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The essay

Memorial Museum "HEROES"

(Advertising and PR aspects)

Nowadays upgraded memorial museums begin to acquire more attention of people. However, society still has an outdated idea of memorial museums. Our team decided to correct this established opinion and attract more people to national museums. We represent an innovative project called «Memorial museum "HEROES"».

As advertisement maker I want to draw your attention to our unique logo and design solution. Our logo has three colors: black, swamp-green and white. Black symbolizes strict and taciturnity. In this way, we want to pay our respect. Swamp-green like a Hakka color is associated with military theme. This color brings quire and balance. As for white, it is a color of peace, purity and solemnity. In fact, our logo isn't descriptive. Because it doesn't have any images or symbols. It looks like white inscription "Heroes" in the middle of a divided swamp-green circle on a black background. It seems to me that this logo will appeal to people.

Moving on to design of our museum, I should consider that museum will be full of bright light in a spacious halls. At the same time, small rooms will create a cozy, darkened atmosphere. Besides, our memorial museum will be equipped with modern technology and informative signs with historical facts.

Actually, it is necessary to mention the merchandising issues. Production of merchandising for museum is an important part of the Museum's profit and promotion. Merchandising can attract many people. Moreover, nowadays bags and hoodies that are traded in museums and that have a historical connotation have become very popular among the Russian audience. Also, this way we can connect cultural education of our history with a useful and unusual product. It will be a stylish thing for young people, pleasant memory for children and adults, and a great present for the elderly people.

In conclusion, it's necessary to say how important memorial museums are for both education and general awareness. Due to the fact that our history has been

rewritten many times, we must preserve its original appearance for future generations. Moreover, we should make it interesting and competent. In addition to the moral components, this project can bring good money for further development.

To my mind, the project «Memorial museum “HEROES”» is a perfect idea for a new start up in Russia. Our style and logo will get good promotion in cultural and innovation sphere. It seems to me that our museum has all chances to make a breakthrough in the Russian museum sphere.