

Museum of Science and Industry

Anniversary/Fundraising Video: DVD Packaging

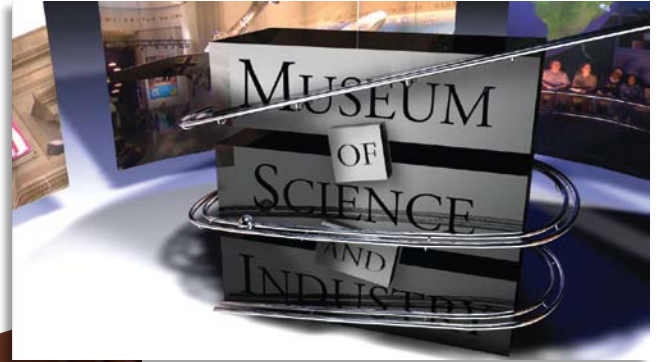
Chicago's Museum of Science and Industry is dedicated to inspiring and motivating children to realize their full potential in the fields of science, technology, engineering and medicine. The museum—one of the world's largest, with more than 35,000 artifacts and nearly 14 acres of hands-on exhibits in 400,000 square feet—has inspired more than 175 million guests.

Challenge

For its 75th anniversary, the Museum of Science and Industry enlisted DoubleJay Creative to produce a promotional video to support the museum's Science ReDiscovered capital campaign. Science ReDiscovered aimed to raise \$250 million and was the museum's largest fundraising effort since it opened in 1933.

Solution

DoubleJay Creative produced an 8-minute, "Wow!"-inspiring, comprehensive look at the museum, its major exhibits, its donors, and its effect on the public through the eyes of a visitor. Featuring a message from MSI's chairman, interviews with guests, employees and donors, and 27 different exhibits throughout MSI, the video premiered at the 75th anniversary gala, where benefactors each received a complimentary DVD. DoubleJay Creative developed the DVD packaging as well as the invitations for the gala, providing the Museum a polished, cohesive, and consistent look and theme to each of the key elements of this mission-critical event.



"DoubleJay Creative had a strong vision for this video and executed it exceptionally well. We're very pleased to have a final product that we can show off to our donors, potential donors and more. Throughout the process you were all great, from planning to filming to editing and design."

— JERRY RICE

CAMPAIGN COMMUNICATIONS

MANAGER

MUSEUM OF SCIENCE AND INDUSTRY

