

Final: Lucas Museum

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Strategic Integrated Planning (SIP) Model

I. COMPANY BACKGROUND

The Lucas Museum of Narrative Art was born from filmmaker George Lucas's belief that stories define how we see the world. Instead of a traditional fine-arts institution, Lucas and his wife, Mellody Hobson, envisioned a cultural space devoted purely to visual narrative—spanning illustration, comics, photography, film art, and cinematic world-building.

After initial plans in San Francisco and Chicago fell through, Los Angeles became the museum's permanent home, settling in Exposition Park in 2018, among the various creative communities that inspired Lucas's work ([Taylor 2025](#)). Construction began in 2018, and the museum is now set to open in September 2026.

Designed by renowned architect Ma Yansong of MAD Architects with Stantec as executive architect, the museum has a futuristic, almost sculptural architecture. The museum's landmark, spaceship-like structure, pushes architecture beyond display and into storytelling itself. The museum is meant to feel open and welcoming, a civic space where people can explore how images and stories connect across time, cultures, and artistic traditions.

The Lucas Museum of Narrative Art is unique in its exclusive focus on narrative or “storytelling” art, rather than only “fine art” ([Lucas Museum](#)). By bringing together works from classical illustration, comic books, photography, and cinema, the museum aims to bridge “high” and “popular” culture. The museum will include the *Lucas Archives* where Lucas ties in his own legacy in filmmaking, especially *Star Wars*.

II. MISSION STATEMENT

The Lucas Museum of Narrative Art's mission is “to inspire and connect people through the exploration of visual stories and their influences in society” ([Lucas Museum](#)).

- To show the world that art is not only something we observe, but something that tells us who we are and where we come from.
- Much like Lucas transformed film with Star Wars, the museum aims to spark that same sense of possibility in creators, students, artists, and the public—reinforcing that storytelling is a universal language, one that bridges community, creativity, and curiosity.

III. BRAND POSITIONING

The Lucas Museum positions itself as a cultural institution that proves art’s highest purpose is to tell a story. Where most museums separate “art” from “entertainment,” this one rejects that boundary.

To: lovers of visual storytelling—particularly families, students, educators, artists, and film fans invested in culture and creative inspiration

Brand is the: the civic museum built exclusively around narrative art as a cultural experience

That: delivers understanding, personal reflection, and creative inspiration by allowing visitors to absorb stories through visual expression

Because: The museum brings together an unprecedented collection of narrative artwork, film archives and education materials to make storytelling accessible to everyone. Its design, location and diverse collection create an environment where visitors can learn, connect and experience art that reflects human stories across time and cultures.

IV. STATEMENT OF OPPORTUNITY

The Lucas Museum of Narrative Art has experienced a long and highly public journey to opening, which has created both confusion and curiosity among its interested parties. The project was moved from San Francisco to Chicago to Los Angeles and has had two delays to its opening. After construction began in 2018, the museum faced many delays from the COVID-19 pandemic, supply

chain shortages and a revised timeline ultimately pushed the opening three years from its original date of 2023 ([Vaziri 2025](#)).

The museum's delayed opening has created a public awareness gap. Due to early headlines and announcements being outdated, many people still define it based on old talking points instead of its actual purpose today. This has led to a common misconception that it is only the "Star Wars Museum," overshadowing the fact that its mission is broader and includes narrative art from many artists outside of George Lucas's own franchises ([Gibson 2018](#)). With limited updated visibility, the museum now faces a communications challenge, which is not to build excitement, but to build understanding. Its opportunity lies in correcting public perception, strengthening awareness, and opening as the institution it was always meant to be: a museum guided by storytelling, not a single story.

A strategic communications campaign is essential to reset the narrative, rebuild excitement and clearly communicate what the museum will offer to its patrons. This launch requires intentional messaging to explain its mission, highlight its unique focus on storytelling across art forms and demonstrate the cultural and educational value that the museum will bring to Los Angeles. Public perception regarding the museum's continuous delays needs to be shifted to instead highlight the purpose of the museum and its significance in regards to narrative art and its contributions to society.

V. RESEARCH

It is important to understand public perception of the Lucas Museum before its launch in order to know where the focus for the campaign will be to address any misconceptions about its purpose. In accompaniment with this research, it is also necessary to identify which messages best convey the museum's mission and value to the Los Angeles community, as well as which demographics will be most interested in the museum.

Research Methodology:

Primary Research

- a. Qualitative: Two focus groups with local residents in the surrounding areas of South Los Angeles (about 8-10 people per group, ranging from ages 18-60) and “cultural consumers” (students and frequent museum goers). This research will also include a small set of in-depth interviews (3-5 interviews with 8-10 people selected total) with art educators, community organizers and/or museum professionals who can provide a more expert opinion on the museum. The focus groups will be conducted in person, whereas the interviews may be conducted either in person or via Zoom.
- b. Quantitative: An online survey will be distributed to approximately 300 Los Angeles residents, ranging from ages 18-60, via various social channels, email lists and advertisements. The survey’s purpose will be to gather information in regards to awareness levels of the museum, demographic differences and preferences, interest in museum visitation and preferred marketing channels.

Secondary Research

- Existing media coverage of the museum’s construction, delays and public existing reception
- Past marketing studies on museum attendance trends, cultural participation in Los Angeles and youth engagement with arts institutions
- Academic journals on narrative art, visual storytelling and museum communication strategies
- Competitor analysis of Los Angeles museums such as LACMA, The Broad, MOCA and the Academy of Motion Pictures to identify best practices for museum launches and trends
- Public reports and demographic data from the LA Department of Cultural Affairs and tourism boards

- Museum industry publications for insights on audience behavior (American Alliance of Museums, MuseumNext, ArtsJournal)

VI. SITUATION ANALYSIS

Strengths:

- Strong, distinctive mission centered on visual storytelling that sets the museum apart from traditional art museums.
- Backed by prominent figures George Lucas and Mellody Hobson, providing cultural credibility and long-term financial stability.
- Extensive and diverse collection ranging from illustration and comics to film archives, offering broad appeal.
- An architecturally iconic building by Ma Yansong that provides unique interest and can serve as a cultural landmark.

Weaknesses

- Limited visitor experiences or previews have prevented word-of-mouth interest or credibility pre-launch.
- Limited brand identity due to years of delays and location changes, leading to inconsistent and unestablished public awareness
- The name of the museum, “Lucas Museum of Narrative Art,” does not resonate with many audiences outside of the art scene, who are unfamiliar with narrative art or George Lucas.

Opportunities

- Growing public interest in pop culture experiences and the increased positive impact of shared cultural moments ([PMC 2024](#)).
- There has been a rebound post-pandemic in Los Angeles’s tourism that could fuel museum attendance among international and domestic visitors ([TTW 2024](#)).

- Increased interest in “fan-travel,” wherein fans specifically plan trips to see their favorite artists’ work. George Lucas’s many beloved franchises will bring in fans from across the globe to visit the museum ([Meyer 2024](#)).
- Growing interest among BIPOC audiences in seeing art that reflects diverse experiences presents a significant opportunity. The MET, for example, reported higher attendance when showcasing works that these audiences could relate to. By prioritizing inclusive programming and highlighting diverse narrative art, the Lucas Museum can attract broader audiences while reinforcing its mission of connecting people through visual storytelling ([The Metropolitan Museum of Art 2024](#)).

Threats:

- Competition from prominent Los Angeles museums such as LACMA, The Broad, Natural History Museum (located in the same area), etc.
- Cultural funding cuts that may reduce museum attendance and education budgets ([Halperin 2025](#)).
- Residual skepticism from construction delays impacts credibility and excitement.
- Criticism of gentrification and the museum's potentially negative impact on the surrounding communities of South Los Angeles ([Blasscyk 2023](#)).

VII. STRATEGIC INSIGHTS

- Unique Positioning in Narrative Art: The Lucas Museum offers a one-of-a-kind focus on visual storytelling across illustration, comics, photography, and film, setting it apart from traditional art museums. Campaigns should work towards highlighting this unique approach and position themselves as a “fresh” experience to generate curiosity and excitement, which can translate into higher attendance.
- Public Misconceptions: The museum’s name and George Lucas’s involvement, while powerful, create a limiting assumption that the museum is exclusively a “Star Wars museum.” This can discourage attendance from audiences who are not fans of the

franchise or are unfamiliar with the director's work, as it won't resonate with them.

Messaging should be strategic and work towards correcting these misconceptions and emphasize the diverse range of narrative art offered, to encourage broader interest.

- High-Profile Founders and Distinctive Architecture: The museum has an advantage due to the involvement of George Lucas and Mellody Hobson, along with Ma Yansong's iconic, visually striking architectural design. This blend immediately offers credibility and media appeal. Campaigns can strategically leverage these elements to attract audiences by using the architecture as a visual hook and the founders as a cultural cachet to secure media attention and generate buzz ahead of the museum's opening.
- Opportunity in Local & Tourist Engagement: Post-pandemic, there has been a rise in tourism, an increase in interest in pop culture experiences, and fan-based travel trends, which provide an opportunity to attract both local communities and international visitors. Additionally, this is the right time to incorporate innovative museum experiences. With the shift in audience expectations, especially pertaining to diversity, interactivity and storytelling, a museum with a fresh concept, like narrative art across media, has the opportunity to stand out ("Experiential Tourism").

VIII. COMMUNICATION GOALS

- **Clarify the Museum's Mission and Educate Audiences About the Exhibits**

Ensure audiences understand that the museum celebrates narrative art in many forms—not just the works tied to George Lucas or Star Wars. Without this clarity, the museum risks opening with a limited identity in people's minds, which could narrow interest before it even begins. The campaign needs to communicate that the museum is both culturally meaningful and publicly accessible, offering a diverse collection that speaks to many types of story lovers. Highlighting different styles and mediums—illustration, comics, photography, and cinematic art—can help bring in

audiences who may not usually see themselves as “museum people,” but are story people.

- **Generate Excitement and Anticipation for Opening**

The delays in the museum’s opening have created awareness and anticipation. The campaign should lean on media coverage, social platforms, and community engagement to spotlight what makes the museum worth the wait. By showcasing the museum’s unique offerings, its distinctive architecture, and inviting the audience to experience narrative art, campaigns can create curiosity, encourage visits, and establish the museum as a ‘must-see’ attraction in a city that already invites high numbers of visitors.

IX. COMMUNICATION OBJECTIVES

- **Secure at least 15 earned media coverage in travel, art and entertainment media outlets.**

Through the campaign and prior to the opening, the Lucas Museum should aim to secure earned media coverage beyond social media. The campaign will target top publications and media channels that reach art lovers, tourists and culture enthusiasts. Publications such as *ARTnews*, *Cultured*, *LA Times*, *Travel + Leisure*, *SoCal Magazine* etc. that attract both domestic and international visitors, and entertainment/pop-culture outlets that appeal to film, and comic enthusiasts will be prioritized. Coverage should highlight the museum’s unique narrative-art mission, architecture, and emphasize its offerings beyond *Star Wars*.

- **Increase social media engagement by 25% before the museum opening**

Leverage the museum’s existing Instagram presence (@lucasmuseum, 49.5k followers) and make existing TikTok accounts more active with regular, engaging content to reach younger audiences who spend a lot of time online. Collaborating with popular LA pages and fan accounts with high-performing posts can also amplify reach. The museum should aim to increase the number of likes, shares, comments and user generated content. Measurable metrics

such as engagement rates, hashtag use, social listening, and content shares can track how effective the campaign is. However, the campaign content should balance appealing to both fans of Lucas' work and general audiences interested in storytelling and visual art.

- **Increase positive sentiment related to museum opening by 20%**

The campaign should highlight the museum's unique offerings and fresh concept through social media, PR, and features on LA-based channels. It should raise awareness of the museum and its opening, appealing to both existing and new audiences, while encouraging visits during opening and the first few weeks to build strong momentum. Success could be measured through engagement in museum-related posts, sentiment analysis communicated on social media, or through social listening and attendance numbers during opening weeks.

X. TARGET AUDIENCES

Primary Audiences:

- **Cultural Explorers (ages 18–35):** This was the primary target of the campaign and it includes older Gen Z and younger millennials. This group of consumers is deeply immersed in the digital world and highly active on social media platforms like TikTok, Instagram and YouTube. They use it not only for entertainment but also to keep up with the latest trends, events and culturally relevant content. They are drawn to the museum's mission because they highly value authenticity, diversity, and new experiences (Stanford Report, 2022; Bundy, 2024). Many are students or early-career professionals with disposable income who are likely to attend openings. By focusing on the wide range of storytelling and partnering with relevant influencers, the museum can generate awareness and interest.
- **Art Enthusiasts:** This audience consists of individuals who are passionate within the art scene and keep up with museums, galleries, and art publications. They are interested in a variety of art forms, whether it be traditional forms of art or across media, from

classical illustration to contemporary film art. Art enthusiasts are motivated by unique and diverse exhibits and opportunities to explore art beyond mainstream art culture (Packer and Ballantyne). Campaigns can appeal to them by highlighting the museum's range of exhibits, how they curate them and what sets them apart from other museums.

- **Local Residents and Tourists:** This is the secondary target audience for the campaign. Museums play a crucial role in both community engagement and tourism, serving as cultural destinations for locals and visitors (OECD and ICOM). Locals are important for ongoing engagement, community programs, and repeat visitation, while tourists provide exposure, attendance, and earned media opportunities. Campaigns should target city-focused media, both online and in person, travel publications, and social media channels popular with tourists, emphasizing the museum's architecture and offerings and positioning them as a cultural destination that shouldn't be missed while visiting LA.
- **Star Wars and Pop Culture Fans:** Fandoms are usually a very passionate and loyal audience segment. George Lucas's franchises are known for having an incredibly strong and dedicated fan base who will likely show support. Many fans will be drawn to the museum by the connection to Lucas's legacy. Additionally, film tourism has grown globally, bringing benefits to the destinations by attracting tourists to visit the places where their favorite movies are celebrated (Zhou et al.). The campaign should strategically balance the appeal of the Star Wars franchise with the museum's broader art collection, encouraging interest from fandom communities. Fandoms are also very useful for social sharing and word-of-mouth promotion (Ding and Xu).

XI. CURRENT AUDIENCE BRAND PERCEPTION

Currently, the public narrative is dominated by George Lucas and *Star Wars*, leading to a lack of awareness about the museum's true range of narrative art. Additionally, the repeated postponements of the opening have created some negative perception of poor project management.

XII. DESIRED AUDIENCE BRAND PERCEPTION

The Lucas Museum is a recognized LA art institution known for celebrating visual storytelling across all art forms. It is viewed as an inspiring and accessible destination, renowned for its diverse range of exhibits and its distinctive architectural landmark, while honoring the popular appeal of the *Star Wars* legacy.

XIII. KEY MESSAGE MAPPING

- Over-arching message

“See the story. Feel the art.”

- The Lucas Museum’s main message for the campaign is simple but symbolic—storytelling comes first, and the museum finally gives it a home. The campaign must make this idea repeatable, human, and impossible to misunderstand.

- Cultural Explorers (ages 18–35)

“A museum for a generation raised by stories” - Lucas Museum Press room

- The campaign’s key message for Cultural Explorers focuses on what they value most: authenticity, digital fluency, and experiences worth sharing. This audience lives online and speaks in short, smart, repeatable lines—not long explanations. Press releases give them the context they need to be curious.

- Art Enthusiasts

“A good exhibit changes you. A great one explains why.” — YouTube feature on the museum.

- Art audiences don’t just chase what is trending; they chase meaning. The messaging will feel purposeful without exaggeration, placing storytelling as the museum’s creative point of difference. The older generation don’t want to feel like the brand is being rewritten for trend, but instead they want to feel like storytelling was the brand all along. These lines give them that reassurance,

while also giving them something smart and quotable to repeat in headlines or social captions.

- Local Residents and Tourists

“Built in LA, for the stories that built us.” - Billboard/Newsroom

- Locals and tourists spend hours visually absorbing their surroundings—listening to playlists, podcasts, or watching the city move. The museum will be the next thing they watch as it is located in the heart of the city. Local residents are loyal to all things LA, and this messaging will be seen as a landmark of LA’s culture and its stories. It will become the next “must-see” tourist spot as well.

- Star Wars and Pop Culture Fans

“It all started as a sketch, not a lightsaber. The museum will showcase one of the many elements that make a story on a book - a story on the screen.” - George Lucas’s Socials

- Fandoms thrive on origin stories and behind-the-scenes moments. This messaging keeps Lucas front-and-center enough to honor the fandom, but smart enough to reposition the museum as process-driven storytelling, not franchise display. Loyal fans are obsessed with not just the storyline but also how the story came to be, and portraying the museum as the place to discover that will build their connection to the museum as a whole.

XIV. Creative Platform

- Audience

The campaign centers on Cultural Explorers (ages 18–35), a group that follows culture through social platforms and shared experiences. They value authenticity, diversity, and moments that feel personal and meaningful. They discover trends mainly on TikTok, connect socially on Instagram, and watch stories on YouTube. For this

audience, messaging works best when it feels reflective, real, and conversational, not overly dramatic or promotional.

- Brand

The Lucas Museum stands out in the museum space because it is built entirely around storytelling through visual art. George Lucas and his wife, Mellody Hobson, created the institution to celebrate narrative-driven visuals from many media, including illustration, photography, comics, and cinematic art. The museum carries strong franchise recognition because of Lucas's cultural imprint through Star Wars, but its brand must ultimately be understood for its broader purpose: narrative art as a cultural and public experience.

- Concept

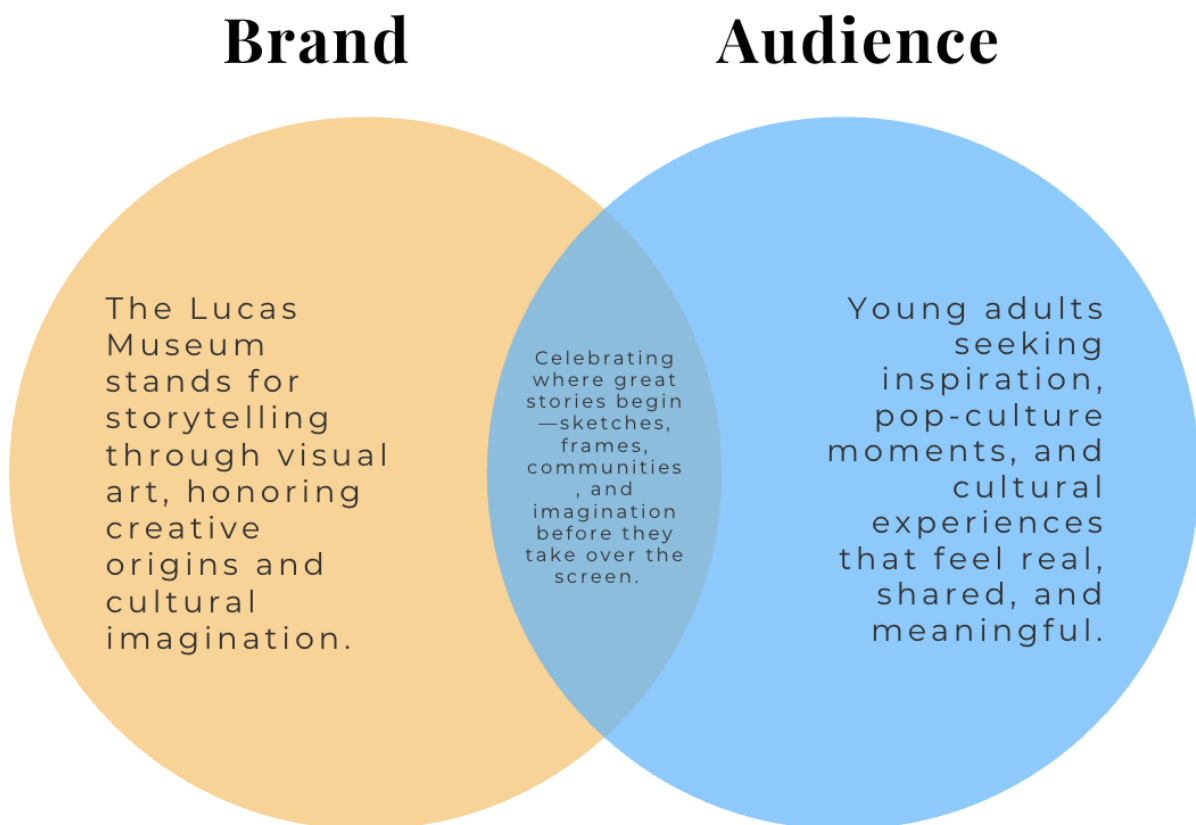
The unifying idea is to show that stories start somewhere and art connects them to people. Most people don't think about narrative art as an official category, but they do understand the power of visual stories that shaped them—movies they grew up on, photos that moved them, or comics that made them think. The campaign will lean on this shared understanding by showing that the museum is where stories begin and where they're preserved.

To bring this idea to life, the campaign will include:

- A press release headline led by founder George Lucas: "I built worlds for the screen. Now their beginnings get a home."
- A YouTube pre-opening brand video narration line: "Every world you love started as someone drawing, shooting, or imagining first."
- A limited TikTok and Instagram teaser reel with the caption: "Stories load here."

This idea connects every campaign element from film and illustrations to photography and fandom conversations, because it focuses on the origin and meaning

of storytelling, not the artwork alone. It's simple enough for people to repeat, but smart enough to change perception. The museum becomes the proof of the claim, and the campaign becomes the explanation that will bind the audience.



XV. STRATEGIES

- Use founder credibility

The museum was created by George Lucas and his belief that visual storytelling deserved its own institution. This strategy means using founder interviews, quotes, and statements to help the public hear the museum explained in the voice it began with, not voices shaping it from the outside. When a founder explains his own world-building, audiences naturally listen. It signals authority, adds authenticity, and makes the message easier to trust and repeat without sounding like a marketing slogan.

- Frame the museum by story, not franchise

This strategy focuses on shaping the public's understanding of what kind of museum this is. It means positioning story-driven art as the frame for every message that comes out, whether it's posters, interviews, or social videos. Instead of letting one franchise define the museum, the campaign will define the museum by the larger concept of narrative art across many mediums. People might know Star Wars, but they don't always know the museum category "narrative art." By framing the story first, the museum becomes easier to understand.

- Use timing to build understanding first (Phased Approach)

The museum's delayed opening has already created initial awareness. This strategy uses timing to guide the message in three stages—first shaping the right perception, then adding context and understanding, and finally shifting to anticipation as the opening gets closer. It keeps the audience from feeling like the campaign is late, and instead makes it feel like the story is finally catching up. A phased approach of 10 months keeps messaging timely, relevant, and easier to track over time.

- Build roots in the city

This is a strategy to align the museum with Los Angeles' creative neighborhoods, local artists, student communities, and city culture before it's officially open. It means showing up in real cultural spaces such as local partnerships, early community exhibits, student stories, and work with creators to prove the museum is part of LA's culture, not just sitting in an LA zip code. Cultural institutions earn trust by becoming part of the community, not just advertising to it.

- Keep the voice honest and thoughtful

Messaging will stay simple and confident, without sounding loud or dramatic. It should explain the museum clearly, like an idea people would want to share. A steady tone gives more trust, especially for an opening people have waited years for. A softer voice sticks longer, feels more real, and shows excitement without overselling it.

- Publicity stunts

Use moments people instantly recognize from Lucas's work such as Star Wars to spark curiosity and get the message out early. Keep attention moving forward by shifting the conversation to a real audience voice. The museum should continue feeling relevant because it reflects public reaction.

XVI. TACTICS

- Paid Media

- Social Partnerships: The museum will run a small social media campaign on Instagram and TikTok. They'll partner with culture creators who will show museum archive pieces in their own style and voice.
- Targeted video ads: Short, pre-opening YouTube takeover spots (30–45 seconds) will run during evening hours when 18–35 year-olds watch videos most, leaning on cinematic narration.
- Press interviews: The museum will invest in paid interview distribution and founder-first video spots featuring the founder, George Lucas, to shape early perception online and in press previews.
- Pop-ups and OOH advertising: The museum will host pop-up events around LA called "Stories Raised Us." They'll use projection and paint murals at spots where students, artists, and commuters already spend time, like near campuses and night markets in the city. A few projections may show early sketches from Star Wars, but always framed around the making of the story, not just the final films.

- Earned Media

- Interviews: The museum will pitch interviews with its founder or key leaders on LA podcasts to get public attention. The interviews will explain why the museum was built, why LA was chosen, and why storytelling in art is

important today. They will also pitch the museum as a must-visit tourist spot to blogs and travel platforms, like LA tourism blogs and California travel shows.

- The museum will host a private first-look event in Exposition Park. Only a few reporters and creators will be invited. At the event, they'll get to see 2–3 art pieces made by artists. There will be no big ads, slogans, or heavy logos. The goal is for reporters to talk, react, and share real quotes from the museum's leader or founder.
- Shared Media
 - Social posts and organic advertising: The campaign **#StoriesStartSomewhere** will run across paid ads, earned media interviews, and museum social posts so the museum becomes part of the larger digital conversation, not the only voice in it. These posts will encourage tagging, duets, conversation-like headlines, and fan-page stitches that help messages spread naturally.
- Owned Media
 - Short stories: The museum will post a weekly series of 30–60 sec mini documentaries on its Instagram and TikTok called "Story Origins". The videos will show real artists and curators talking about how stories, art, and sketches are made. Sometimes they might include George Lucas speaking about creative work too, but the focus will be on the process, not fame.
 - Digital Map: The museum will create a digital Mural Map on its official website. The map will show murals and pop-ups across Los Angeles, like Star Wars Alley etc, but written like story chapters. It will help commuters and tourists find the museum's art around the city, making it feel fun and local, not like random ads. The map will be updated once a month so there's always something new to explore, both on phones and on the streets of LA.

- Opening night Interview: During opening weekend, the museum will film short, casual interviews with George Lucas on the museum porch. They'll ask him 5 short questions each time. There won't be a big host, long speeches, or branding but instead just honest, unscripted moments about storytelling and making art. After opening weekend, the best parts will be turned into quote cards and short clips and posted on Instagram and TikTok. This helps the interviews live longer, feel real, and stay connected to the museum's message about story-making.

VXII. KPIs - MEASUREMENT AND EVALUATION

- Founder Interviews
 - KPI: Confirm 15+ earned media interview pickups using Cision.
 - The museum will measure success by tracking which outlets picked up founder interviews and ensuring the story angle reflects the museum's full purpose which is storytelling through many art forms, not one franchise.
- Youtube Takeover
 - KPI: Reach 3M+ YouTube impressions and 12%+ average video completion rate on takeover spots.
 - This data will show if the audience listened to the museum stories and whether the idea held attention long enough to build interest before opening.
- Pop-ups
 - KPI (Pre-Opening): Host 5 paid interviews + signing meet-up events with George Lucas before opening.
- LA Murals
 - KPI: Track 1,500+ social posts tagging murals or projections across LA.

- This measurement will show community participation, confirming how well the museum became part of local street art conversations.
- Hashtag
 - PI: Reach 2,000+ organic posts using #StoriesStartSomewhere and a 20%+ neutral-to-positive sentiment.
 - Social response and public conversation will measure the emotional reception of the campaign, tracking whether the museum's narrative is understood and shared positively before and after opening season.
- Follower Count
 - KPI: Aim for a 15% increase in new followers across the museum's Instagram and TikTok accounts
 - Growth will be measured through the museum's owned accounts, tracking how well audiences returned to the pages for updates, announcements, and story clips during opening season.
- Website Engagement
 - KPI: Get 8% more people to visit the museum website before it opens.
 - The museum will check site traffic to see how many new people visited and which pages they looked at the most. Website visits help show if people cared enough to learn more than just seeing a headline.

XVII. TIMELINE

TACTIC	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	June 2026	July 2026	Aug 2026	Sept 2026	Oct 2026	Nov 2026	Dec 2026
Create social content	x												
Press Interviews with founder		x	x							x			
Social Posts and Organic advertising				x	x								
Social Partnerships							x	x	x				
Targeted Ad Videos								x	x				
Pop-ups and OOH Advertising									x	x	x		
Tourist Promotion											x	x	x
Short stories				x	x	x	x	x	x	x			
Digital Map									x	x	x	x	x
Opening night interview + quote cards + short clips										x	x		

Pink: Pre-opening

Green: Opening month

Yellow: Post-opening

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