



**CECIL BEATON:  
THE WAR YEARS**  
6 September 2012 – 5 May 2013

July 2011

### The Offer

Working with us in the early planning stages of *Cecil Beaton: The War Years* will enable you to align your corporate marketing, brand and CSR objectives with the Museum's exhibition marketing objectives; helping to raise the profile of your brand to a broad, engaged and sophisticated audience.

Amongst other benefits, we will also work with you on creating bespoke events to include in our public programme to engage visitors with your brand. Additionally, we can provide corporate hospitality opportunities to enable you to entertain your most important clients in style. The exhibition will be supported by a high-profile fully integrated marketing and communications campaign, events programme and social media plan.

### The exhibition

Best known for his fashion photographs and society portraits, in his lifetime Cecil Beaton tackled designing sets, costumes, lighting – even acting - he was also a well-known diarist. Yet before the outbreak of the Second World War, Cecil Beaton's career was in a slump. His assignment to photograph Queen Elizabeth on the eve of the outbreak of war was regarded as one of her greatest portraits, and re-invigorated his career.

The exhibition will examine Beaton's response to the Second World War as an official war photographer for the Ministry of Information. It will include excerpts from his extensive diaries, his drawing and designs as well as hundreds of photographs, many of which have never been seen in the public domain. It will be a unique opportunity to examine the impact of the war on Beaton as an individual and the impact of his work on an international audience then and now. It will also demonstrate the impact the war had on his style from his earlier work, and how it influenced his work in later years.

### Why sponsor Cecil Beaton: The War Years?

In return for supporting this exhibition your company will receive excellent commercial benefits, which are bespoke. You'll be aligning your brand with one of the most respected organisations in the UK and associating your company with an award-winning, world-class Museum, with an international reputation.

You will also be making a vital contribution towards supporting the excellent work the Museum delivers to its audiences, including learning and access.



Two Yezidee recruits to the Iraqi Levies, 1942



A temple boy moves his hands over an ancient bronze bowl to make it 'sing' and spray water, 1944



King Feisal II of Iraq on his throne, 1942

## When?

*Cecil Beaton: The War Years* will open with a private view on 5 September and to the public on 6 September 2012. The exhibition will enjoy an extended run through to 5 May 2013.

## Where?

The exhibition will be shown at Imperial War Museum London.

## The audience, PR and Marketing

We'll welcome over 700,000 visitors to the Museum<sup>1</sup> over the length of the exhibition. We are very excited at the prospect of revealing this element of Beaton's work, not only have many of the images not been seen in public, many people are unaware of Beaton's war service, which, for many will add a new dimension to this much loved figure. We will be hosting a high-profile celebrity launch event that will ensure that the exhibition receives excellent press coverage and international attention.

It's not just the people who walk through our doors that will see your brand, it's the many thousands of people we will reach through PR, media coverage and street advertising – your brand have the potential to be seen by over 2 million people.

**Marketing:** The campaign will include London Underground advertising, print distribution, e-marketing and use of social networking sites. Special promotions and competitions will also be devised in support of the exhibition.

**PR:** Our London PR campaign will target National and regional press and broadcasters, to include specialist magazines; national news programmes on both television and radio; news and specialist online media.

**Online:** Education resources, image galleries, competitions and promotions will be available online in support of the exhibition.

**Social Media:** Our Twitter, Facebook, Foursquare and YouTube channels will be buzzing with news and engaging our audience in a dialogue about Beaton's work.

**Partnerships:** The Imperial War Museum has partnered successfully with *The Times*, *The Daily Telegraph* and ITV on previous exhibitions.

**Retail:** The exhibition shop will offer a range of books, gifts and branded items in support of the exhibition. Exhibition supporters will have the opportunity to feature their own relevant products, or use the space as an opportunity to test-market its own existing products, or conduct market research [subject to agreement].

**Publishing:** Jonathan Cape will be producing a book of the exhibition which will retail for £25. Special corporate sales are available.

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<sup>1</sup> See appendix 1 for Visitor profile information

**Education:** Learning sits at the heart of the Museum's work. As well as class room learning, the Museum provides informal learning sessions and undertakes community outreach work. Our programmes are characterised by innovative partnerships and approaches. While our subject matter can be challenging, everyday our educators are rewarded by the empathy and insights that children show as they engage with issues as diverse as nationalism, race, loss and genocide. In 2009 – 2010 nearly 1.2 M children under the age of 15 experienced the Imperial War Museum either on site, or as a result of outreach programmes.

**Events Programme:** An events and education programme will target informal Adult learners and include curator talks and exhibition gallery tours. The IWM is happy to discuss events ideas with our sponsors to enable you to engage your brand interactively with our audiences.

## Being Bespoke

We would like to work with you to create a package of benefits that are relevant for your business. These benefits might include:

- The inclusion of your brand in the exhibition marketing and PR campaign
- The opportunity to be profiled as part of the press campaign
- Brand alignment and crediting
- Bespoke entertainment opportunities
- Employee and family events
- Involvement with informal learning programmes
- The opportunity to enjoy corporate membership

## Fees

Sponsorship packages range from £50,000 to £150,000. Bespoke benefits and sponsorship evaluation metrics to be agreed with sponsor.

## Contact

I would be happy to discuss this or other opportunities with you in more detail.

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## Appendix 1

### About Imperial War Museum

The national museum of the experiences of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since 1914.

The Imperial War Museum is the museum of everyone's story: the history of modern war and people's experience of war and wartime life in Britain and the Commonwealth. It is an educational and historical institution responsible for archives, collections and sites of outstanding national importance.

The Museum's five branches include Imperial War Museum London, which houses the award-winning The Holocaust Exhibition; Churchill War Rooms, located in Churchill's secret headquarters below Whitehall; the Second World War cruiser HMS *Belfast*; Imperial War Duxford, a world-renowned aviation and heritage complex; and Imperial War Museum North, one of the most talked-about museums in the UK.

Imperial War Museum London is open 7 days a week, 362 days a year and admission is free.

### Imperial War Museum Collection

The Imperial War Museum has an incomparable collection covering the military and civilian experience of war and conflict involving Britain and the Commonwealth since 1900. This includes one of the largest and most important collections of modern British art in the world; a multimedia archive of film, video, photography and sound; documents including personal diaries, letters and maps; objects ranging from military equipment and uniforms, personal possessions, decorations and awards, vehicles and aircraft; and a national reference library.

The Collection is an invaluable resource for academic researchers and amateur historians and can now be accessed at the soon to be opened / recently opened *Explore History* facility at Imperial War Museum London.

[www.iwmcollections.org.uk](http://www.iwmcollections.org.uk)

## Appendix 2

### Visitor Statistics

Imperial War Museum visitor statistics

In 2007 the Imperial War Museum commissioned Morris Hargreaves McIntyre (MHM) to undertake a programme of market research that would establish a clear understanding of Museum visitors, specifically examining their motivation, behaviour and experience.

MHM split museum visitors into seven different categories according to the motivation for their visit. Self Developers and Learning Families are aspirational and come to improve their knowledge and find out new things, whereas Empathisers have a personal connection to the collections and want to emotionally engage with the subject matter, Experts come to research and deepen their knowledge, while Kids First, Sightseers and those on a 'Day Out' come for general entertainment.

## Audience Development

The Imperial War Museum established a new audience development planning methodology in 2009 to target existing core markets and to identify emerging and non-traditional markets. The methodology supports new programming and audience engagement models to ensure that the museum identifies and meets the needs of future audiences. Turner Prize winning artist Jeremy Deller's work *'Baghdad Car'* will be on display from September 2010, placing contemporary art in a high-profile context in relation to the IWM's collections for the first time. This is followed by exciting projects such as *'War Story'* which looks at the experience of war and conflict from the perspective of those currently serving, and *'Shaped by War: Photographs of Don McCullin'* a comprehensive retrospective of one of the world's greatest war photographers.

## Imperial War Museum

Visits to IWM branches: 2008-09 to 2010-11<sup>2</sup> and +/- changes

Branch	Change (%)	Change (n)	2010/11	2009-10	2008-09
IWML	27	229791	1095392	886528	865601
CWR	19	53780	336138	315121	282358
HMSB	1	2917	241452	254852	238535
IWMD	7	27518	403021	383365	375503
IWMN	-1	-3182	241586	239398	244768
IWM Overall	15	310824	2317589	2079264	2006765

Year on Year the Imperial War Museum has increased its audiences. The Museum now attracts over 2 million visitors a year, with half of these visitors made up by attendance at IWML. A strong future programme of activity, including *Cecil Beaton: War Photographer*, will ensure that this trend continues.

## Imperial War Museum London visitor statistics

IWML's core Museum visitor profile: 2008-09 to 2010-11<sup>3</sup> and +/- changes

Gender	10/11	09/10	08/09
Male	59%	59%	60%
Female	41%	41%	40%
Origin			
UK	57%	58%	66%
London	24%	27%	28%
South East	8%	9%	13%
Other UK	33%	22%	23%
Overseas	43%	42%	34%

<sup>2</sup> Figures supplied by Imperial War Museum – please note these figures are taken from Financial Controls DCMS audience figures reports, minus groups and formal education visits. These reports can be found on the Intranet

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Europe	25%	18%	15%
USA	11%	11%	8%
Rest of the world	7%	13%	11%
<b>Visit Patterns</b>			
First time visitor	60%	54%	54%
Visited in last 12 months	10%	15%	12%
Visited more than 12 months ago	30%	31%	35%
<b>Party Composition</b>			
Adults only	75%	62%	69%
Adults & children	25%	38%	31%
<b>Age Make-Up</b>			
0-4 years	1%	2%	1%
5 -11 years	10%	9%	11%
12-15 years	7%	7% (18%<16)	29% (12 – 24)
16-19 years	10% (16-24)	5%	
20-24 years		9%	
25-34 years	15%	16%	17%
35-44 years	16%	15%	15%
45-59 years	27% (45-59)	22%	16%
60+ years	13%	14%	11%
<b>Socio-economic classification</b>			
ABC1	79%	82%	84%
C2/DE	21%	18%	16%

### Audience Segmentation: Motivations

Over the last four years the Museum has been using motivational drivers to segment current audiences. It is clear from this methodology that the Museum has a significant 'intellectual' and emotionally engaged audience. This is far and above the Museums and galleries average.

	MHM Norms <sup>4</sup>	IWM All	IWML	CWR	HMSB	IWMD	IWMN
Social	41%	18%	17%	15%	25%	18%	18%
Intellectual	42%	56%	55%	49%	55%	64%	55%
Emotional	12%	21%	21%	31%	17%	13%	21%
Spiritual	5%	6%	7%	4%	3%	6%	6%

<sup>4</sup> MHM Norms are based on MHM's museum and gallery clients in 09-10.

For IWML specifically, there is a noticeable shift towards more emotional, intellectual and spiritual motivations to visit and in the outcome of visit. In particular the Empathiser and Self Developer markets have grown.

Segments (% visits)	Overall			IWML		
	10-11	09-10	08-09	10-11	09-10	08-09
Sightseers	11	8	13	8	8	12
Days Out	5	4	5	5	5	5
Self Developers	22	19	14	22	19	15
Experts	11	7	7	14	8	8
Empathisers	21	20	17	23	21	18
Kids First	5	7	11	2	4	7
Learning Families	23	35	33	23	35	35