

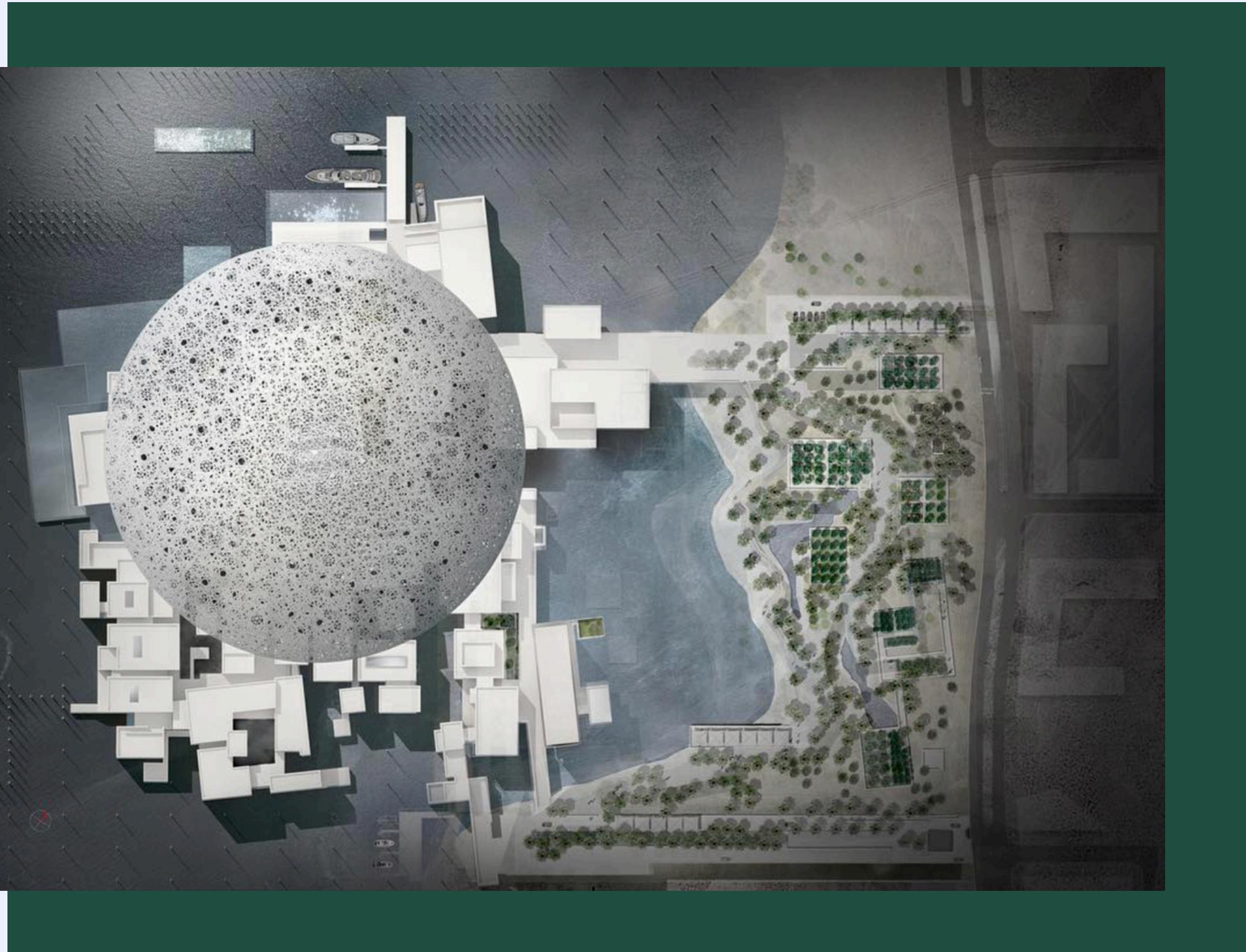
اللوفِر أبوظبي
LOUVRE ABU DHABI

KR.



Arabic Heritage meets French Design

- Floating Dome's Weight: The dome weighs approximately 7,500 tonnes, equivalent to the weight of the Eiffel Tower.
- Geometric Stars: Composed of 7,850 stars of varying sizes and angles, intricately designed across eight cladding layers.
- Dome's highest point: 40 meters above sea level.
- Museum Buildings: Features 55 detached buildings, 23 of which are devoted to galleries inspired by low-lying regional homes.





What does it mean to be universal? For Louvre Abu Dhabi it means focusing on what unites us: the stories of human creativity. The museum brings different cultures together to shine fresh light on these common stories of humanity, beyond individual civilisations, times or places.

A Universal Museum in the Arab world

louvreabudhabi

Follow Message ...

3,088 posts 271K followers 63 following

Louvre Abu Dhabi
A universal museum #LouvreAbuDhabi
Open Tuesday - Sunday: 10.00 - Midnight
Galleries & exhibitions close at 18.30(20.30... more
Saadiyat Cultural District, Abu Dhabi, United Arab Emirates
linktr.ee/louvreabudhabi

etihadmodernart

1,746 posts 17K followers

Etihad Modern Art Gallery
Art
A vibrant art space, hosting local art scene in Abu Dhabi.
Al Bateen Area, Al Huwailat Street, V
etihadmodernart.ae

todadubai

1,403 posts 68K followers

TODA
Arts & entertainment
Real Place for Unreal Experience
360° Art Shows
Concerts, Workshops and Performances
Private Events
toda.ae

Current Marketing

STRENGTHS

Unique buying point

Blend of Eastern and Western art and culture sets it apart from other museums worldwide.

Iconic Architecture

The "Rain of Light" effect, is a major draw for visitors.

Global Partnerships

The partnership with the Louvre Museum in Paris enhances the museum's credibility and prestige.

Social Media Presence

They are using Instagram, their website and email to cater to their consumers

Iconic Architecture

The "Rain of Light" effect, is a major draw for visitors.



Current Marketing

WEAKNESSES



Limited Local
Audience



Lack of Strategic
Seasonal Campaigns



Limited Educational
Outreach

SEGMENTATION & POSITIONING

Target Audience:

- Global tourists, cultural enthusiasts, art lovers, local residents, students, and scholars.

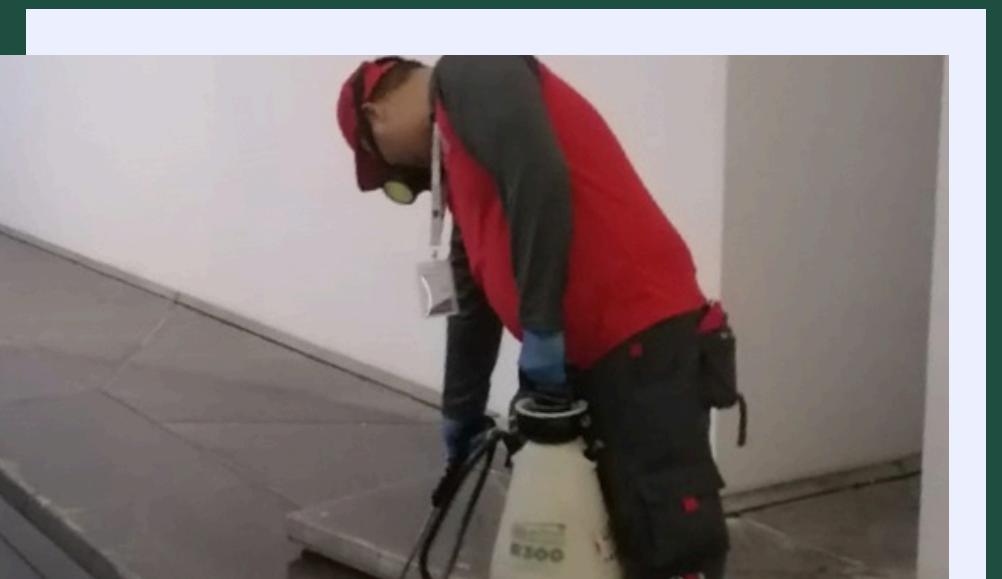
Competitor Analysis:

- Strategic location on Saadiyat Island, serving as a hub for cultural tourism in the UAE.
- Iconic partnership with the Louvre Paris, offering prestige and credibility.

Weaknesses:

- Limited global digital marketing presence compared to more established museums like the Louvre Paris.

A few Sustainability Initiatives



Aim for sustainability by repurposing exhibition materials.

Kalila wa Dimna elements reused in the temporary exhibition lobby, enhancing space and aligning with exhibition themes.

Turtle Rehabilitation Project

Louvre Abu Dhabi partners to conserve endangered turtles and conducts risk assessment for a sustainable lagoon management.

Design Excellence

The Louvre Abu Dhabi takes pride in achieving the prestigious LEED Silver certification and Pearl Estidama design rating

Recommendations

Children's museum

Gamified VR Experiences for the younger ones, as they already have the VR tours for adults. These can be marketed through schools/nursery's. Or VR related contests for more social media engagement

Sustainable Musical Concerts

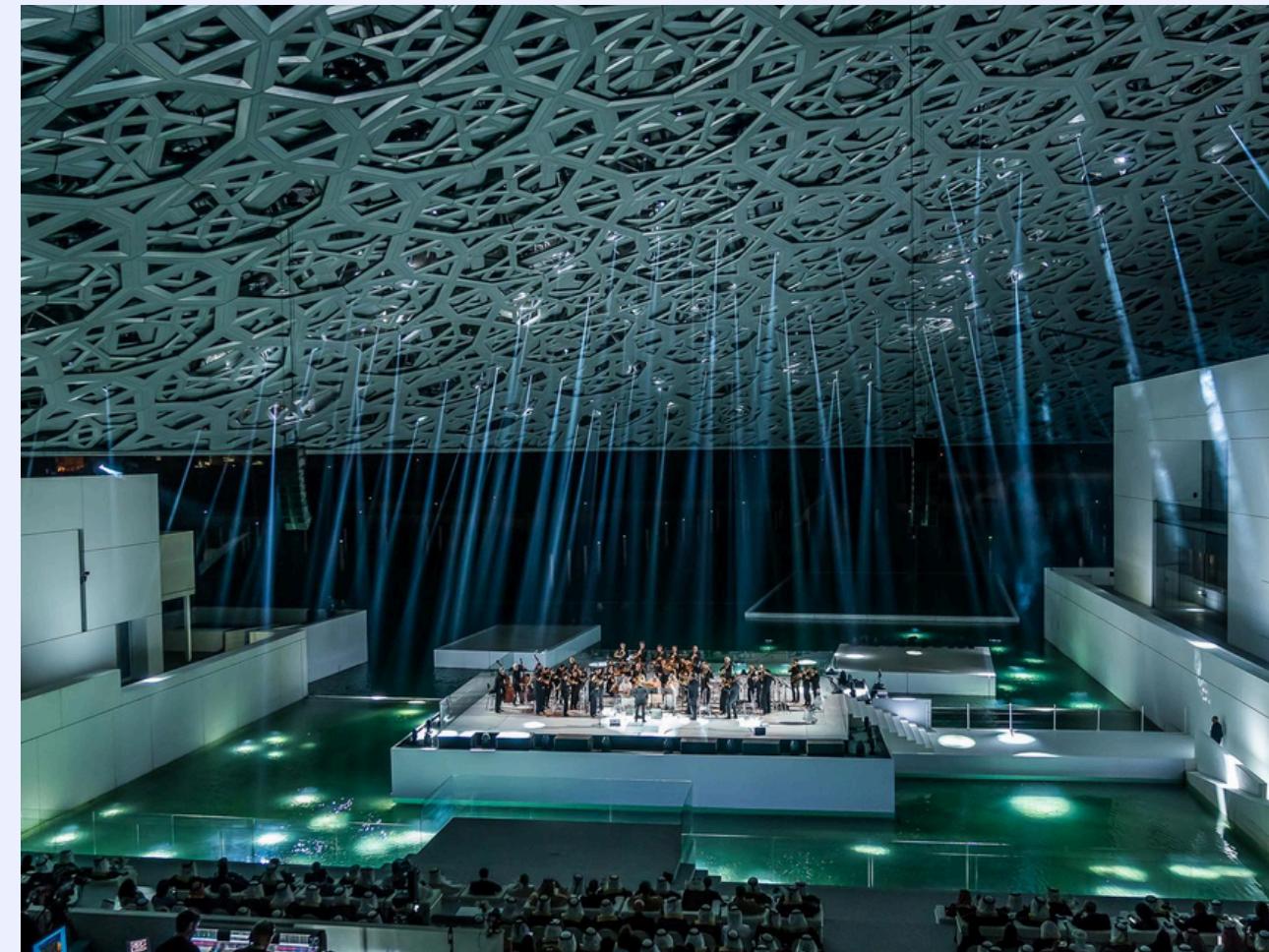
A sustainable concert that will offer a unique and eco-friendly musical experience, combining art and environmental consciousness.

0 waste Dining

An experience, that is in line with their high end marketing. Collaborating with local chefs and integrating both cuisines, will also generate another revenue stream as part of a sensory experience.

Live Streaming events

A sneak peak from behind the scenes when new art is arriving, or artist/ curator tours. this adds more scope for influencer marketing



THANK YOU FOR LISTENING