invitations were then put together in assembly-line fashion by volunteers, and then mailed to the target audience. Since the sound chip and the coin provided both heft and bulkiness, the mailer was sure to be opened (the first obstacle in any direct mail project). Although the overall weight of the mailing piece significantly added to the postage, Goff was very pleased with the results.

“We’ve had great response to the mailer,” said Goff, “people loved it.” More important than what people *said* about the mailer is what they *did* about the mailer. “The response was overwhelming. Nearly everyone who received the invitation responded.”

As any good marketer knows, the best advertising is word of mouth referrals. The buzz created by the Creation Museum’s successful Grand Opening continues to pay handsome dividends.

“We’ve almost reached our yearly attendance goal after only 4 months,” continues Goff.

Keep Your Eye on the Prize

The custom coins were ordered in bulk with a vision toward using them for multiple purposes.

The initial usage was obviously to support the dinosaur theme for the Grand Opening invitations.

Respondents who attended the event (and that was nearly all who received the invites) were then

given a souvenir of the event. The rectangular marble paperweight included an area to hold the

custom coin, so that respondents would be reminded of their evening at the Creation Museum

long after the festivities were concluded. This visibility ensures that the Creation Museum maintains “top of mind” awareness with grand opening attendees – many of who are donors and financial supporters.

Initially, approximately 2000 of the custom coins were ordered in bulk. Extras are available for sale at the information desk. “Sales have been steady,” says Goff “despite the lack of promotion.” Eventually they might be made available for sale in the museum gift shop, but for now the custom coins are “a sentimental piece.”

Overall, Goff is very pleased with the results of the Grand Opening. “I probably would have used a fancier term than coins,” he concludes, “especially from a retail perspective. There is a different connotation to medallions – that just sounds richer.” Whether you call them coins, medallions, or tokens, the custom dinosaur eye coins are certainly helping the Museum Center to achieve a word for which there is no substitute...SUCCESS!

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About the Creation Museum:

The Creation Museum presents a “walk through history.” Designed by a former Universal Studios exhibit director, this state-of-the-art 60,000 square foot museum brings the pages of the Bible to life.

It provides a fully engaging, sensory experience for guests, as well as murals and realistic scenery, computer-generated visual effects. Over fifty exotic animals, life-sized people and dinosaur animatronics, and a special-effects theater complete with misty sea breezes and

rumbling seats are just some of the impressive exhibits that everyone in the family will enjoy.

For more information visit www.creationmuseum.org.

