

Harnessing the Power of the Brand Museum: A Practitioner's Perspective

Maedbh Donaldson

BBDO Marketing & Advertising Dublin

Aileen Kennedy

Technological University (TU) Dublin

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Abstract

This paper investigates the key components of the brand museum experience that are most impactful in the structuration of visitor's brand experiences, identified from an industry expert and practitioners' perspective. A case study methodology draws from the internationally renowned Jameson Distillery Bow Street (JDBS), the 'brand home' of the global Jameson brand, as a research site. Industry experts share their professional knowledge and insights on the most influential dimensions of the curated Jameson brand museum experience visitors engage with to co-create unique experiences. We articulate these dimensions as brand heritage, the human connection and storytelling, and explore how such components enable visitors to co-create memorable, and interactive brand experiences. We explore the managerial implications of such an approach and how these experience dimensions coalesce to create strategic advantages for the Jameson brand.

Keywords: *brand ; museum; experience*

Track: Product and Brand Management