

# TESTIMONIAL International Spy Museum



**“7.2% increase year-over-year sales and website visits up 25%”**

*MDB was called upon to create a mass media advertising campaign to generate awareness and attendance for exhibits and events at the International Spy Museum. In this branding campaign we showed our real spies (ISM board members or advisors) appearing ominously out of the shadows. This meant no matter where people traveled in DC, they came face to face with an authentic spy.*

*The campaign was a standout in the traditional advertising landscape of Greater Washington DC and resulted in a significant increase in traffic and revenue. This campaign also won a 2015 Silver OBIE!*

**Cary Hatch**  
CEO, Brand Advocate  
MDB Communications, Inc.

## **Audience**

DC Area Residents and Tourists

## **Media Mix**

Rail Floor Graphics  
Two-Sheet Posters  
Car Cards

## **Market**

Washington DC

## **Objective**

To generate awareness and attendance for exhibits and events at the International Spy Museum.

## **Rationale**

DC is known for an abundance of free museums and historic monuments. In order to support sales goals and drive attendance for the International Spy Museum, MDB created a ubiquitous and compelling campaign to leverage the unique attributes of the museum — real spies and their real stories.