



THE
NATIONAL
GALLERY

Buying with Commercial Visual Considerations

2nd Sept 2019
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Buying and Brand Licensing National Gallery Company Ltd



What ill be covering

- The National Gallery
- Basic buying approach
- Identifying the opportunity- Core collection
- Identifying the opportunity – Exhibitions
- Identifying the opportunity – Christmas
- Windows
- Marketing
- Questions ?

The National Gallery



- The National Gallery London houses one of the greatest collections of paintings in the world
- Over 2300 works best known paintings by world renowned artists spanning 700 years
- Including Van Gogh's *Sunflowers* and Monet's *Waterlily pond*
- Up to 6 million visitors per year with 66% coming from overseas

Basic Buying Approach

- Setting Clear Objectives and Budgets
- Define your Brand Positioning
- Define your Customer
- Plan your space
- Identify key trends
- Identify the opportunity
- Profit

Identifying the opportunity – Core Collection

- Products based around the gallery permanent core collection
 - Famous artists and household named artists such as Van Gogh, Monet and Leonardo Da Vinci
 - Our location central London
 - Not so well-known artists but the paintings fall into current and future trends
 - Expected Products in a gallery shop
 - Image based
 - Prints & Posters
 - Postcards
 - Stationery
 - Greeting cards
 - Lines available all year round

Identifying the opportunity – Core Collection



Identifying the opportunity – Core Collection



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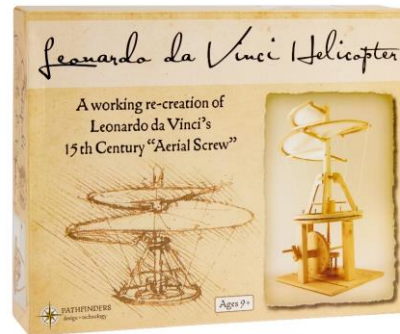
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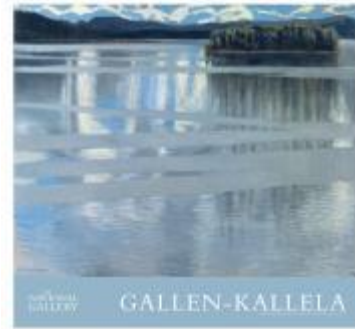
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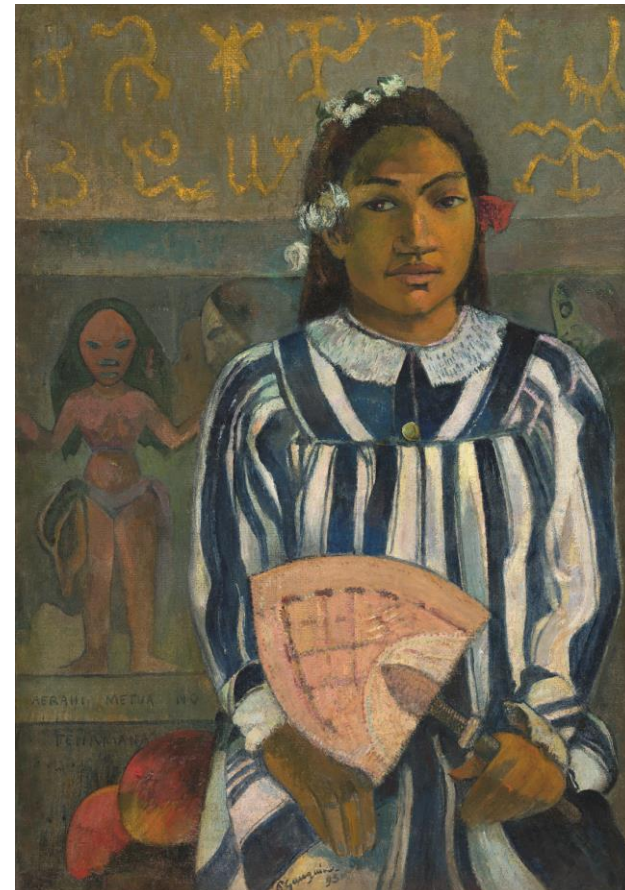
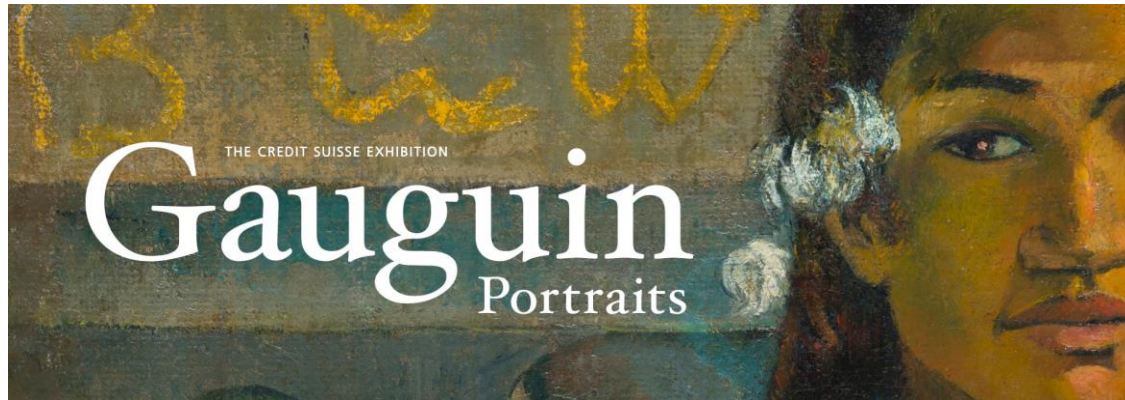


Identifying the opportunity – Core Collection



Identifying the opportunity – Core Collection





Identifying the opportunity – Exhibitions



Identifying the opportunity – Exhibitions



Identifying the opportunity – Exhibitions

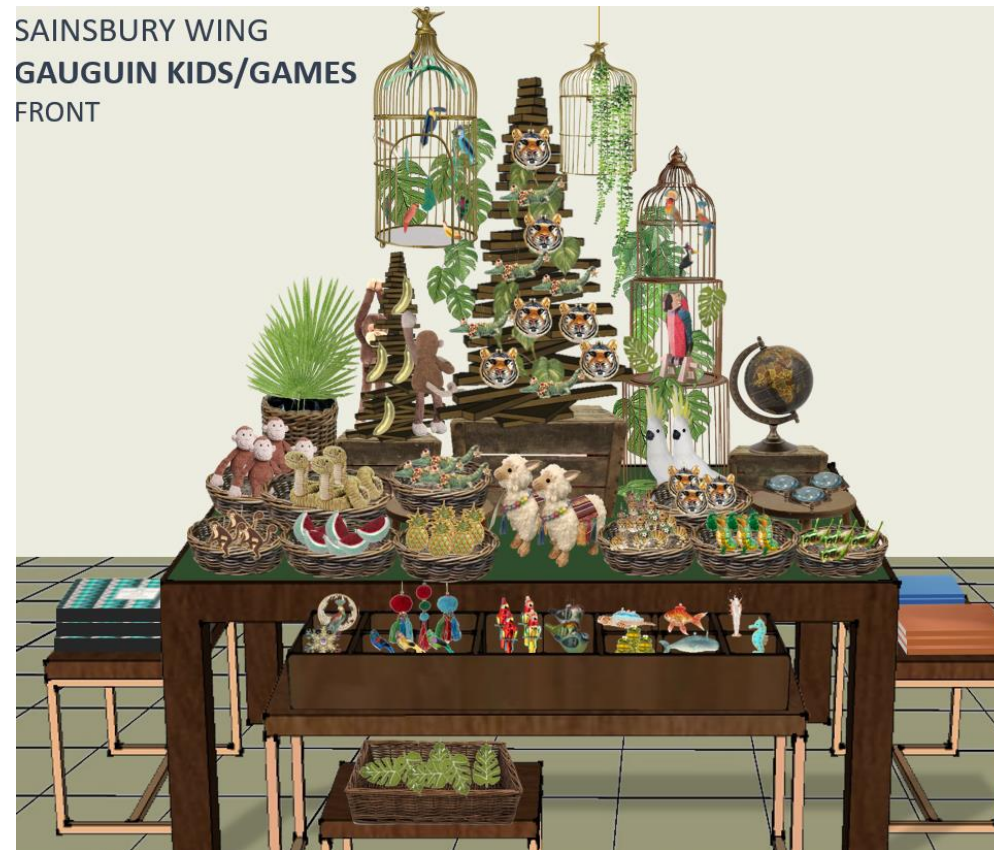




Identifying the opportunity – Exhibitions



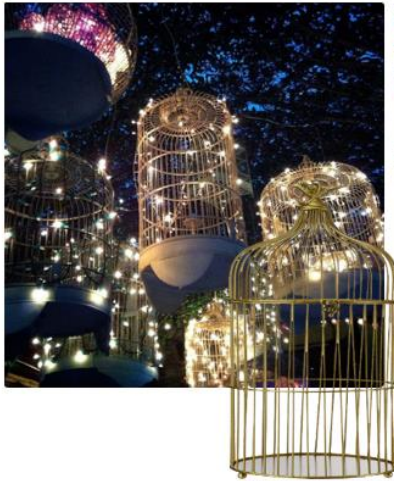
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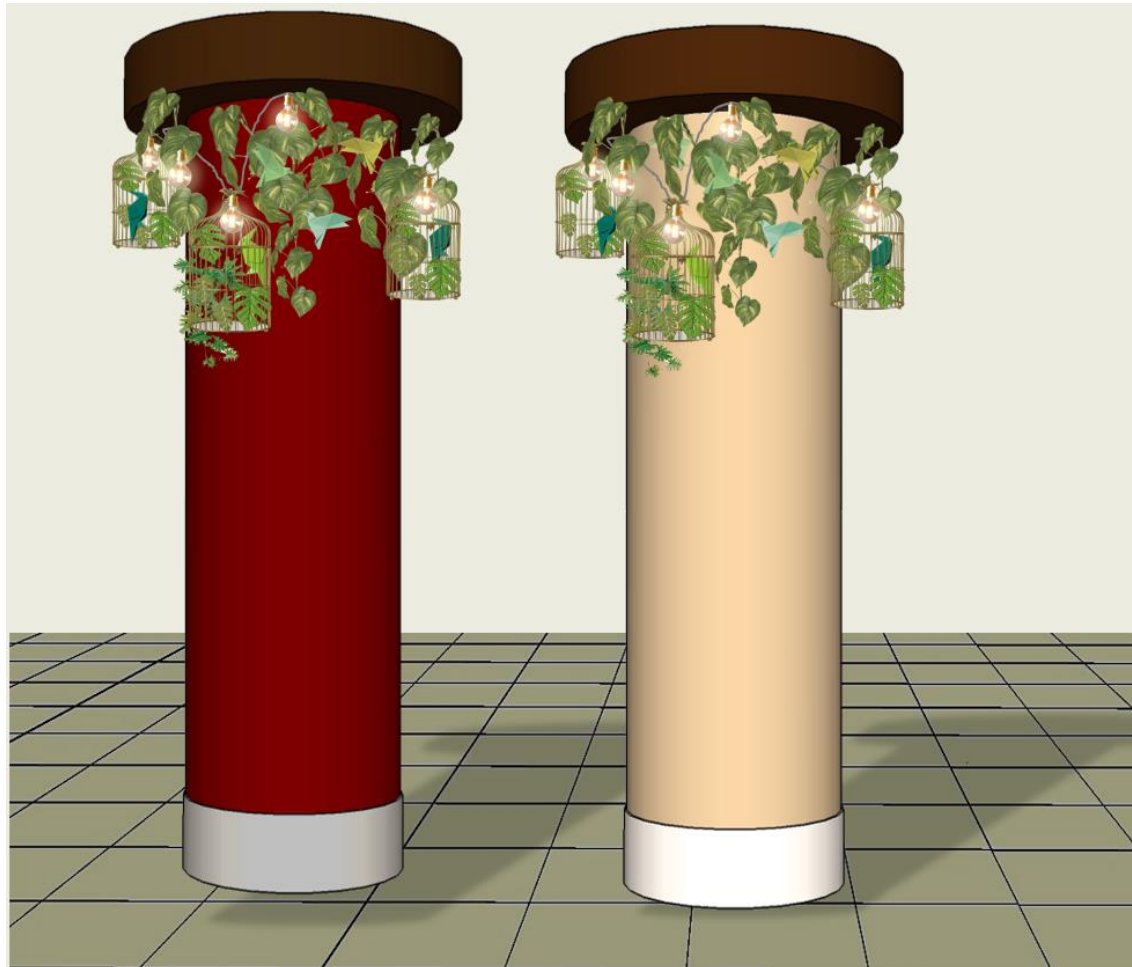
Identifying the opportunity – Exhibitions



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Identifying the opportunity – Exhibitions



Identifying the opportunity – Crivelli Christmas



Identifying the opportunity – Crivelli Christmas



Identifying the opportunity – Exhibitions



Identifying the opportunity – Crivelli Christmas



Identifying the opportunity – Monet Christmas



Identifying the opportunity – Monet Christmas



Identifying the opportunity – Monet Christmas



Identifying the opportunity – Degas Christmas



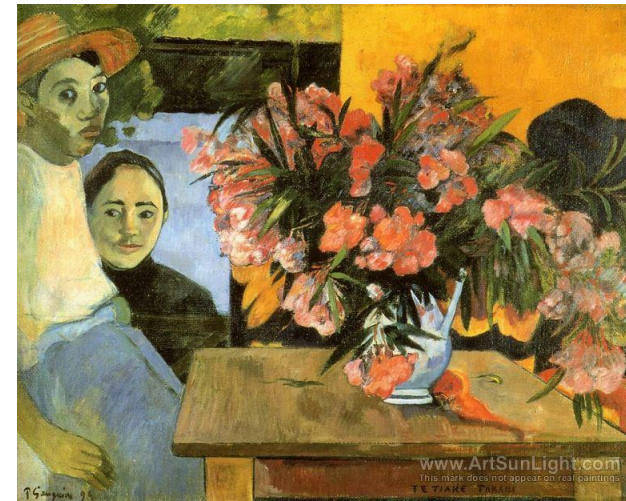
Identifying the opportunity – Degas Christmas



Identifying the opportunity – Degas Christmas



Identifying the opportunity – Gauguin Christmas



Identifying the opportunity – Gauguin Exhibition



Identifying the opportunity – Gauguin Christmas



Identifying the opportunity – Christmas Windows



Identifying the opportunity – Marketing



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Identifying the opportunity – Marketing



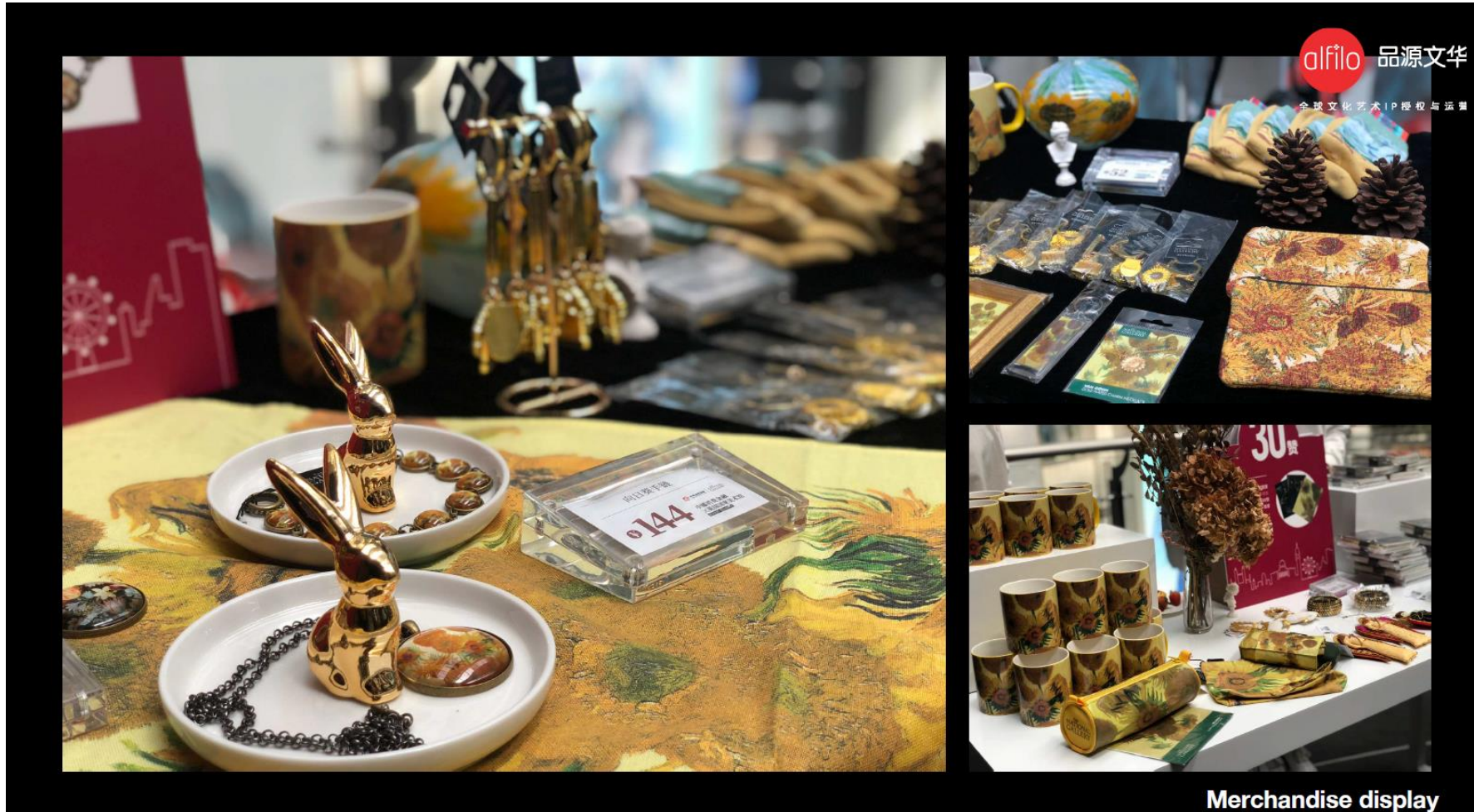
Identifying the opportunity – Marketing



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Identifying the opportunity – Marketing



Merchandise display

Identifying the opportunity – Marketing



Questions ?