




# MoPOP

MUSEUM OF  
POP CULTURE

## RFID Interactive Exhibit Program

Michelle Armstrong



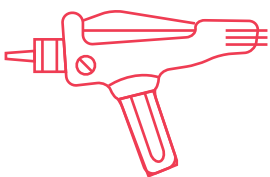
Radio-frequency identification is increasing in popularity and usage, not only by amusement parks, but also by guests. Typically seen in use at festivals as a cash replacement method, there are many other application implementations. By keeping the initial phase of the program of investing in RFID readers and as an exclusive perk for members, the program allows MoPop to gradually execute the new exhibit additions with little required infrastructure.

Three basic points of data collections that internal teams can harvest include: member-completed surveys, new engaging content, and post-experience survey feedback. The Marketing, Sales, and Development Departments can use the data to effectively strategize promotions, sales, and programs.

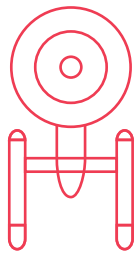
## OBJECTIVES:



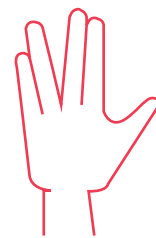
Data



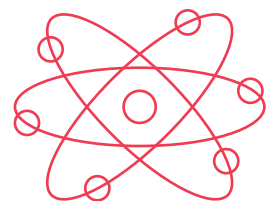
Engage



Increase  
Memberships



Socialize



Drive  
Revenue



# RFID OVERVIEW



## WRISTBANDS

There are many quality levels of RFID wristbands on the market. This program recommends the 64-bit, silicone wristbands for members. Logo customizable bands range from \$4-\$6, and are producible in a multitude of colors and styles. The UHF of PDC Innovative Solutions has a reading distance of 5-feet and has unlimited reading and writing capabilities.

## INTEGRATION

As this program relies mostly on the software application, digital communication and data harvesting, the need for hardware is minimal. Readers can be placed either hidden or in plain view throughout exhibits, and are reusable.

## CUSTOMIZATION

In addition to color availability, there are opportunities to customize the bracelets to each exhibit and/or offer accessories. The wristbands will always maintain the MoPop brand mark, and can be formatted in exclusive limited edition designs.

## READERS & KIOSKS

Although not required, there is the option for a kiosk in the welcome area as a way to market the program and provide an initial check-in for users. There is no limit to the amount of readers per exhibit or what actions they control when used in conjunction with appropriate RFID wristbands. Since the readers are transportable, the MoPop RFID program can be used off-site at events such as Emerald Con or through the Pop Puzzles and Pop Culture Parties.



# DATA, COLLECTION & ANALYSIS

## USER EXPERIENCE

By sending surveys to guests, MoPop can not only use the data to tailor their experience, but can also identify favorite features, establish patterns among users, find new programming, and receive feedback. The digital infrastructure allows for quick communications and easy program coordination.



## TRACK USAGE

See how frequently guests use the wristbands. Track the most popular attractions and learn from their movements. Use the data to evaluate guest experience and increase engagement.

## FIND SUPER FANS

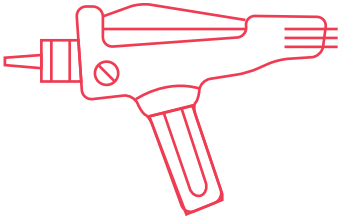
Reward Super Fans and build incentives to create new ones! Leverage guests with significant social media followers and inspire creative content contributors.

## IDENTIFY PATTERNS

Evaluate the data to find the most frequented readers, popular exhibit features, busiest days and times, increases in memberships, and additional revenue.

## LEARN & ENGAGE

Use the data to create unique and engaging social media content. Connect with followers using branded hashtags and check-ins. Discover new ways to emphasize features based on the highest shared activators. Evaluate the feedback and use in the development process of upcoming exhibits.



# UNIQUE ENGAGEMENT

## EXPERIENTIAL ENGAGEMENT

Nothing perpetuates a good brand reputation like positive experiences. The RFID Program creates nothing but an unrivaled quality experience. Immerse guests in an unforgettable memory with customizable and sharable content. Messages can include social media handles, birthday wishes, and more. RFID technology automatically connects user accounts, allowing photos and videos captured at exhibits, to be transferred and shared immediately.

## EXHIBIT SPECIFIC

Tailor content, surveys, and activations with The Art of Rube Goldberg, Science Fiction and Fantasy Hall of Fame, and Star Trek: Exploring New Worlds exhibits.

## FIND TOP CONTRIBUTORS

Seek and share users with the most frequent check-ins, using hashtags, and finding additional exclusive content. Incentivize contributions, sharing and likes.

Well, well  
@osmondphoto,  
I can't believe your  
favorite episode  
isn't #19!

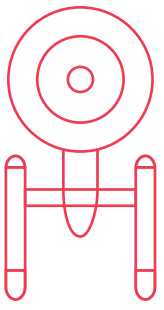


## SURVEY

Gain understanding with crazy and creative exhibit-specific surveys, which can be housed online through a member portal or sent via email.

## SPECIAL EVENTS

Use the Pop Conference or Camp Out Cinemas to effectively leverage partnerships by collaborating on content and activations. Build exclusive, tailored experiences for private events.



# DRIVE MEMBERSHIPS

## EXCLUSIVE PERKS

Build one-of-a-kind perks only for members. Create private events, such as sneak peaks, to engage in exclusive experiences and provide special rewards. Give special previews for releases of new wristbands and accessories.

## EVOLVING CONTENT

Drive interest and increase awareness with new content and activities. Refer to data analytics to build more Easter Eggs and special messaging. Also an opportunity to highlight exhibit components like the Jefferies Tube.

## RETENTION

With the national average of non-profits losing over 50% of annual memberships after the first year, it's crucial to exceed experience satisfaction. The RFID Program adds plenty of individualized perks to help increase retention rates.





# GET SOCIAL



## IMMEDIATE & SHARABLE CONTENT

Instant gratification and ease will increase guest social shares. As part of the program, wristband holders can provide permissions for MoPop to share their experience on social media and through other promotions such as annual reports, marketing campaigns, and appeals.

## WORD-OF-MOUTH ENDORSEMENTS

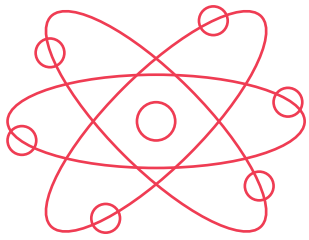
People share their positive and negative feedback, and personal recommendations are priceless. Whether it's through review sharing sites or on social media platforms, the program will top the list of fun, one-of-a-kind memories, positively associating good vibes with MoPop.

## INCREASE METRICS

The more MoPop engages and inspires, the more they can increase metrics. The program allows for digital tracking to capture new fans, expand brand awareness, and increase revenue. The more content pushed through social platforms, the more the numbers will increase.

## SPECIAL MEMBER MESSAGES

A benefit is to track guest behavioral traits in order to send special messages. Happy Birthday, holiday, and membership anniversary messages can be customized with featured images from previous visits.



# INCREASE REVENUE

## NEW MEMBERS

Entice new members, help retain current members. Members with positive experiences are more likely to become donors and over 85% of gifts are from individual donors.

## INCREASE RETENTION

The program gives additional incentives for fans to maintain their membership. Digital mementos are a very cost-effective way to show value.

## RFID WRISTBANDS FOR NON-MEMBERS

Another potential phase for the program is providing more cost-effective RFID bands that every museum guest can use to commemorate their visit. The laminated paper wristbands are substantially inexpensive and would be a nominal increase in admission pricing. They too can partake in the fun.

## CUSTOMIZATION

Accessories provide a great upsell opportunity! Exhibits can inspire designs and themes for wristbands. With limited edition designs, the wristbands become collectible.

## PAID MESSAGING

With a MoPop marketing team member as a moderator, the program can allow for paid messaging. Members can send other members messages such as birthday wishes or even marriage proposals.





## INNOVATE

LEVERAGE TECHNOLOGY  
IN A NEW WAY

## MEMBERS

MAKE THEM FEEL EXTRAORDINARY

## REVENUE

MINIMAL INVESTMENT FOR  
MAXIMUM OPPORTUNITY



## UNIQUE CONTENT

STAND APART FROM THE REST

## DATA-DRIVEN

NUMBERS HELP TO MAKE  
INFORMED DECISIONS

## TECH INTEGRATION

BE ON THE CUTTING EDGE

## EXPANSIVE OPPORTUNITIES

COLLABORATIONS WITH GUESTS, MEMBERS, AND COMMUNITY PARTNERS

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## GIVING CREDIT WHERE CREDIT IS DUE

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Informational resources from Intellitix, PDC, and WIRED Magazine