



# National Portrait Gallery

Create a campaign which challenges perceptions and encourages 'pop-in' visits to the National Portrait Gallery

## YCN Awards 0809

National Portrait Gallery Brief

## Submissions Deadline

27 March 2009

## Submit To

YCN, 72 Rivington Street,  
London, EC2A 3AY,  
United Kingdom

Please ensure you have completed, and signed, an Entry Form and affixed an Item Label to each part of your submission. These are available to download at [yconline.com](http://yconline.com)

## Background

The National Portrait Gallery houses the world's largest collection of personalities and faces, from the late Middle Ages to the present day. The Collection begins in the early sixteenth-century with the great Tudor courts and continues through to the present day with contemporary portraits, which reflect the diversity, inventiveness and multi-culturalism of modern day Britain.

The Gallery on St Martin's Place in London offers a superb visitor experience with three floors of gallery space, an IT Gallery where visitors can further explore the Collection and the roof-top Portrait Restaurant with amazing views across Trafalgar Square. As well as the Collection which is permanently on view, the Gallery stages six major exhibitions and more than ten special displays a year and runs a full and varied programme of events, conferences, family activities, music evenings and talks. Admission to the Gallery is free (apart from some special exhibitions) and we attract over 1.6 million visits a year, with a further 15 million annual visits to the website.

## Mission

Our aim is to promote through the medium of portraits the appreciation and understanding of the men and women who have made and are making British history and culture and to promote portraiture in all media to the widest possible public.

## Brand Values

Welcoming, inclusive, fresh, inspiring and enriching.

The National Portrait Gallery's brand personality can best be expressed as the perfect host, the Collection being the embodiment of the perfect party guest list, with the Gallery acting as benign host and master of ceremonies.

Our visual style is contemporary classic. It combines heritage and tradition, with contemporary relevance and openness to new ideas.

Tone of voice – warm, clear, informative, accessible as well as lively and stimulating.

## Brand Perceptions

The strengths of the Gallery's brand, as perceived by current attenders, are the combination of the historic and contemporary and the human interest created by our focus on people. Visitors like the bright, modern building and the intimate, non-intimidating ambience. The Gallery is seen as a haven from the hustle and bustle of the West End offering peace, tranquillity and immersion. The central location also encourages incidental visits and enables a 'drop-in' culture.

Negatively, the National Portrait Gallery is perceived by non-visitors as, old-fashioned, dark, dreary, sombre and serious, with repetitive rooms containing portraits of 'dead old men'. However, when non-visitors come to the Gallery their experience far exceeds their expectations, both in terms of the content of the Collection and the nature of the Gallery itself.

## Campaign Background

Currently 8% of visits are made by people who work or study locally. 56% of visitors spend less than an hour at the Gallery, and research has shown that regular visitors enjoy 'bite-sized', 'drop-in' visits.

The Gallery is open daily 10.00 to 18.00, Thursdays and Fridays until 21.00. There is an ongoing, year-round programme of talks, events and workshops including lunchtime gallery talks and lectures. On the late nights, in addition to being able to view the main Collection and temporary exhibitions, special talks are held on Thursday evenings and free music events on Friday evenings. Please see [www.npg.org.uk](http://www.npg.org.uk) for more information about the Gallery's programme.

**Campaign Objective**

Encourage more 'locals' to make 'bite-sized' visits, by promoting our brand strengths and benefits and highlighting what they can see and do on a short visit, perhaps on their lunch break or after work.

Create a campaign that promotes the Gallery's brand and helps to bridge the brand gap between negative non-visitor perceptions and the actual experience.

**Target Audience**

People who work or study locally – Trafalgar Square, Covent Garden, Soho, The Strand, Whitehall etc, especially those who work in the media and creative industries (20-35 years old, culturally aware, young professionals).

**Media**

We are open to ideas about the media or format you think is most appropriate to reach the target audiences. But ideally we would like any creative to work on print and online.

**Creative Considerations**

The work must be consistent with the Gallery's brand guidelines and include the National Portrait Gallery logo. Portraits from the Gallery's Collection must not be altered or distorted. Our brand guidelines and logo can be found in the project pack at [ycnonline.com](http://ycnonline.com)

**Further Information**

To find out more about the Gallery and to search the Collection visit [www.npg.org.uk](http://www.npg.org.uk) or why not make a 'bite-sized' visit! We are on St Martin's Place, London, WC2H 0HE nearest tube Charing Cross or Leicester Square.

**Deliverables**

Please adhere to the deliverables guidelines in the Awards section at [ycnonline.com](http://ycnonline.com). Full details on the judging process and associated timings can also be found online.