



Sturges Word Communications: Lose Your Marbles. Inspire Your Mind.

Challenge

When the Toy & Miniature Museum of Kansas City decided it was ready for a fresh look and aggressive communication campaign, it turned to Sturges Word Communications for help.

Strategy and Action

The agency took the museum through its brand strategy process to create a new identity package and complementary media initiatives.

When the museum brings special exhibits and events to Kansas City, Sturges Word is there to promote the events and drive attendance. Recent examples include an attempt to break the Guinness World Record for the world's largest marble tournament, and a series of events promoting the iconic American Girl line of dolls.

Results

These initiatives have led to significant increases in attendance, revenue and media exposure for the museum.

