

THE CAMPAIGN FOR THE
MUSEUM OF SCIENCE
CREATING
THE SCIENCE & TECHNOLOGY CENTER
OF THE 21st CENTURY

Ioannis N. Miaoulis
President and Director

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To whom it may concern:

I am pleased to share with you a behind-the-scenes view of the exceptional work that the DigiNovations/North Bridge Productions team did in capturing the Museum of Science's 21st century vision on film. The firm's work has earned our enthusiastic and unqualified recommendation to any organization which wants its story told in a compelling, authentic way.

Michael Kolowich and his team are extraordinary storytellers and superb communications strategists. We involved DigiNovations early in our campaign communications process, and their input and insight helped shape the language we have used across all our campaign materials.

Ours is a very rich and complex story, so filming it was quite a large task. The team conducted more than 50 interviews – including some of our largest donors -- over the course of eight months in many different locations. The team worked collaboratively with our development team to ensure that no detail was missed. We heard nothing but positive feedback on the process.

The result of that collaboration is a film that captures beautifully the Museum of Science's vision for the science center of the 21st century. It is cleverly adaptable to many different audiences and different situations. We started using the film during the quiet phase of our campaign and it will be very visible during the public phase later on.

We continue to work with DigiNovations to explore new ways to deploy video as a strategic communications tool, especially as the internet becomes a more prominent tool for video communications. Michael and his team have strong expertise in this area, and we look forward to a long and fruitful relationship as we break new ground in campaign communications.

Sincerely,



Ioannis Miaoulis

