



“Building Your Heritage From the Ground Up!”

## Feature of the Month: Creating Effective Ads and Promotional Materials for Your Heritage Site



The Cumberland County Heritage Network (CCHN) is an organization designed to assist in the promotion and development of heritage sites throughout Cumberland County, Nova Scotia, Canada.

With the aid of the Cumberland County Heritage Network, we will give you a vision of the past; insights into the lives of the men and women who have shaped our heritage, culture and the nation which they helped build. From the four Fathers of Confederation who called our county home; to the wives and the children of the men who mined the coal that fuelled the industrial revolution; to the men that built the ships of the British Empire; and even further back into prehistory where the first life forms walked the Earth and gave rise to the first dinosaurs; here you will find it all, here in Cumberland County.

The Cumberland County Heritage Network  
“Building Your History From the Ground Up!”

### *The CCHN Brochure*

as effective. 9) Avoid cute or clever ads. They seldom work and can look unprofessional. 10) Avoid using sandwich boards and limited the visuals on your signage. Sandwich boards are too small to read at speed and if your signs are too cluttered, the visitor will not get all the necessary information. 11) Develop graphic design and marketing packages and stick to them. Changing logos and visuals too often will confuse the returning visitor. Change your brand only if it seems not to be working. 12) And lastly, keep in mind that you will be more effective using one loud voice, rather than a hundred small voices. Make sure all your employees know your message and take the effort to engage other sites for cross-promotion, such as what we are doing here at the Cumberland County Heritage Network.

In this article we will explore some of the more common and well used methods for creation of a well rounded and effective marketing package for your “brand,” i.e. the persona of your heritage and or cultural attraction.

To begin there are a few simple rules in creating a brand that you should keep in mind: 1) Branding is the art of being different, or rather the process of setting yourself apart from everyone else. 2) Successful brands create the perception that there’s no place quite like yours. 3) Successful brands don’t necessarily have to appeal to everyone. 4) A brand is not what you say you are, but what people think you are. So it is important to tap into those feelings.

When you have some idea of what your brand should be, then you must find where to focus your attention and where you should invest your promotional funds to get the “most bang for your buck.”

Here are a dozen simple tips that should help you get started: 1) Narrow your focus. Trying to be all things to all people will simply not work. 2) Promote what is truly unique about your brand. Remember there are a lot of other sites like yours out there, being different will make the visitor remember you and help spread your message to others who may visit. 3) Sell the experience not the place. Remember that we live in Nova Scotia and there is beauty in every corner of our province. Visitors will soon get tired of pretty vistas and will look for something to do. Your brand should be able to give them that particular experience they want. 4) A good photo can speak a thousand words. Use good imagery to identify your brand. 5) Develop a social media marketing tool program. The days of brochures and rack cards are numbered. 6) Make your traditional marketing tools, i.e. brochures, rack cards, newsletters etc. available on your on-line resources. If the visitor prints off your promotional material that will mean that you will have to spend less on them. 7) Develop activity guides or “things to do and places to go” handouts to intrigue the visitor and to keep them in the area adding to the overall wealth of the economy. Our tear-away maps are an example of this. 8) Use the KISS principle: KEEP - IT - SIMPLE - STUPID. This involves keeping your promotional material as clean and as clutter free as possible. Too many graphics or visual elements are confusing to the eye and will not be

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## Member News and Upcoming Events:

### Age of Sail Heritage Museum

- Schedule of Events for the Month of August:
  - Annual Labour Day Weekend Events: Saturday September 5th, Pork Loin Dinner 4:30 to 6pm FPW Fire Hall in Port Greenville. Cost: \$10.00 per person
  - Sunday September 6th , Annual Outdoor Ecumenical Church Service 9:30am Colins Field 8098 hwy 209 Wards Brook followed by Pancake Breakfast. Cost: \$4.00 per person.
  - NorthShore Antique Engine Display at the Museum Sunday Sept 6, No Admission fee all day!
  - Hosting the Cumberland County Heritage Network General Meeting on Sept 12th from 10:00 to 2:00.
  - As of September 1st fall hours will be in effect: Open Thursday to Monday 10:00 to 6:00. Closed Tuesday and Wednesday until Thanksgiving.

### Cumberland County Museum and Archives

- The Cumberland County Museum and Archives in conjunction with Local Art Collectors & the Wallace and Area Museum are pleased to present: the Willard Morse Mitchell Art Exhibit opening Tuesday, August 4th and running until Saturday, September 26th, 2009.
- The Cumberland County Museum and Archives are pleased to present “The Mad Hatter Autumn Dinner” on Friday, September 25th, 2009 at 6 pm at the Cumberland County Museum and Archives: 150 Church Street, Amherst, Nova Scotia. Tickets are \$20.00 per person. There is limited seating so reserve your tickets today. Call 902.667.2561. Prizes will be awarded for both the men’s and women’s most unique hat.

### Parrsboro Band Association

- Schedule of Events for the Month of August:
  - Sept 14th Citizens’ Band resumes rehearsals. 7:00 pm Anyone who has ever played is welcome to come out and join the fun
  - September 18th to 20th Playwrights Atlantic Resource Centre Annual General Meeting. All events open to public including a dance with the Elastic Big Band. On Friday night and readings Saturday and Sunday. See [www.thehall.ca](http://www.thehall.ca) for complete details.
  - September 26th South Cumberland Care Centre hosting a Variety Show. Details are to be posted on “The Hall” website. See the URL above.

### Ship’s Company Theatre

- Ship’s Company Theatre’s production of FERRY TALES, book and lyric by Carol Sinclair, composition by David Sereda, continues to entrance audiences with the lore of the Minas Basin and the beloved KIPAWO, the last of the Minas Basin Ferries. Wonderful performances delivered by a stellar cast bring to life early times along the Bay. Nostalgic and delightfully entertaining, this musical play runs until August 30th at Ship’s Company Theatre in Parrsboro.
- Ship’s Company Theatre will hold its Annual Art Auction at the Theatre on Saturday, August 29th. Works in a variety of media, by a multitude of artists and artisans from around the region, will be featured. Viewing begins at 1 p.m., with the auction at 2 p.m. Images of the artworks may be viewed at [www.shipscompany.com](http://www.shipscompany.com).

### Wallace and Area Museum

- 50th Anniversary of the Wallace Village War Memorial. A short service at the memorial on Saturday September 12, starting 2 pm. Reception and small display at Wallace and Area Museum to follow.