



LUCAS MUSEUM OF NARRATIVE ART

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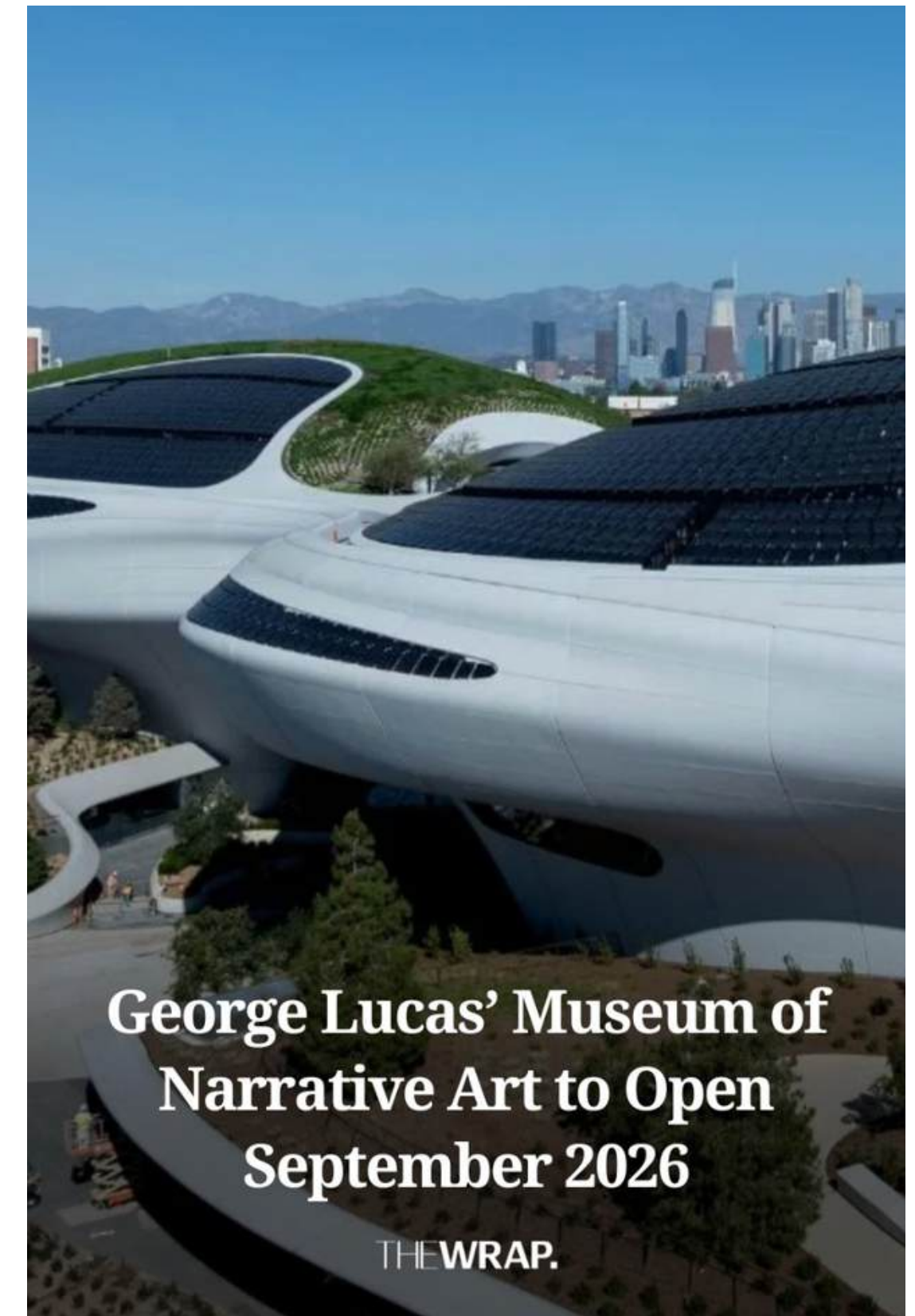
1 December 2025

Background

Founded by George Lucas & Mellody Hobson to celebrate visual storytelling across media.

Opening September 2026 in LA's Exposition Park

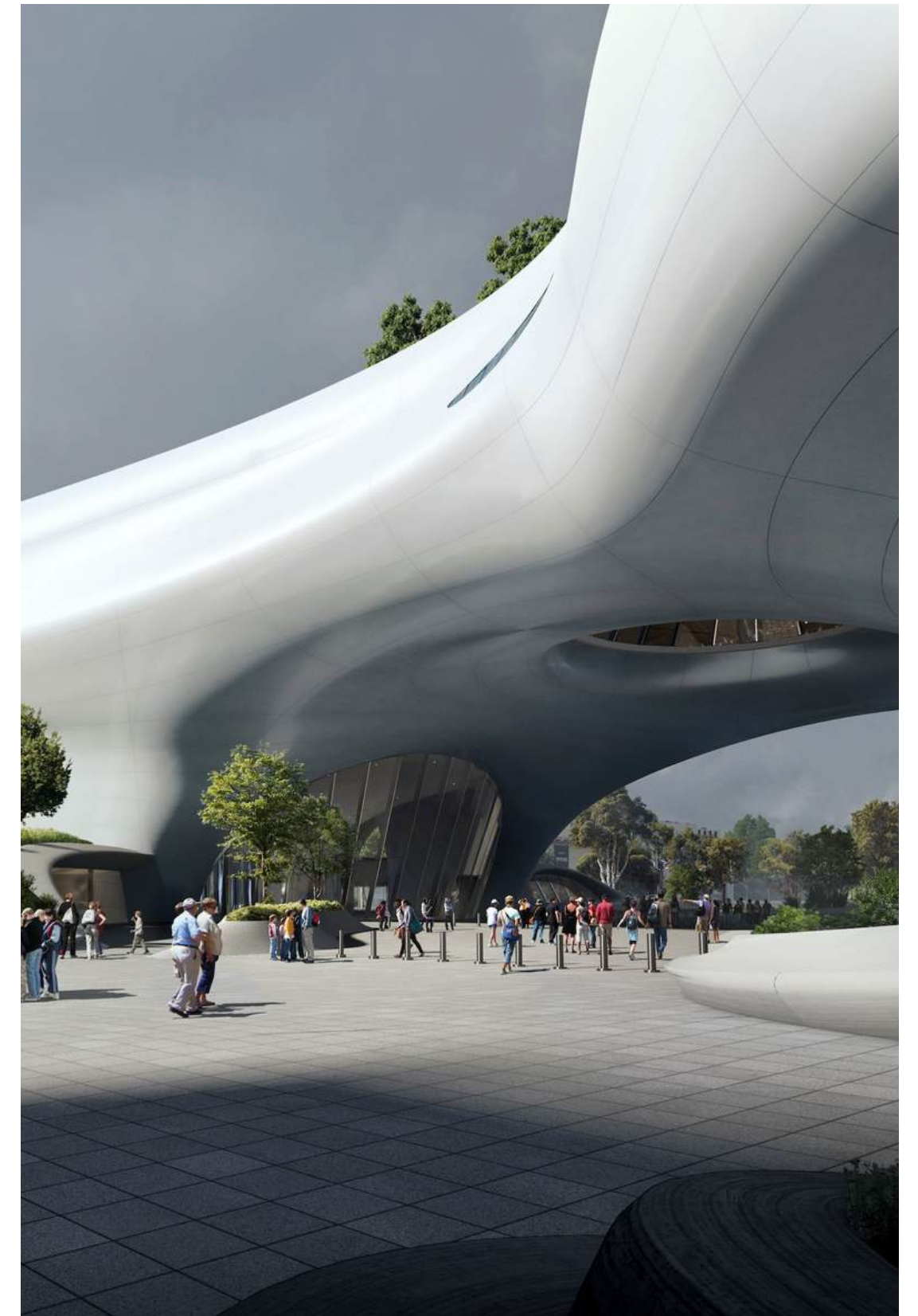
"To inspire and connect people through the exploration of visual stories and their influences in society."



Opportunity

Years of delays and relocations created confusion and outdated perceptions.

Many believe it is a “Star Wars Museum,” limiting broader appeal.



Research



Primary Research

- 2 focus groups with educators, organizers, museum professionals
- Survey ~300 LA residents via social + email

Secondary Research

- Media coverage on delays and public reception
- Academic studies on narrative art + museum communication
- Competitive analysis of LA museums



Current Brand Perception:

Public narrative is still focused on George Lucas and Star Wars, limiting awareness of the museum's full scope.

Opening delays have contributed to negative public perception.

Desired Brand Perception:

The Lucas Museum is recognized as an LA cultural institution celebrating visual storytelling across various art forms.

Communication Goals and Objectives

- **Clarify the Museum's Mission and Educate Audiences About the Exhibits**
- **Generate Excitement and Anticipation for Opening**
- Secure at least 15 earned media coverage in travel, art and entertainment media outlets.
- Increase social media engagement by 25% before the museum opening
- Increase positive sentiment related to museum opening by 20%

TARGET AUDIENCES



Cultural Explorers (ages 18–35)

Older Gen Z and younger millennials seek authentic, diverse experiences and are highly active on social media, making them key to driving awareness.



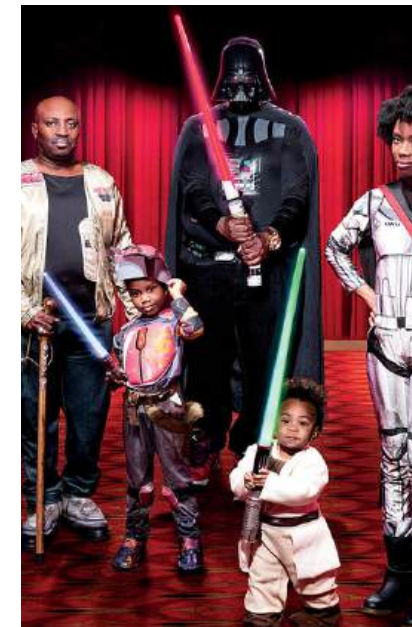
Art Enthusiasts

They look for unique, well-curated exhibits and will be drawn to the museum's diverse narrative-art collections.



Local Residents and Tourists

Locals and tourists view museums as cultural destinations, offering strong potential for consistent visitation and exposure.



Star Wars and Pop Culture Fans

Fans are loyal, highly engaged, and likely to visit due to Lucas's legacy and strong fandom culture.

Key Messaging: Overarching Message

“See the story. Feel the art.”



Creative Platform

Brand

Audience

The Lucas Museum stands for storytelling through visual art, honoring creative origins and cultural imagination.

Celebrating where great stories begin—sketches, frames, communities, and imagination before they take over the screen.

Young adults seeking inspiration, pop-culture moments, and cultural experiences that feel real, shared, and meaningful.



Strategies



Strategy 1: Leverage Founder Credibility

Use George Lucas's voice and story to explain the museum's purpose and build trust.

Strategy 2: Lead With Story, Not Franchise

Position the museum around narrative art across mediums, not just Star Wars, to clarify its true identity.

Strategy 3: Use a Phased Messaging Approach

Roll out messaging in stages: correct perception, build understanding, then drive anticipation before opening.

Strategies (cont.)



Strategy 4: Embed in the LA Community

Partner with local artists, students, and cultural hubs to establish the museum as an authentic part of the city.

Strategy 5: Maintain a Clear, Honest Voice

Communicate simply and thoughtfully to build credibility and avoid overhype after years of delays.

Strategy 6: Use Smart Publicity Moments

Use recognizable Lucas/Star Wars cultural moments to spark attention, then shift focus back to the museum's broader story.

Tactics: Paid Media

Social Partnerships: Instagram/TikTok creators showcase archive pieces in their own style.

Targeted Video Ads: 30–45 sec YouTube spots aimed at 18–35 year-olds.

Founder Video Spots: Paid distribution of George Lucas interviews to shape early perception.

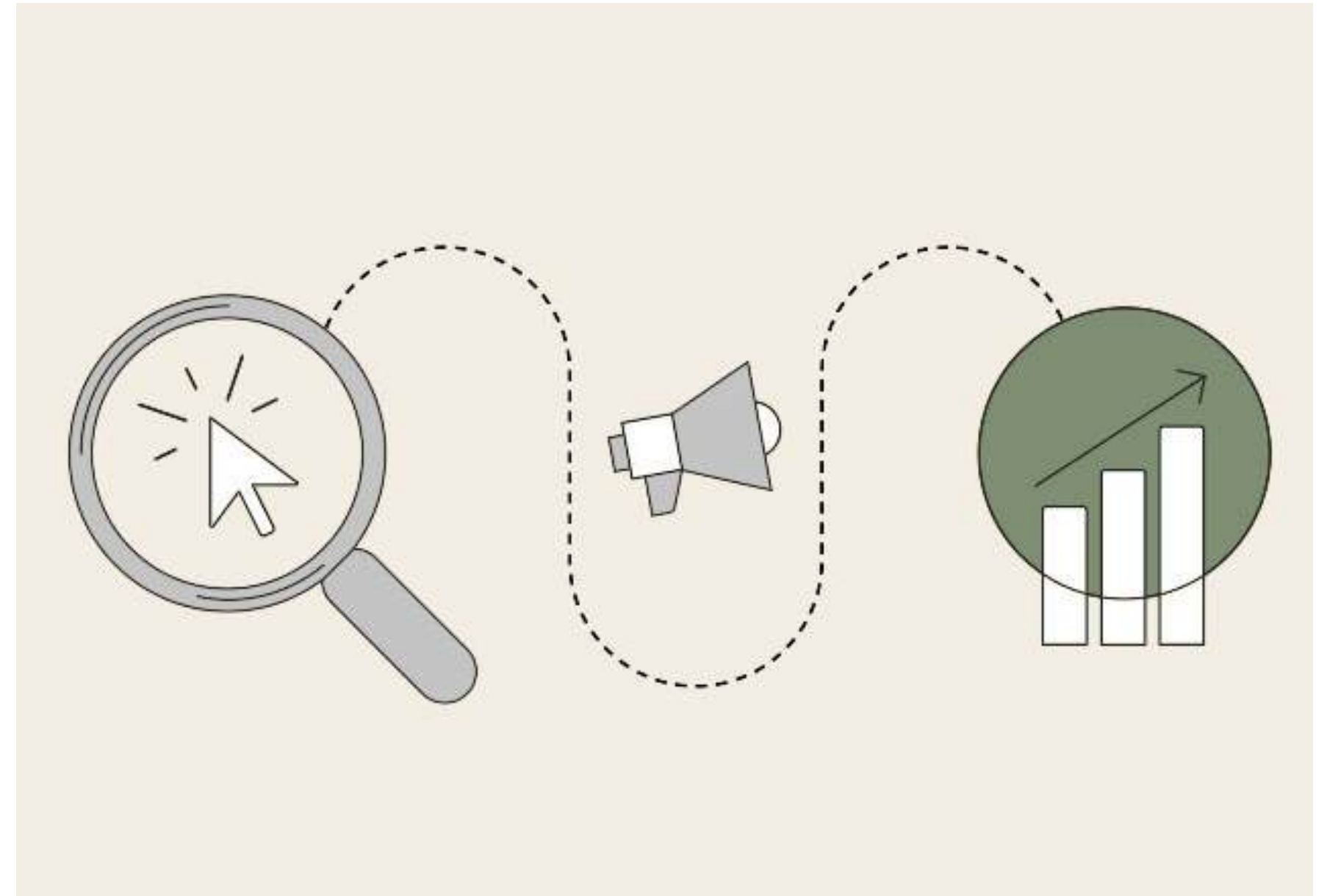
Pop-Ups + OOH: “Stories Raised Us” murals and projections near campuses, art hubs, and night markets.

Tactics: Earned Media

Founder + Leadership

Interviews: Pitch to LA podcasts, travel outlets, and culture reporters.

Private First-Look Event: Invite select creators and journalists to preview a few pieces and share authentic reactions.



Tactics: Shared Media

#StoriesStartSomewhere:

Unified hashtag encouraging tags, duets, stitches, and fan-page engagement across platforms.



Tactics: Owned Media

“Story Origins” Mini-Docs: Weekly 30–60 sec videos featuring artists, curators, and creative process stories.

Digital Mural Map: Interactive map of pop-ups and murals across LA updated monthly.

Opening Weekend Clips: Short, unscripted interviews with George Lucas turned into social quote cards and videos.



Key Performance Indicators



Founder Interviews

- 15+ earned media pickups: Tracks reach + accuracy of founder narrative.

YouTube Takeover

- 3M+ impressions, 12%+ completion rate: Shows attention and story engagement.

Pop-Ups

- 5+ pre-opening interviews/meet-ups with George Lucas: Measures early hype + in-person interest.

LA Murals

- 1,500+ social tags: Measures community participation + local buzz.

Key Performance Indicators



Hashtags

- 2,000+ organic posts, 20%+ positive/neutral sentiment: Tracks public conversation + emotional response.

Follower Growth

- +15% Instagram/TikTok followers: Measures audience growth and return interest.

Website Engagement

- +8% pre-opening site visits: Shows deeper curiosity beyond social impressions.

Proposed 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 advertisiing				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		

THANK

YOU

