

Unique Marketing Ideas in a Crowded Marketplace

Diane Carroll
Crystal Bridges Museum of American Art

Follow this and additional works at: <https://scholarworks.umass.edu/ttra>

Carroll, Diane, "Unique Marketing Ideas in a Crowded Marketplace" (2016). *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 9.
<https://scholarworks.umass.edu/ttra/2015marketing/Proceedings/9>

This Event is brought to you for free and open access by ScholarWorks@UMass Amherst. It has been accepted for inclusion in Travel and Tourism Research Association: Advancing Tourism Research Globally by an authorized administrator of ScholarWorks@UMass Amherst. For more information, please contact scholarworks@library.umass.edu.



Crystal Bridges Museum of American Art
2015 MARKETING OUTLOOK FORUM: A GLOBAL PERSPECTIVE
OCTOBER 26 - 28, 2015



CRYSTAL BRIDGES
MUSEUM OF AMERICAN ART





THE WALL STREET JOURNAL.

Subscribe Now

3 MONTHS \$1

[Home](#) [World](#) [U.S.](#) [Politics](#) [Economy](#) [Business](#) [Tech](#) [Markets](#) [Opinion](#) [Arts](#) [Life](#) [Real Estate](#)



Barclays
Preparing to Name
Jes Staley Its CEO



Russia Airstrikes
Help Push Syria
Rebels Closer



Dell Will Acquire
EMC for \$67 Billion



Some Oil Firms
Cut Wages to
Preserve Jobs



Bo

AT LEISURE MAIN

The Walton Effect: Art World Is Roiled By Wal-Mart Heiress

THE NEW YORKER

ALICE'S WONDERLAND

A Walmart heiress builds a museum in the Ozarks.

The New York Times

New York Public Library's Durand Painting Sold to Wal-Mart Heiress

“...far off location that no respectable cosmopolitan person would ever come visit,” - THE CHRONICLE OF HIGHER EDUCATION

“ ...building an art museum in Bentonville, Arkansas, 500 miles away from the nearest person who ever would want to look at art,”

- Bill Maher, *Real Time with Bill Maher*







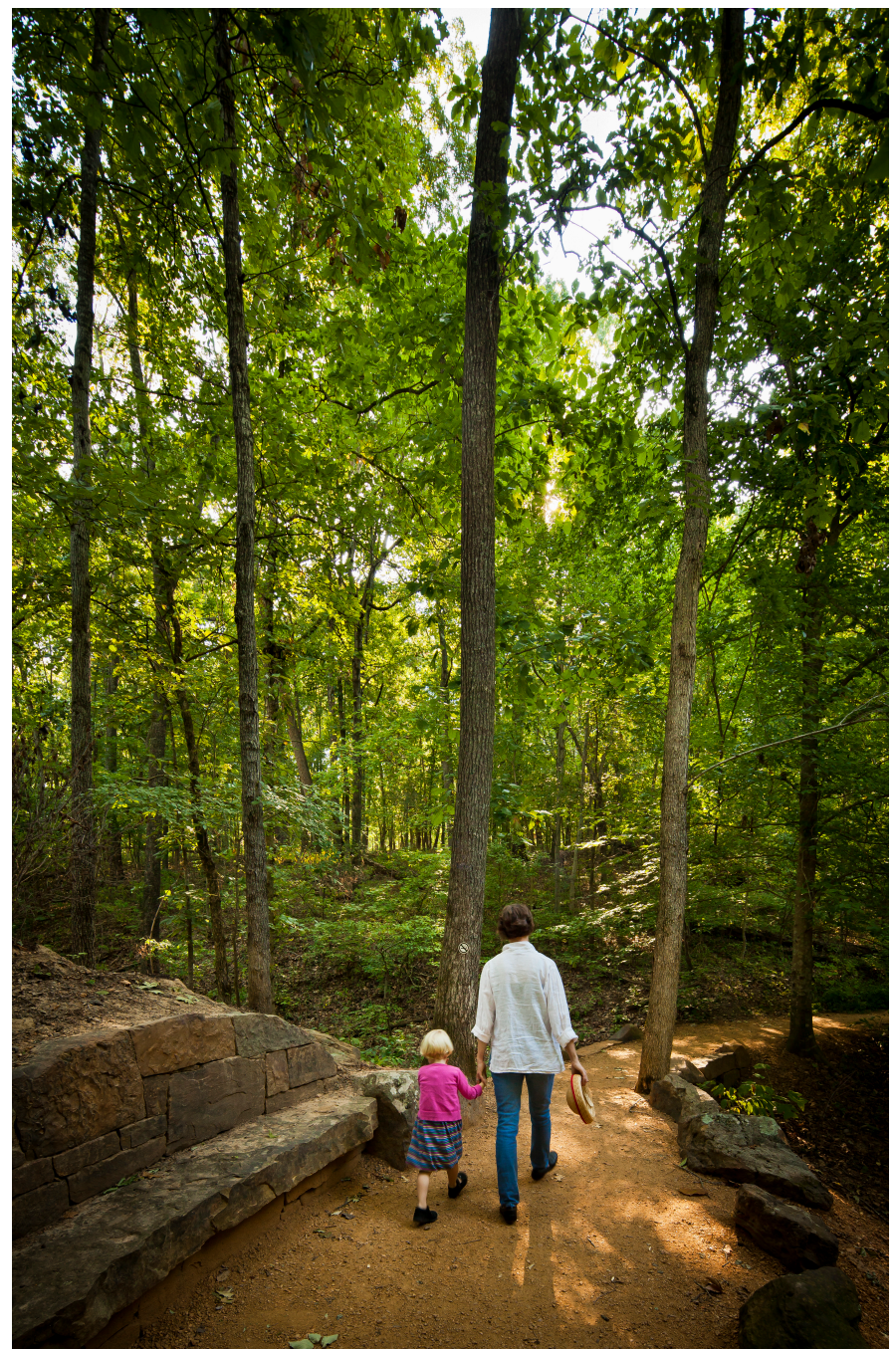
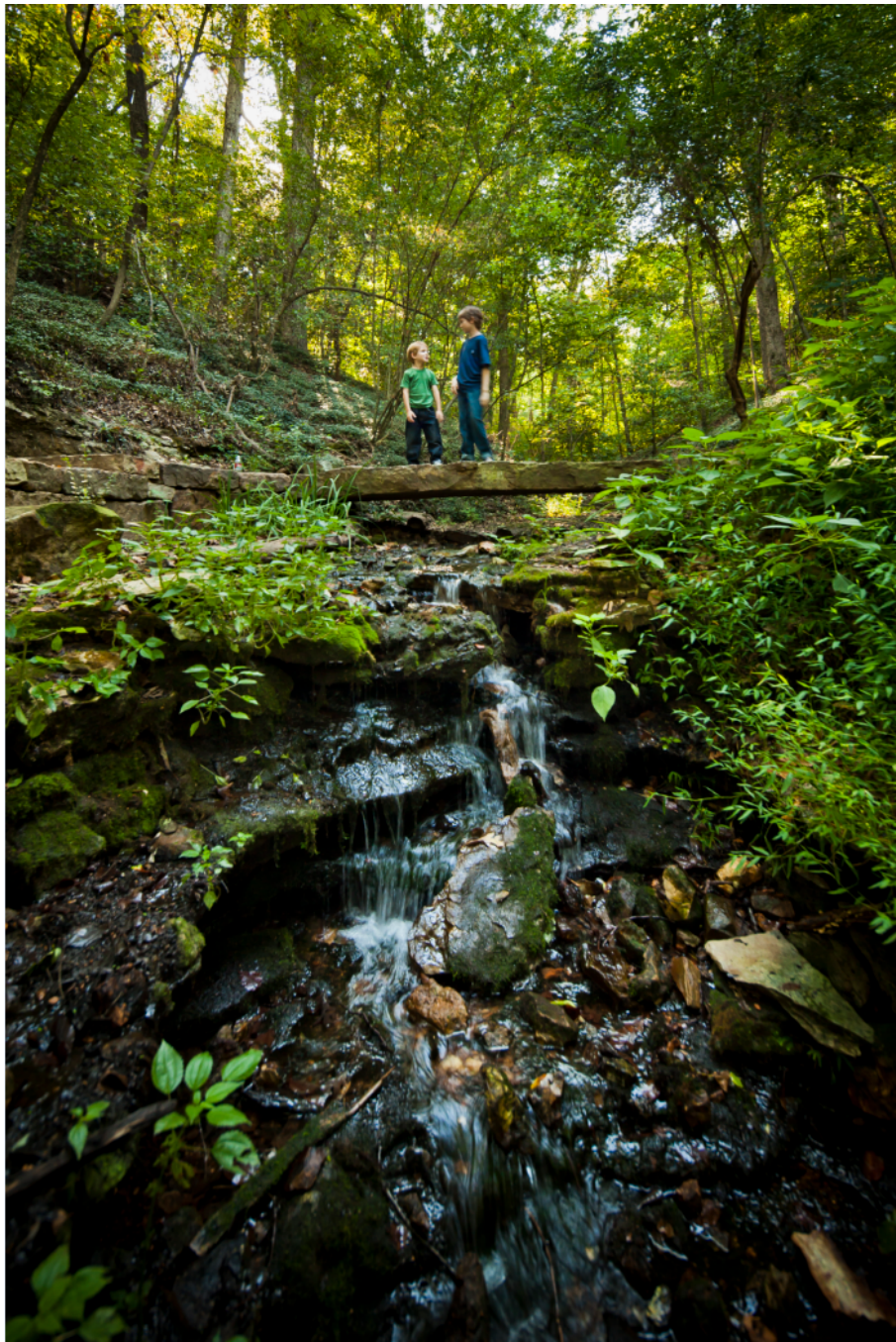


5-10

WALTON'S

5-10









George Inness
Sunset on the River, 1867
Oil on canvas











**Crystal Bridges Museum of American Art
welcomes all to celebrate the American spirit
in a setting that unites the power of art with
the beauty of nature.**



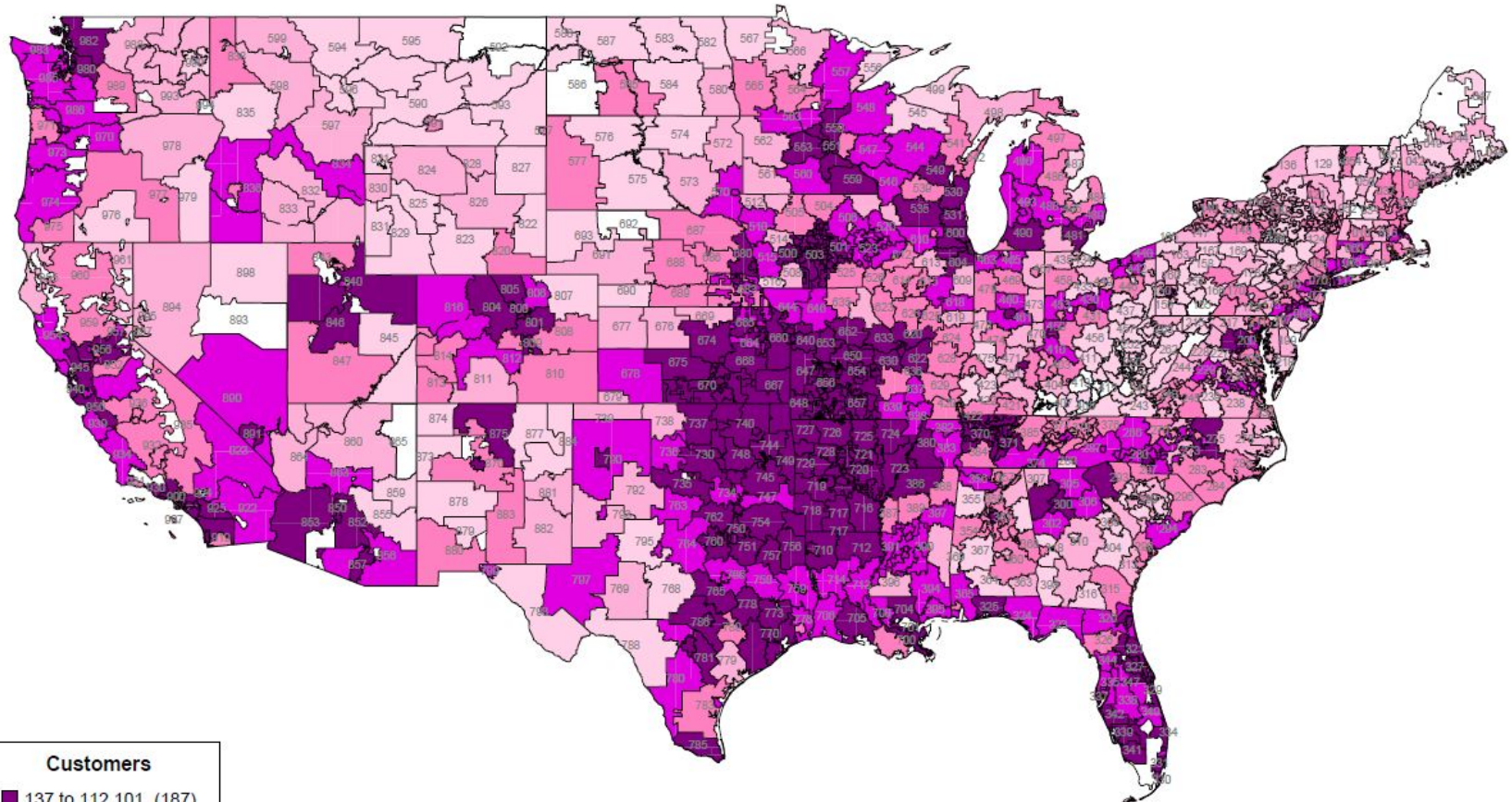






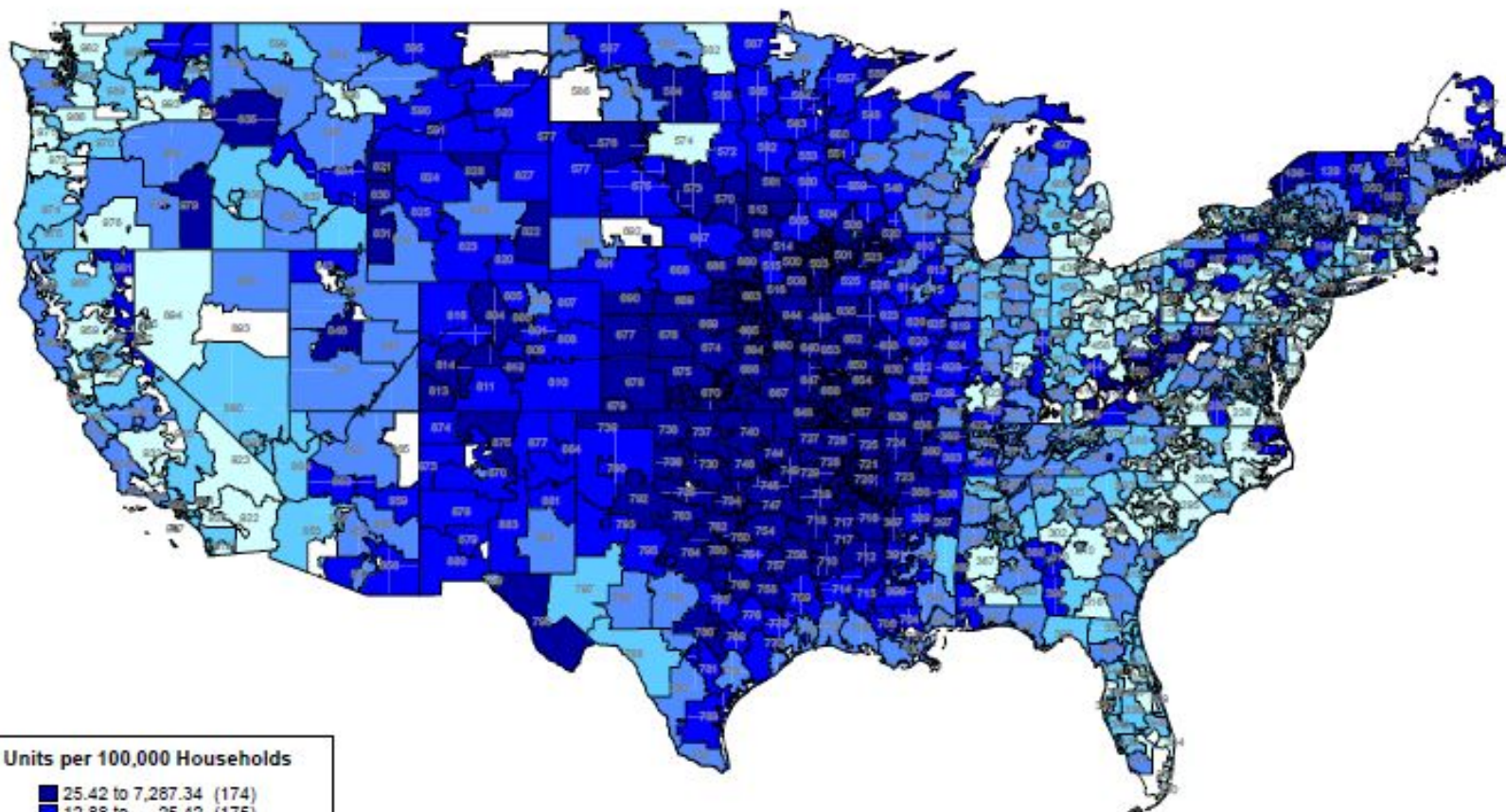
Crystal Bridges SCF Code/Distribution

Customer Distribution by ZIP3



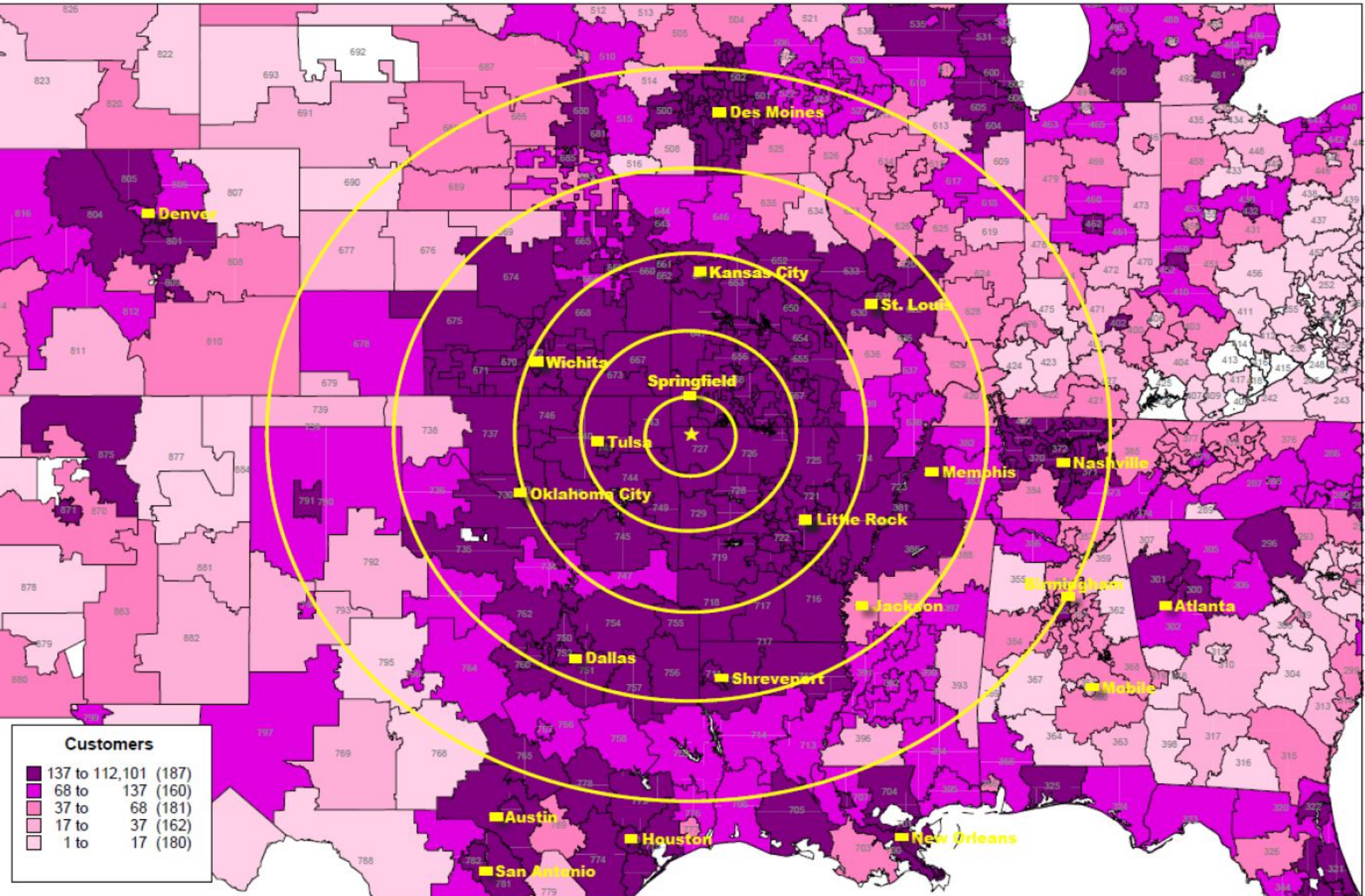
Crystal Bridges SCF Code/Penetration

Market Penetration by ZIP3



Crystal Bridges SCF Code/Radius

Customer Distribution by ZIP3





It seems to me that the modern painter cannot express his age, the airplane, the atom bomb, the radio, in the old forms of the Renaissance or any other past culture. Each age finds its own technique.
JACKSON POLLOCK

ABSTRACT EXPRESSIONISM

Abstract Expressionism was a movement of artists who rejected the idea of art as a representation of the external world. Instead, they focused on the act of painting itself, using bold, expressive brushstrokes and a rich, varied color palette. This movement was born in New York City in the 1940s and 1950s, and it was led by artists such as Jackson Pollock, Mark Rothko, and Willem de Kooning. The movement was characterized by its emphasis on the individual artist's emotional and psychological state, and its rejection of traditional artistic conventions.

These are the first steps in the process of abstraction. The artist begins by looking at the world around him, and then he tries to capture the essence of what he sees in a simplified, abstract form. This process is often called "distillation," and it is a key part of the Abstract Expressionist's creative process.

MINIM

CRYSTAL BRIDGES POSITIONING STRATEGY

- **Credibility**
- **Collaboration**
- **Culture**
- **Communication**

ABOUT

PLAN YOUR VISIT

ART

ARCHITECTURE

EXHIBITIONS

EVENTS

EDUCATION

TRAILS & GROUNDS

GET INVOLVED

LIBRARY

BLOG

ELEVEN RESTAURANT

STORE

NEWS

LOUVRE, HIGH, CRYSTAL BRIDGES AND TERRA FOUNDATION LAUNCH MULTI-YEAR COLLABORATION DEVOTED TO AMERICAN ART

Posted November 15th, 2011



The musée du Louvre, the High Museum of Art, Crystal Bridges Museum of American Art, and the Terra Foundation for American Art today announced the launch of a four-year collaboration devoted to producing programming and annual, focused installations of American and European art. Curators from each of the partnering institutions are working together to shape the themes and installations, and works will be drawn from the collections of all four institutions. The first installation premieres at the Louvre on January 14, 2012 before traveling to the other collaborating museums, and will explore the birth of American landscape painting through the works of Thomas Cole and Asher B. Durand. In addition to works by Cole and Durand, the installation will include an earlier painting by Pierre-Antoine Patel the Younger which inspired Cole's work after the artist saw it in Paris. The collaboration will launch on January 14 with a day-long symposium at the Louvre on the history of American art collections in the United States and Europe.

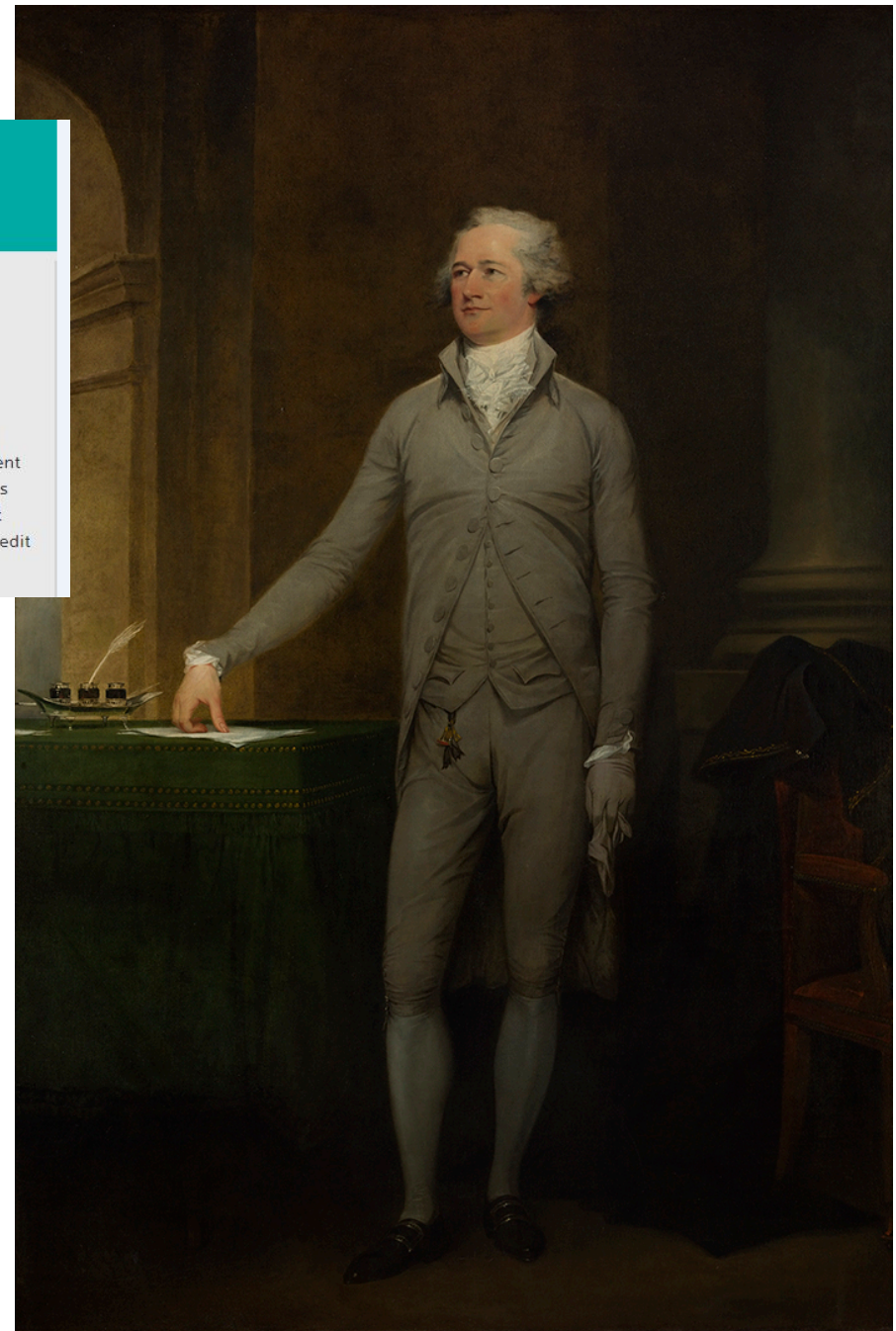


NEWS

CREDIT SUISSE TO DONATE TRUMBULL'S ICONIC PORTRAIT OF ALEXANDER HAMILTON TO CRYSTAL BRIDGES MUSEUM OF AMERICAN ART AND METROPOLITAN MUSEUM OF ART

Posted March 14th, 2013

An iconic full-length portrait by the celebrated Revolutionary-era painter John Trumbull of Alexander Hamilton, then Secretary of the Treasury under President George Washington, will join the permanent collections of both Crystal Bridges Museum of American Art and The Metropolitan Museum of Art, thanks to a gift from the painting's owner, the global wealth manager and investment bank Credit Suisse.



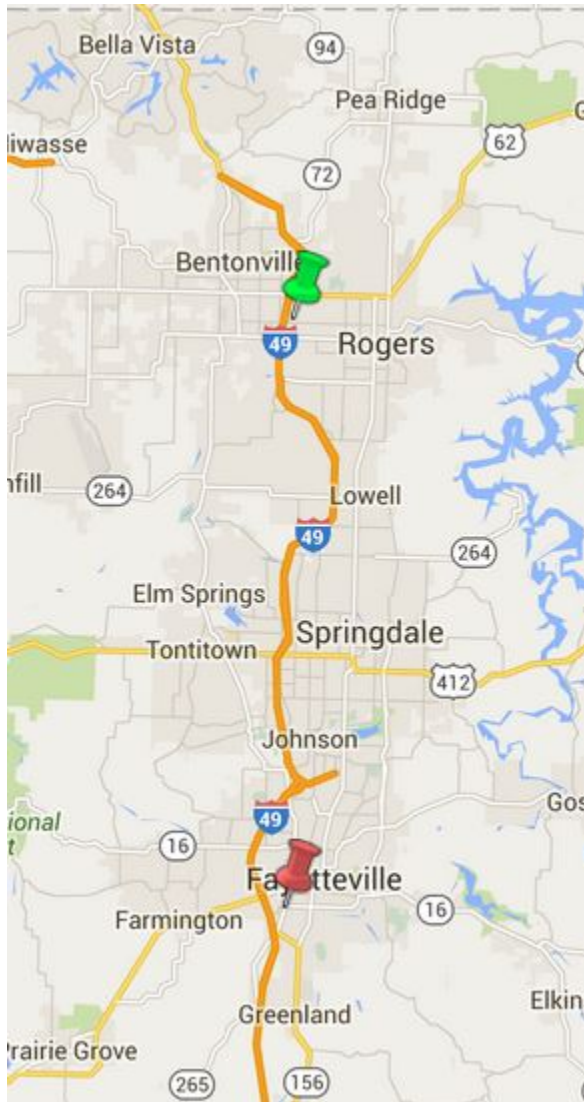
John Trumbull (1756-1843)

Portrait of Alexander Hamilton, 1792

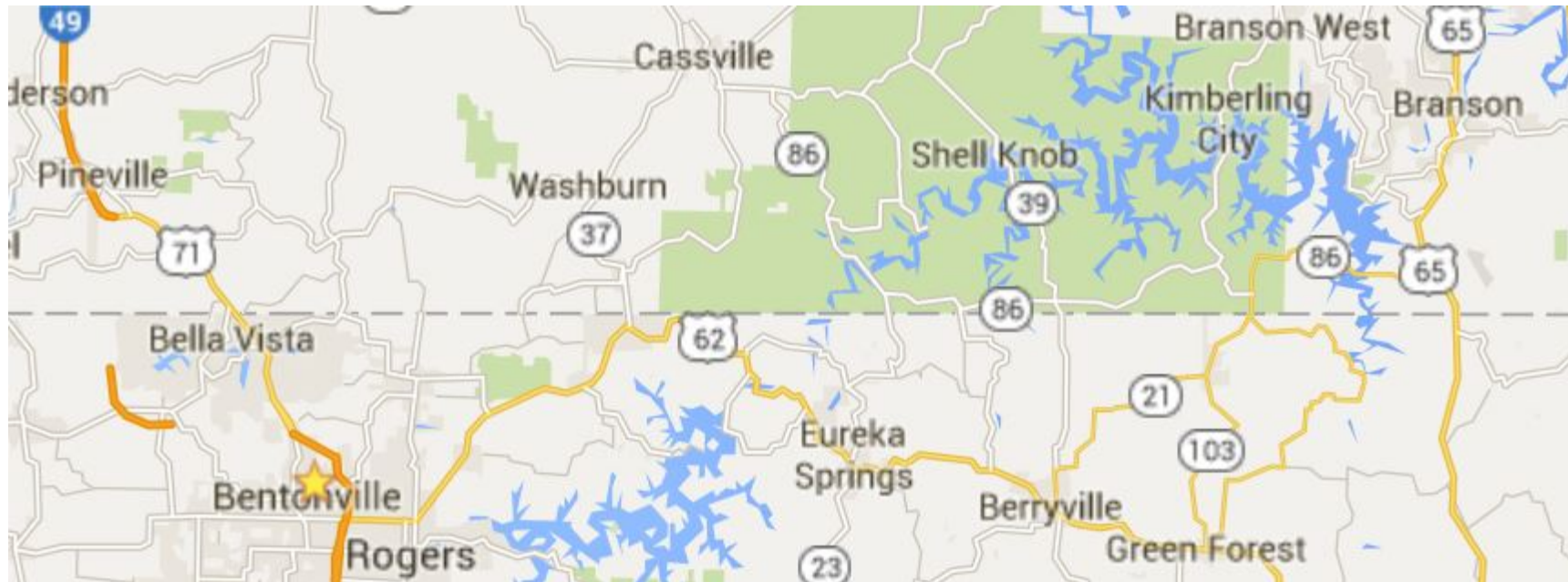
Oil on canvas

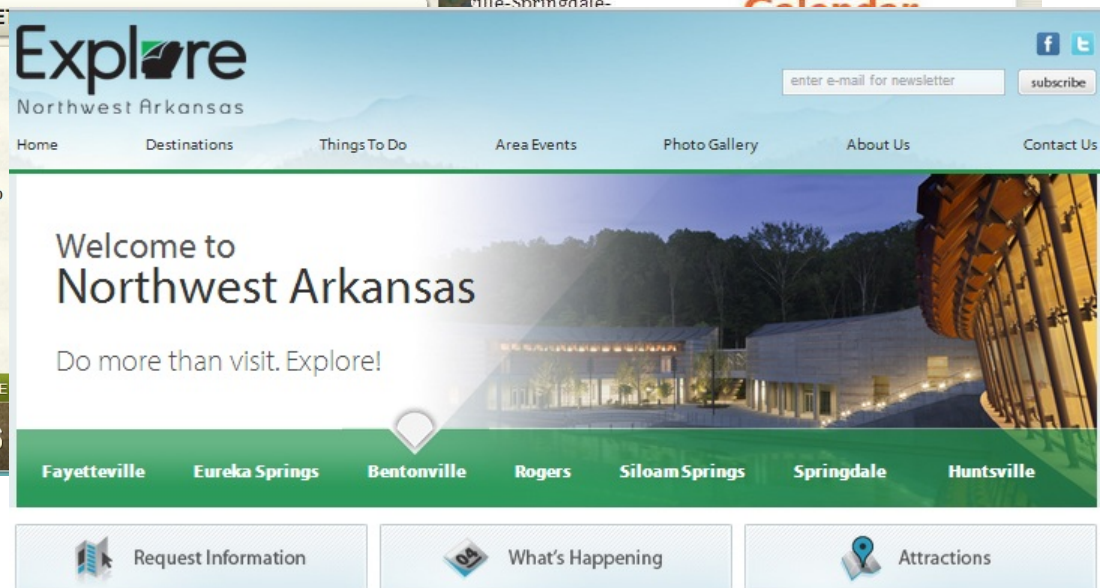
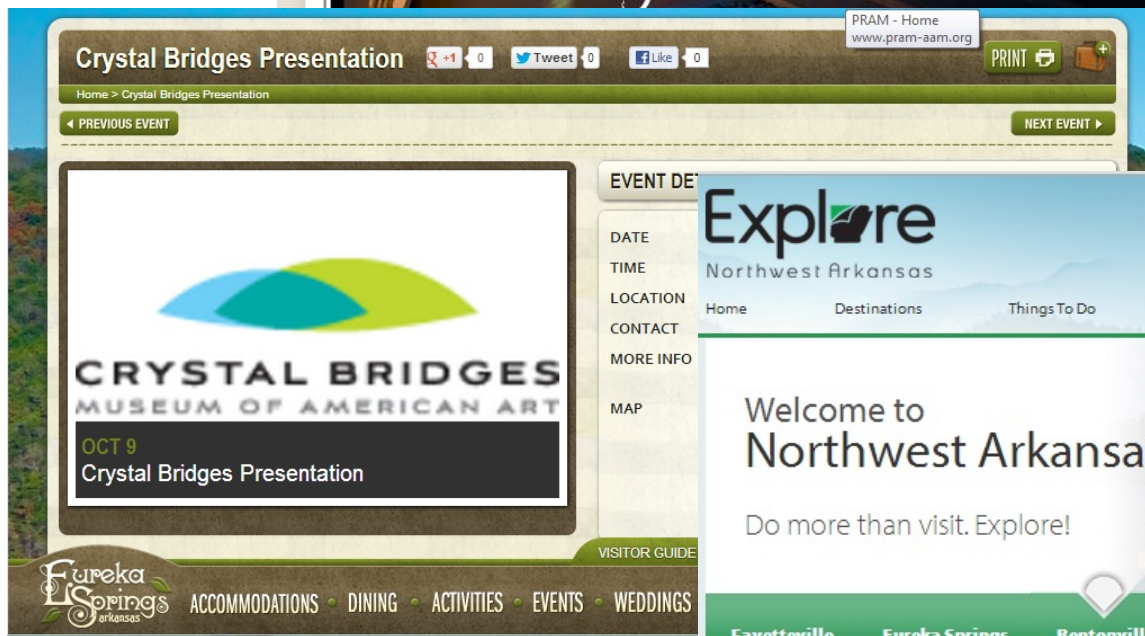
Jointly owned by Crystal Bridges Museum of
American Art and The Metropolitan Museum of Art
Gift of Credit Suisse, 2013

Northwest Arkansas Tourism Association



Bentonville to Branson







Roasted Nuts
100% fruit
Smoothies

CALL US FOR
YOUR NEXT EVENT

GRILL & FALLEN

BOO & CAFE

COFFEE

Get Yours Now!
HOT SPICED CIDER
AND
A CONE
OF NUTS
Doesn't Get Better Than This

LEMONADE

100% fruit

Delicious
CARAMEL
APPLE CHIPS

All P
Animal



[Recipes](#)[Awards](#)[Events](#)[Membership](#)[Blog](#)[Education](#)[Sign In](#)[Join Now](#)

JBF IS DINING



Host Chef Matt McClure

[MENU](#)

FRIENDS OF JAMES BEARD BENEFIT DINNER



Bentonville, AR

Best of Bentonville

Host Chef Matthew McClure

Case Dighero

Eleven at Crystal Bridges, Bentonville, AR

William Lyle

Eleven at Crystal Bridges, Bentonville, AR

Rob Nelson

Tusk and Trotter, Bentonville, AR

[PREVIOUS EVENT](#)[NEXT EVENT](#)

Event Details

[Reservation Policy >](#)

Date: Sat, 11.08.2014

Time: 6:30 PM

Place: The Hive at 21c Museum Hotel [map](#)

Price: Members \$180 / General Public \$225

Book: Call 479.271.9153 to reserve

More Event Information

[About JBF Events](#)[Entertaining/](#)[Event Archive](#)[Private Dining](#)[Greenhouse Gallery](#)[Event FAQs](#)



STAY
VISIT
EXPERIENCE
EAT+DRINK
SHOP
GATHER
CONNECT
IN BENTONVILLE

MON / OCT 12
10:30pm

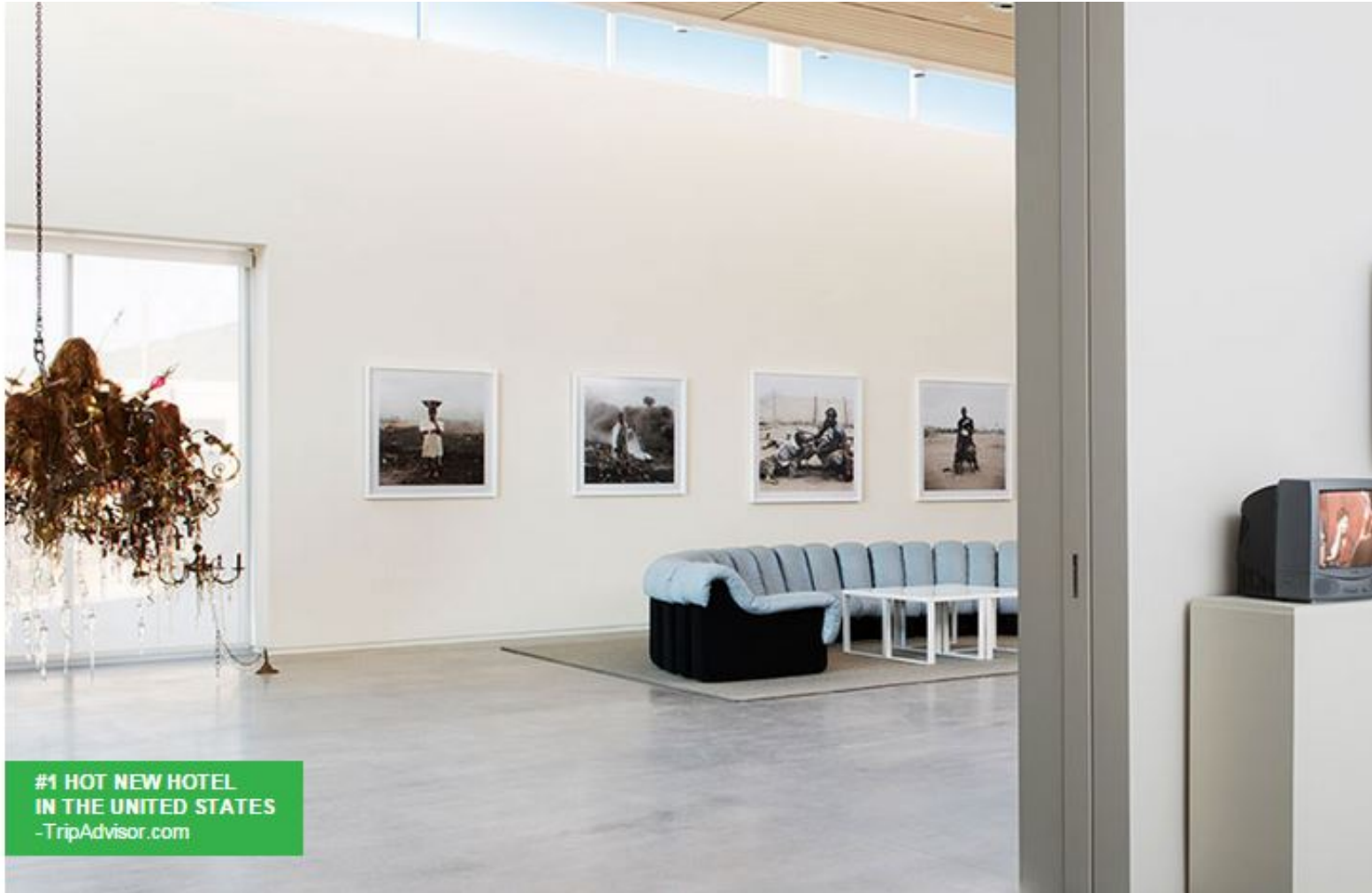
63°

SEARCH



+ Join Email List
+ Modify Reservations

479.286.6500
200 NE A Street
Bentonville, AR 72712



#1 HOT NEW HOTEL
IN THE UNITED STATES
-TripAdvisor.com

Southern Living

Cabinet & Countertop Transformation

RUST-OLEUM

ROLLOVER TO LEARN MORE

FOOD HOME GARDENING TRAVEL THE DAILY



THE SOUTH'S TASTIEST TOWNS

The DAILY SOUTH Your Hub for Southern Living



Is Bentonville The South's Next Cultural Mecca?

October 6, 2012 | By Paula Disbrowe | Comments (21)

Like 1,301 people like this. Be the first of your friends.



Eleven restaurant at Crystal Bridges Museum/photo by Paula Disbrowe

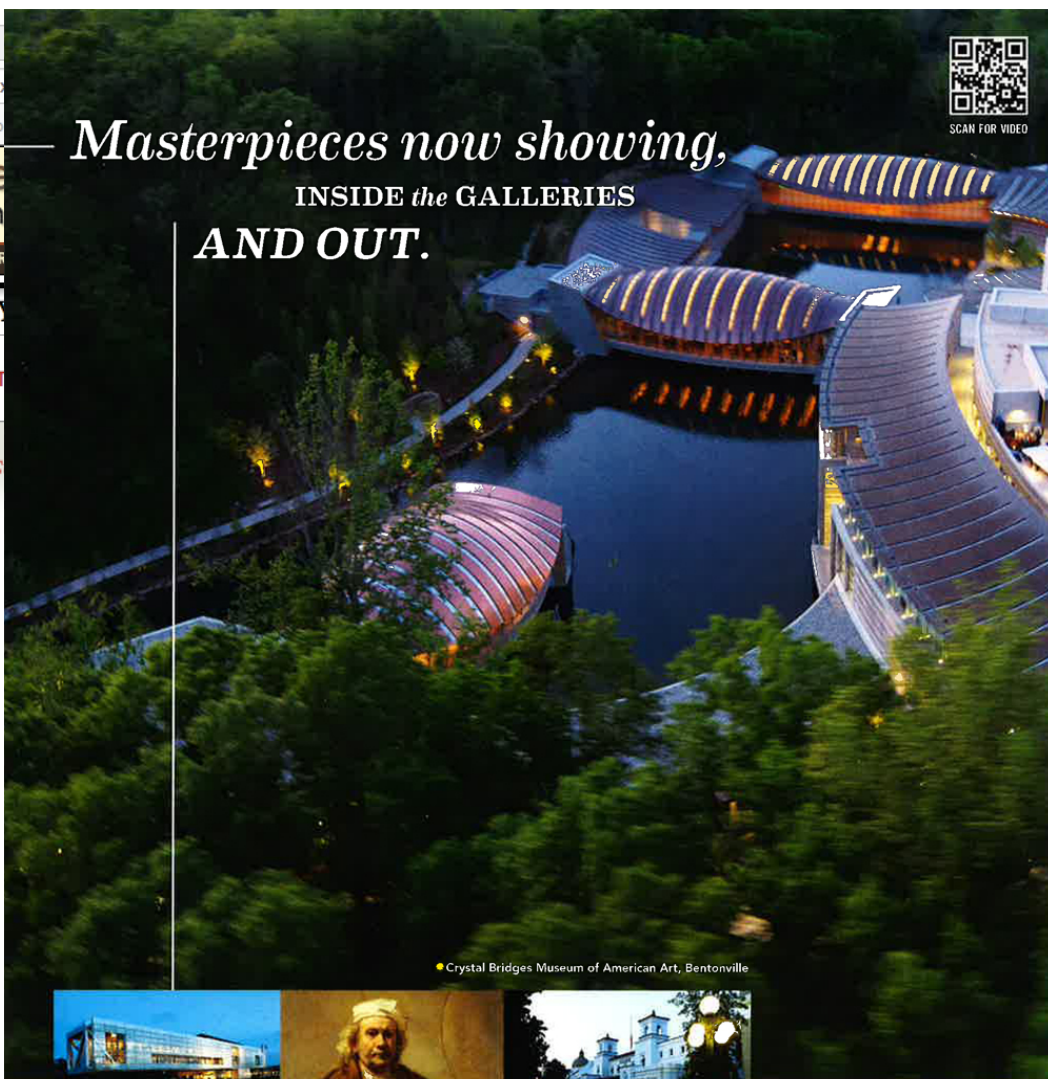
Not familiar with Arkansas *terroir*? That might change sooner than you think. Thanks to last year's opening of **Crystal Bridges Museum** (founded by philanthropist Alice Walton, who chairs the museum's board of directors), the stunning, shimmering structure created by architect **Moshe Safdie**, the town is ramping up to welcome a new breed of cultural tourists. As a result, there have been major efforts to spiff up the historic downtown square, connect that square to the museum via leafy bike paths, and ramp up the restaurant scene. New additions include Eleven, the museum's breathtaking restaurant that's suspended over water and nods to local flavor in dishes like Sweet Tea-Brined Chicken and shrimp served over grits from nearby **War Eagle Mill**, as well as downtown gastropub **Tusk and Trotter**, **Tavola Trattoria**, and local favorite **Petit Bistro**.

"Bentonville is a big city with a small town mask on it," says Matt McClure, the newly appointed chef at The Hive, the upscale restaurant in the forthcoming **21c Museum Hotel**, which opens in the first quarter of 2013.

Masterpieces now showing,
 INSIDE the GALLERIES
 AND OUT.



SCAN FOR VIDEO



Crystal Bridges Museum of American Art, Bentonville



Clinton Library, Little Rock



Arkansas Arts Center, Little Rock



Bathhouse Row, Hot Springs

The natural beauty of Arkansas provides the perfect backdrop for Crystal Bridges Museum of American Art and the Arkansas Arts Center, featuring "The Treasures of Kenwood House, London" - with works by Rembrandt, Van Dyck and Gainsborough. Inspiration is everywhere in The Natural State.

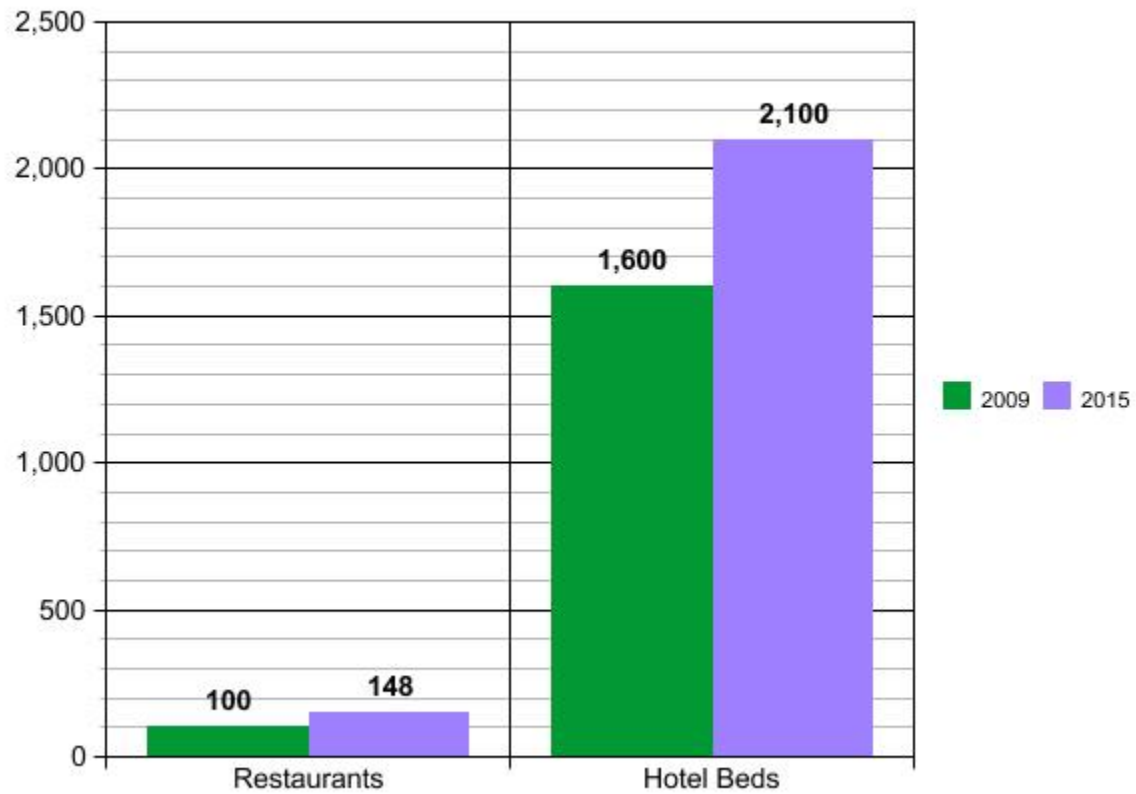
Plan your escape today. It's easy. Just call for your FREE Vacation Planning Kit. Visit Arkansas.com or call 1-800-NATURAL.



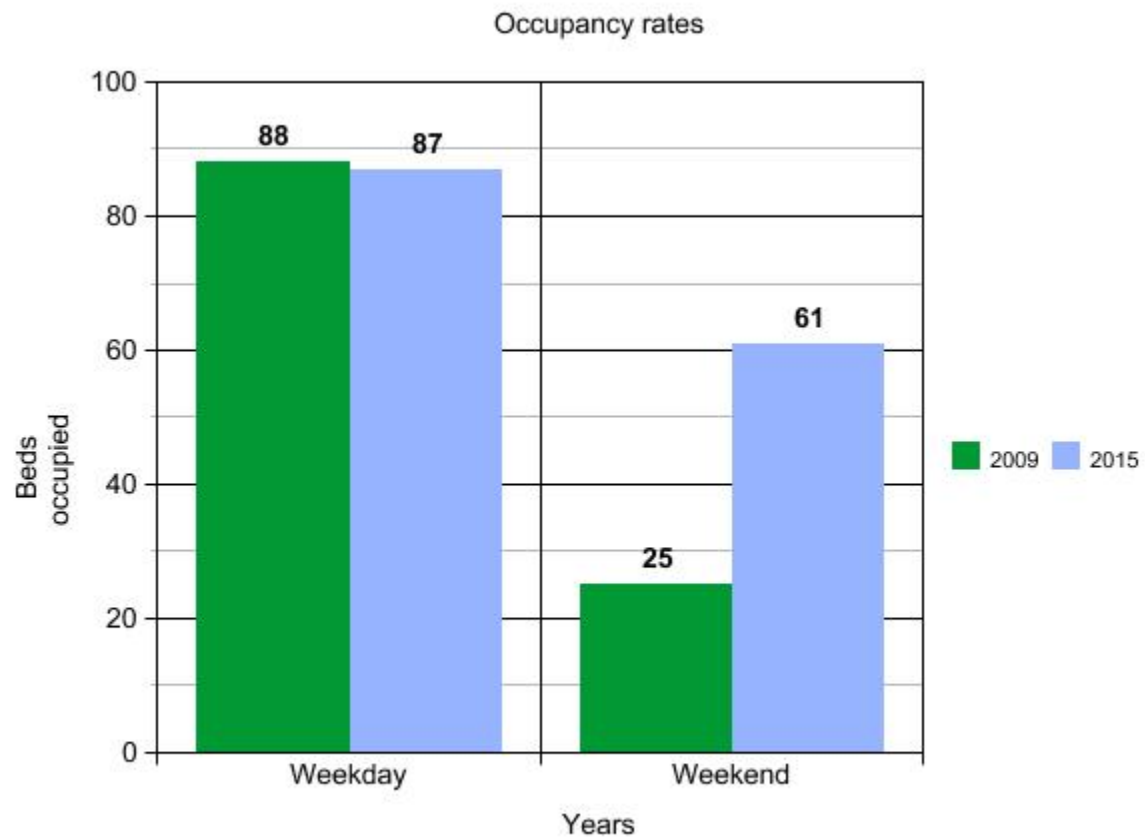
Arkansas.
 THE NATURAL STATE

LIKE FOLLOW PIN

Hotels and Restaurants

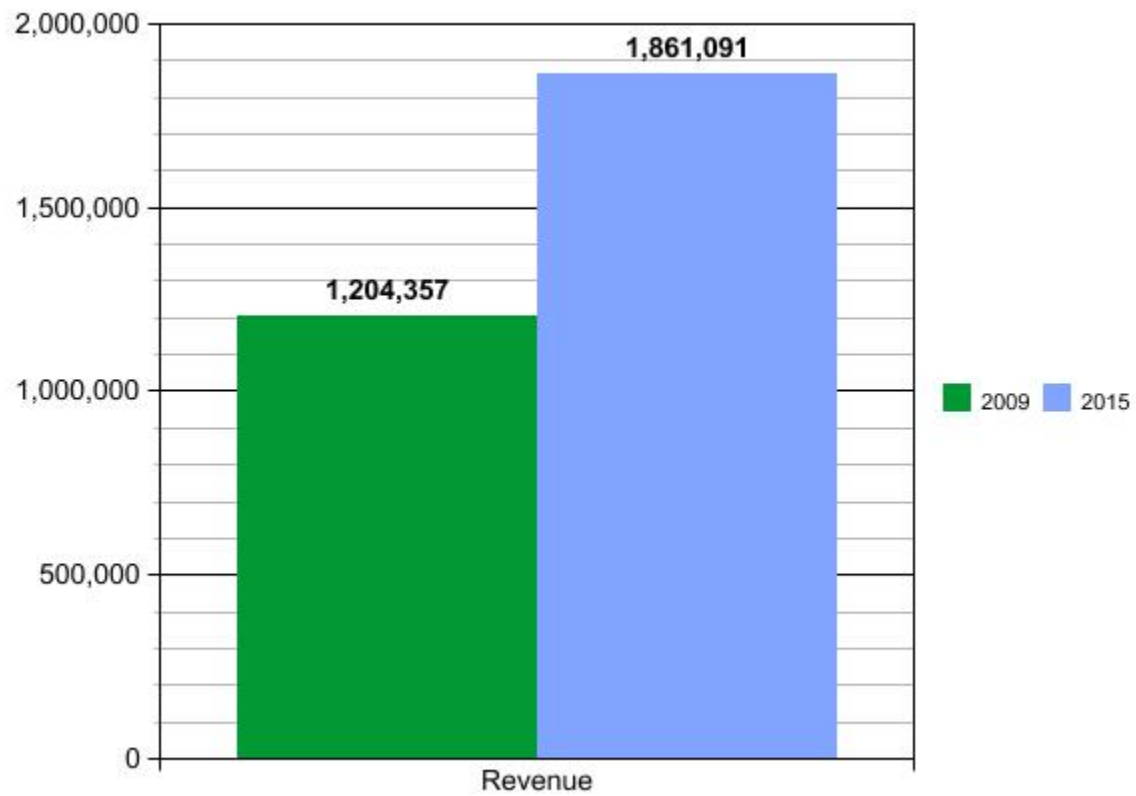


Bentonville Convention and Visitors Bureau



Bentonville Convention and Visitors Bureau

Bentonville Advertising & Promo Taxes



Bentonville Convention and Visitors Bureau





SunKissed



PAC-Man



CRYSTAL BRIDGES COMMUNICATIONS STRATEGY

- Traditional and digital media
- Public Relations
- Website, Blog, eNews
- Social Media     



AMERICA'S NEXT GREAT MUSEUM IS HERE

BENTONVILLE, ARKANSAS
CrystalBridges.org



CRYSTAL BRIDGES
MUSEUM OF AMERICAN ART