

New Brand Kicks Off 225th Celebration

Working with Neiman, a locally based brand conversation agency, the Center spent the majority of 2011 engaged in rigorous brand research, development and validation. The new brand and tagline will become a consistent element across all communication vehicles in 2012 and beyond.

Throughout 2012, the National Constitution Center will be the headquarters of a historic milestone: the **United States Constitution's 225th anniversary**. As part of this landmark celebration, the Center will launch a new, comprehensive brand campaign—its first since opening in 2003—which celebrates the freedom and pride inspired by America's founding document.

This branding initiative is a key component of the Center's new strategic plan and ushers in an exciting new era of audience engagement.

David Eisner, President and CEO, National Constitution Center

To have the opportunity to partner with the National Constitution Center, to enhance the nation's relationship with the greatest self-governance document in the history of the world – that is truly a special assignment, especially at a time when new quests for self-governance are captivating the world.

Tim Reeves, Chief Executive Officer, Neiman

Goals

- ★ Develop a brand strategy to capture the hearts and minds of the American people
- ★ Inspire a desire for immersion in the National Constitution Center experience
- ★ Better understand current and potential target audiences

Research

- ★ In-person, on-site interviews with visitors at the National Constitution Center and non-visitors on Independence Mall
- ★ Online survey of potential museum and historic site visitors in the Northeast
- ★ Interviews and/or focus groups with internal stakeholders (Board, Corporate Council, staff), external stakeholders (trustees, partners), media, educators, visitors and non-visitors

Results

The most powerful connection with the Constitution is grounded in what it represents: freedom, independence and American pride. The National Constitution Center experience impacts an individual's desire to understand their freedoms.

91% of online and in-person survey respondents said that the National Constitution Center experience "made me think about the struggles for rights and freedom throughout American history"

92% of respondents "feel fortunate to live in America"

93% said that the experience "made me care more about being an American"

NEW BRAND: *Freedom*

"Freedom" was validated as emotionally relevant and powerful for the organization.

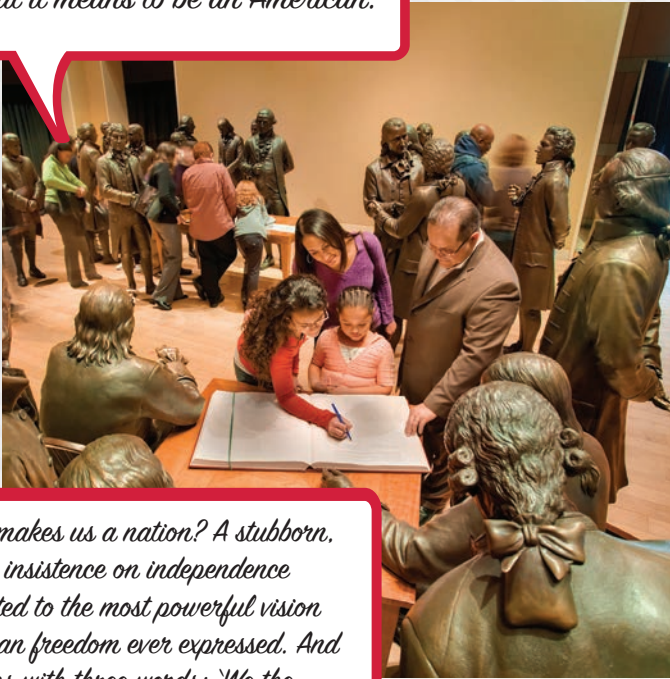
NEW TAGLINE: *Freedom is calling.*

"Freedom is calling" resonated best with test audiences by connecting emotionally, providing a call to action and illuminating the National Constitution Center experience.

BRAND VEHICLES: Television, radio, outdoor advertising, online engagement, regional and national PR



Take your place among the Founding Fathers and explore what it means to be an American.



Celebrate the miracle of democracy and your role in it.



"What makes us a nation? A stubborn, human insistence on independence connected to the most powerful vision of human freedom ever expressed. And it begins with three words: 'We the People.'" - Freedom Rising



Freedom is in your hands.



ABOUT THE NATIONAL CONSTITUTION CENTER

The National Constitution Center is the first and only nonprofit, nonpartisan institution devoted to the most powerful vision of freedom ever expressed: the U.S. Constitution. Located on Independence Mall in Historic Philadelphia, the birthplace of American freedom, the Center illuminates constitutional ideals and inspires active citizenship through a state-of-the-art museum experience, including hundreds of interactive exhibits, films and rare artifacts; must-see feature exhibitions; the internationally acclaimed, 360-degree theatrical production *Freedom Rising*; and the iconic *Signers' Hall*, where visitors can sign the Constitution alongside 42 life-size, bronze statues of the Founding Fathers. As America's forum for constitutional dialogue, the Center engages diverse, distinguished leaders of government, public policy, journalism and scholarship in timely public discussions and debates. The Center also houses the Annenberg Center for Education and Outreach, the national hub for constitutional education, which offers cutting-edge civic learning resources both onsite and online. Freedom is calling. Answer it at the National Constitution Center. For more information, call 215.409.6700 or visit.



Freedom is calling.

ANSWER IT AT THE NATIONAL CONSTITUTION CENTER.