**Blue Man Group—Making Waves Traveling Exhibit Marketing Materials:**

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By renting Blue Man Group—Making Waves exhibit you have teamed up with the Mad Scientists from Blue Man Productions and JBL®, a registered trademark of Harman International, to take you where no exhibit has gone before.

Onstage, the Blue Man is one part inquisitive child, one part trickster, and one part superhero on a journey of discovery. Curiosity, comedy and intuition guide the Blue Man as he learns how to express himself and connect with others through his experiments with sound. Using the Blue Man approach to the science of sound, this exhibit encourages learning and development through sensory engagement and interactive entertainment. We know your visitors are going to love it!

This Marketing Manual is intended to give you information about all sorts of PR, marketing, graphic design and presentation issues you may encounter. Please feel free to call if you have any questions.

Enjoy!

Traveling Exhibits Manager
Boston Children’s Museum
300 Congress Street
Boston, MA  02210
617.426.6500 ext. 370
SalesandRentals@bostonchildrensmuseum.org
Blue Man Group—Making Waves Approval Process: Show it to Boston Children’s Museum!

It’s pretty straightforward:

Everything that you do for public consumption MUST be approved by Boston Children’s Museum PR/Marketing Department PRIOR TO PUBLICATION.

This includes & is not limited to:
• Press releases and kits
• Graphic materials, from ads to banners to invitations
• Teacher materials
• Website
• Your choice of local exhibit sponsors

If something is approved for one context, it must also be RE-APPROVED for re-use in another context.

Here’s why: In addition to Boston Children’s Museum’s own interest, Blue Man Productions is very careful about how the Blue Man Group is presented, and in what contexts they appear. Furthermore, with a national sponsor there are contractual obligations about how they are represented.

How will the approval process work?
Boston Children’s Museum (BCM) will take the first look at your materials, and flag anything for revision that BCM has found, by its own experience, to need adjustment. Once BCM thinks the materials will meet Blue Man Productions expectations, and fulfill the obligations to a national sponsor, BCM will forward them to Blue Man Productions for approval. All three parties must weigh in before approval is granted. A national sponsor will probably not be in the position of offering prior approval on most pieces except the press release.

How do you send your materials to BCM?
Please submit all materials to the Project Supervisor of Traveling Exhibits for approval before publication.

Are we going to be nit-picky and annoying about this?
We hope not! Blue Man Productions are really nice people and really helpful, so don’t worry about unnecessary tinkering. Furthermore, BCM has itself been in your shoes before, facing this kind of approval process, so we know what it can feel like when you are on deadline. We’ll do our best to minimize the burden on you, if you’ll do your best to follow the guidelines in this manual.

What’s the turnaround time on approvals?
BCM, Blue Man Productions will strive to provide fast turnaround. However, please allow at least TEN (10) FULL BUSINESS DAYS for approvals.
BLUE MAN GROUP—MAKING WAVES CONTACT INFORMATION

PLEASE DO NOT CONTACT
Blue Man Productions
CONTACT KATE MARCINIEC.

PR, DESIGN AND MARKETING AND EXHIBIT & PROGRAM QUESTIONS:
For approvals and questions:

Kate Marciniec, Traveling Exhibits Manager
Phone: (617) 426-6500, ext. 370
Best way ➔ Email: Marciniec@BostonChildrensMuseum.org

Mailing Address:
Boston Children’s Museum
300 Congress Street
Boston, MA  02210

Fax: (617) 426-1944
What you need to report back to Boston: before, during and after the exhibit

Before and during the exhibit run:

Please keep us posted on your PR, media placement and other marketing plans. A list of your plans prior to opening, and another in the middle of your run would be most appreciated – or more often if you prefer! This will be important for us to share with the national sponsor. It may also help us help you spot any further special opportunities you might have. In particular, we are interested in:

- The full retail value of the various avenues of advertising support that you are putting behind the exhibit, whether paid, discounted or donated.
- The press coverage that you are getting for the exhibit.

Timely info about or copies of special success stories would be most appreciated.

At the end of your Blue Man Group—Making Waves exhibit run:

Please report back to Kate Marciniec at Boston Children’s Museum with the following:

1. Your comments about your experience with the exhibit overall. Nice words are always appreciated – and we may want to quote you! – but your honest assessment is most important.

2. Your overall admission numbers during the exhibit run, including:

   - How these numbers differed, if at all, from your previous two year’s numbers for that period;
   - Any notable statistics you gathered, i.e. specific exhibit programming that drove attendance;
   - Anything else you think we should know about your visitorship.

3. Listed overviews of the following:

   - Any paid, discounted or free media you ran, and an estimate of its retail dollar value;
   - Any press coverage you received, and an estimate of its readership/impact if you can;
   - Any other marketing/promotion activities along with pertinent audience impact information;
   - Any special programming you hosted, and estimates of attendance.

4. Two final copies of samples of all materials you created:

   - Press releases, advertisements, PSA scripts, invitations, brochures, newsletters, photos of building banners, etc.
   - Press photos: Copies of any good shots we might be able to use again (we’ll talk to your photographer about permission before we actually use them) and copies of any shots that demonstrate that Blue Man Group came to YOUR museum.

5. Info about and/or photos of anything you did to supplement the exhibit or activities

6. Any ideas you’d like to offer for improving the exhibit or manuals

Trademarking and credit requirements:
In the exhibit and on all materials
There are a few credits and some legal language that you must include in all of your materials about *Blue Man Group—Making Waves* exhibit. This and the following page set out the specifics for each instance. Here is your general check-list:

**In the exhibit:**
- Use the Title Panel that is provided to you, and install it near the exhibit entrance. This will cover all your legal requirements. If you create an additional credit panel to recognize local sponsors (BCM approval required), their logos may not be larger than any national sponsor’s logo.

**On all printed or written materials... SEE BELOW AND NEXT PAGE FOR DETAILS:**
- Credit the exhibit producers prominently and appropriately
- Place copyright info on artwork
- Place copyright info near text
- Use the trademark symbol in association with the national sponsor JBL® at all times with the language JBL®, is a registered trademark of Harman International.

**CREDITING EXHIBIT PRODUCERS & NATIONAL SPONSOR**
You MUST use the *Blue Man Group—Making Waves* logo as it has been provided to you. This logo must appear at least ONCE on each document, invitation, hand-out, webpage, postcard, etc. You may not alter the logo. If you have an odd-shaped document where the logo just won’t fit well, please discuss your options with BCM.

**PLACING COPYRIGHT INFO ON ARTWORK**
This text must appear ONCE in teeny type on each artwork layout that you create that includes *Blue Man Group* images. It is already included on the exhibit logo, so you do not need to add it there again:

This information must be **legible to the naked eye**, directly on the artwork if you like. Generally we have found that it looks best when written in vag round “Blue Man Group font”, and when placed subtly along a heavy line within the artwork.
**Trademarking requirements, continued (page 2 of 2):**

PLACING COPYRIGHT INFO NEAR TEXT:
This copyright line needs to appear ONCE on EACH document you produce (NOT on each page). In a multi-page document, such as a newsletter, please try to put it somewhere near information related to the exhibit. It can be in smaller type, but it should be in a size and location that demonstrate your good faith effort to protect the trademark.

*Blue Man Group ---- Making Waves* was produced by Boston Children’s Museum in collaboration with Blue Man Productions and JBL®, a registered trademark of Harman International. All underlying materials, including all artwork and the use of Blue Man Group characters are used with permission of Blue Man Productions.
**Sponsorship topics:**

**Your Obligations to a National Sponsor, and Your Local Opportunities**

**National Sponsorship:**
JBL®, a registered trademark of Harman International, is the national sponsor for Blue Man Group—Making Waves. See Appendix B for more details.

As a licensee of Blue Man –Making Waves host Museums **MUST** recognize the national sponsor in the following ways:

- Prominently display the exhibit logo on all print and web collaterals/visual materials associated with the exhibit.
- Prominently recognize JBL®, by name in all press releases, as the title sponsor.
- Include the JBL® parent company, Harman International, boilerplate release that will be provided on its company letterhead in any press packets.
- Include the paragraphs about Blue Man Group—Making Waves, and Boston Children’s Museum at the end of your release.
- Provide Invitations for representatives from JBL® and Blue Man Group to attend special exhibit/program-related events.
- Provide a minimum of 50 complimentary tickets for sponsor VIP associates.

**Local Sponsorship:**

**You are welcome to seek local sponsors/underwriters for your hosting of Blue Man Group—Making Waves.**

The only limitations are:

- As the producer of high quality entertainment products, the exhibit’s national sponsor, JBL®/Harman International, has category exclusivity in this field, and any local sponsors cannot be either in the same field of business or actual competitors of JBL®/Harman International.
- Your local sponsors must be in business categories that are generally acceptable to the Boston Children’s Museum and Blue Man Productions: no tobacco, alcohol, or firearms companies, for example...categories you probably avoid anyway!
- Local sponsors’ logos may not overshadow the exhibit logo nor may they be bigger than a national sponsor’s logo (requires BCM approval).
• Local sponsors must be billed as such, e.g. “Sponsored in Boston by XYZ”, not simply “Sponsored by XYZ.” When you are offering sponsorship to a potential partner, please be sure to make this clear.

To help you ensure that there are no issues, Boston Children’s Museum MUST APPROVE all local sponsors. Please send a prospect list to BCM to get approval for all your targets before you approach them, to avoid any issues later.
PR & Marketing Strategies to Consider

We assume you have a usual repertoire of such tools as:
• Press releases/kits
• Media event/photo ops
• VIP/member opening event
• Advertising
• Website promotion
• Etc.

Here are a few further ideas: --

• MOST importantly: please develop a relationship with your local Blue Man Production Company!
  o Explore mutually-beneficial cross-promotions such as:
    • Jointly host a Blue Man Unusual Music Day at your Museum. Invite the theater to bring activities, goodies, and its own staff volunteers to help out.
    • Jointly host a Blue Man Meet-and-Greet.
    • Showcase Blue Man show materials at your museum.

• Since the exhibit focuses on sound, develop a cross-promotional campaign with your local radio stations. You could invite the radio station to have a promotional event at the Museum in exchange for distributing flyers about the exhibit at its local events.
  o Jointly host a Blue Man Unusual Music Day at your Museum. Invite the radio station to bring activities, goodies, and its own staff volunteers to help out.

• Develop holiday special events, if the timing is right.

• Local theaters or music stores might be willing to hang posters promoting the exhibit.

• Host a Blue Man Group—Making Waves Music Day or Weekend with extra activities and programming.

• Host a Blue Man Group make a new instrument or write a song contest or activity. Perhaps a local music store could sponsor this special event.

• Invite local celebrities to play a song on the Slide-u-lum for children.

• Offer children in school groups something to take home that invites their parents to bring them back for a return visit.

• Let Blue Man Group increase your Membership. Create a special Blue Man-centered Membership mailer promising new Members an invitation to the Members-only Blue Man preview party and two extra months of Membership.
Media Relations: Press Releases and Photography Choices

Templates on disk:
To aid you in writing your press release and media fact sheet, we are providing you with templates for a starting point. Hard copies are in Appendix A of this manual, and the Word document files are on the accompanying CD.

In these templates, you’ll find helpful quotes, statistics, and all the legal language you should be sure to include in your final press pieces. If you need any more information, please contact the Project Supervisor for Traveling Exhibits at BCM (see page 4 for contact info).

Photography considerations:
Boston Children’s Museum will provide you with several suitable promotional photos. The photos will include kids and families enjoying the exhibit.

Samples of press coverage received by Boston Children’s Museum are in Appendix C of this manual. Those samples may give you some ideas for angles to focus on in your own media market.
Marketing:
Suggested Angles, TV Promos and Website

HOW TO PORTRAY THE BLUE MAN GROUP™ AND BLUE MAN GROUP—MAKING WAVES:

• Focus on the music making and theatrical aspects of the exhibit, rather than on meeting or being with the Blue Man Group.
  We found that our audience interpreted everything possible to mean “My kid will get to meet the Blue Man Group,” no matter how carefully we worded text. Be forceful about featuring the true nature of the exhibit in order to manage those expectations.

  Some phrases to consider:
  • Explore (instead of the milder “visit”) Blue Man Group—Making Waves

• DO NOT…!
  • Use the color blue in marketing materials or during special events. This color is reserved for the Blue Man and will take away from their impact.
  • Allow staff dress up like Blue Man. Blue Man are actors that have been trained extensively in Blue Man behavior and are the only people allowed to act as Blue Man.

• Emphasize
  • The characteristics of the Blue Man ingenuity, curiosity and playfulness. Use these traits to relate to your audience.
  • The science of sound.

Samples of ads and printed materials created by Boston Children’s Museum are in Appendix C of this manual.
**Graphic Design: Use of Images**

You are free to use any illustrated image that is on the CD you received.

The disk includes logo, photographs, backgrounds, borders and fonts. We think the disk will provide you with everything you might need.

We would prefer that you not seek to add other Blue Man photos to this menu if you can avoid it. However, if there is something you really need that is not there, please consult the Project Supervisor for Traveling Exhibits at Boston Children’s Museum. You MUST have BCM’s permission to add any other image.

**REMEMBER:**
All pieces you produce must be pre-approved by Boston Children’s Museum.

**Colors and Font:**

Listed below are the CMYK and PMS-non-fluorescent equivalents. Please use the first column wherever possible would be preferable.

- 801 = 80/5/5/0 = 2995
- 802 = 50/0/100/0 = 368
- 806 = 0/100/10/0 = 219
- 808 = 80/0/40/0 = 3262
- 809 = 10/0/100/0 = 395
- 810 = 0/25/95/0 = 136
- 811 = 0/70/100/0 = 021
- 814 = 55/60/0/0 = 2665

The preferred font for Blue Man—Making Waves exhibit is Vag Rounded.

**Questions?**
Please contact your Traveling Exhibits Manager at Boston Children's Museum. 617-426-6500 x370 or salesandrentals@bostonchildrensmuseum.org.
Where to buy Blue Man Group™ materials for activities and workshops, or for Retail Sale in your Museum Shop

For your Museum’s own use in activities or workshops:

Non-profit, educational institutions may purchase from Blue Man Group Merchandising. Items are subject to availability. See Appendix B for more information.

Here you will find:
- BMG Playing Cards
- Eyes Keychain
- Eyes Magnet
- Hotsticks (drumsticks with BMG logo)
- Kid's Magnetic Picture Frames
- Lightball with Blue Man Group logo
- Nightlight with Paint Drumming Image
- Notepad & Pencil Set
- Paint Drumming Poster
- Question Mark Spiral Bound Journal
- Skyliner Wand
- Squishy Liquid Pen
- Tattoo Set
- Travel Art Kit
- Patch Set
- Paint Drumming Mints
- Kids t-shirt-Royal blue with 3 Blue Men Paint Splatter design

Also, the vendors listed on the next page offer things you might find useful.

For your Shop, a list of vendors is enclosed on the following page.

In Boston, we found that everything Blue Man Group-related sold well! We hope you have a similarly rewarding experience!

Please note you may NOT create custom Blue Man Group items of any kind, even souvenir-type pieces that also feature your museum name/logo.
Blue Man Group—Making Waves Traveling Exhibit
Marketing Materials

Appendix A
(accompanies attached CD)

Here are hard copies of templates for:

- Press release
- Fact sheet
- “Blue Man Group—Making Waves Is...” sheet (not exactly a template, but an example you may wish to adapt)
- Graphic Elements
Blue Man Group—Making Waves Traveling Exhibit
Marketing Materials

Appendix B

Here is additional information about
• National Sponsorship Contract
• Merchandise
Blue Man Group—Making Waves Traveling Exhibit
Marketing Materials

Appendix C

Here are examples of materials that were used by Boston Children’s Museum when the Traveling exhibit opened in September 2006:

- Press releases
- Promotional materials
- Invitations
- Other miscellaneous items
Here are copies of press coverage received by Boston Children’s Museum during its own exhibition opening in 2006. These are included to show you some of the angles that caught the eye of media in this area, in case that information helps you shape your own press solicitations.