

Brief 2: Museum On The Mound (Print)

Insight - To get the target audience to visit the Museum, we decided to create a mysterious and alluring feel. We decided to get the audience to wonder about what goes on behind the scenes of the museum.

Creative Concept - To utilise the ad shel's as a medium to communicate our idea. The tagline *"Take a look behind the scenes"* would spark an interest.



Ad Shel