



THE SCIENCE OF GUINNESS WORLD RECORDS



MARKETING GUIDE

rev. 2021-02-25



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INTRODUCTION

The Science of Guinness World Records (SGWR) makes it possible for anyone, anywhere to be a record-breaker. Beyond the challenges, visitors will be drawn in by inspirational stories, as well as intriguing artifacts that will be showcased throughout the exhibition.

In this highly interactive exhibition, visitors will learn about amazing record-breakers and learn more about themselves. They will be immersed in experiences that will allow them to explore the science, teach them how to persevere, and learn about the fun inherited in record-breaking attempts.

By presenting real facts and real stories, the exhibition will give visitors an understanding of their body and how it reacts, focuses, and endures when attempting to break a world record.



Key Messages

- Anyone, anywhere can be a record-breaker.
- GUINNESS WORLD RECORDS™ applies a rigorous process to the adjudication and award of world record titles that parallels the process of scientific inquiry.
- Science can explain the incredible, and help you develop your record-breaking skills and abilities.





About the Exhibit

All around the world, people are pushing themselves to achieve new and amazing things. From the world's smallest stop-motion film (hint: it's measured in nanometers), to the most drum beats in 60 seconds (2109 beats... or 35 per second!), to the most consecutive pinky pull-ups (36!), the world is full of fascinating people achieving strange and incredible feats.

Now, for the first time ever, we're looking into the science behind these mesmerizing accomplishments with our new *The Science of Guinness World Records* exhibit.

Go behind the scenes and see what it takes. Hear the stories of those who set out to break new ground and succeeded. Learn the secrets, then try it yourself. Challenge your friends, your family, your foes, your classmates, or even other visitors.

Set new records. Challenge old ones. Make the history books.

Fame and glory await those with the talent, courage, and tenacity to become #1. Be sure to check the event schedule for your opportunity to impress genuine GUINNESS WORLD RECORDS adjudicators and become OFFICIALLY AMAZING™.





The exhibition's goals are to provide visitors with:

- An engaging and immersive experience to explore the science, perseverance, and fun inherent in record-breaking attempts.
- Opportunities to challenge themselves and others to officially break a world record.
- An understanding of their body and how it reacts, focuses, and endures. Visitors will use the science behind skills to help them become better record-breakers.

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Virtual Tour or Exhibit Map/Zones:

The Entrance introduces the main themes and topics of the exhibition. Through an interactive quiz, visitors gain an understanding that the criteria set by GUINNESS WORLD RECORDS to define what can or cannot be a record holds a lot of parallels with the scientific method. Engaging and interactive record attempts inspire visitors and ignite their desire to also be a record-breaker!

Explore! intriguing GUINNESS WORLD RECORDS titles and learn about the amazing science and technology involved in setting them. Try for a high score in one of the Attempt Arenas, or get the inside scoop on breaking records from a GUINNESS WORLD RECORDS adjudicator and a scientist who holds multiple record titles!

Focus! and experiment with tips and tricks used by memory record-breakers. Visitors will challenge themselves through hands-on interactives, video games, and large tactile puzzles – perfect for younger visitors.





React! and discover how age, type of stimulus, and perception can impact the speed of reaction. Visitors can experiment with tricks used by real record-breakers to improve their times at challenging interactives, and see their progress reflected on the leaderboard!

Endure! and learn about the physical requirements of record-breaking. Visitors will learn about muscle contractions and fatigue, discover if they are better at the balance boards or the hang bar, and walk away with a better understanding of their body's endurance performance and how to improve it.

In the Exit Experience, reflect on your exhibition experience before you exit. Visitors can take a moment to chill in cozy video nooks while getting to know some more of the GUINNESS WORLD RECORDS record holders - they are OFFICIALLY AMAZING™! Visitors can visualize themselves as title holders, or multi-title holders, as they pose and take photos with a variety of GUINNESS WORLD RECORDS certificates.

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About the Marketing Guide & Guidelines – Marketing

Science North is pleased to present the highly interactive and entertaining traveling exhibition, *The Science of Guinness World Records*, developed and produced by Science North, in partnership with Ripley Entertainment Inc. and GUINNESS WORLD RECORDS. The materials and suggestions offered in this marketing guide are intended to assist you in developing your own marketing and promotional strategies. Our goal is to make this process as efficient as possible for you.

We encourage you to use the messages and images supplied, or to create your own within the guidelines provided.

Please remember: All marketing elements must be approved by Science North before use. Science North is committed to providing approvals or requesting adjustments as quickly as possible. To request approval for artwork, please forward all requests to clausen@sciencenorth.ca.

Be sure to review and adhere to the guidelines and mandatory requirements below and in your *The Science of Guinness World Records* lease agreement.

If we can be of any assistance, please don't hesitate to contact us.





Marketing and Recognition Guidelines

The Science of Guinness World Records (SGWR) exhibitors are responsible for all publicity, promotion, and advertising relating to the display of the exhibition at their venue.

Exhibitors must use the SGWR logo provided by Science North. Copies of the SGWR logo can be found under **Logos and Style Guide**.

Exhibitors must identify and credit Science North, Ripley Entertainment Inc., and GUINNESS WORLD RECORDS as the developers and producers of the exhibition in all publicity, communications, and promotional materials relating to the exhibition, wherever practical, using the logos provided, and the following credit line: *The Science of Guinness World Records* is a production of Science North, Sudbury, Ontario, Canada and in partnership with Ripley Entertainment Inc. and GUINNESS WORLD RECORDS.

A copy of the logos can be acquired from **Logos and Style Guide**.

All promotional materials used to market the exhibition must be submitted to Science North for approval at least 30 days before its use. If approval within a shorter





time frame is required, Science North will do its best to accommodate such requests. Please contact your SGWR primary contact person for approval.

All publicity, communications, and promotional materials relating to the exhibition must also credit funders and any other exhibition tour sponsor/supporter as specified in this guide.

SGWR exhibitors must send to Science North, no later than 45 days following the date of closing of the exhibition, an attendance and publicity report. This summary report shall include attendance figures, press coverage, installation photos, and other pertinent information related to the display of the exhibition. Please submit the summary report to your primary contact person for the SGWR exhibition.

As per your SGWR Traveling Exhibit Lease Agreement, should there be an opening event for this exhibition, the exhibitor must invite representatives of Science North and its Sponsor to the event, and include a representative in the opening remarks.

As a SGWR exhibitor, you may solicit your own sponsors, subject to Science North's approval, not to be unreasonably withheld.

Please refer to your SGWR Traveling Exhibit Lease Agreement for full details and to ensure you are meeting your contractual obligations in all areas.





Target Audience

The Science of Guinness World Records exhibition captures a broad range of audiences and gives your venue the opportunity to target and draw in a variety of visitors. In addition to your regular audiences, we encourage you to target your messages to the following audiences that you may not normally attract:

- Families with kids between the ages of 6 and 12.
- Teens and young adults with an interest in athletics, music and video games.
- Adults between the ages of 20 and 45 visiting without children.
- School Groups:
 - Science and Technology, Life Science, Social Science;
 - Engineering and mathematics;
 - Endurance; and
 - Entertainment.
- Leisure Market:
 - Sports teams attending tournaments;
 - Youth groups;
 - Major festivals; and
 - Travelers visiting friends.





Exhibit Descriptions

25 words

Discover *The Science of Guinness World Records*. Only at [Location] until [Month] [Day]. Get your tickets at [web-site]. It's your turn, [City]. Achieve Amazing.

50 words

From the world's smallest stop-motion film to the world's fastest human reflexes, learn the science behind these mesmerizing accomplishments with our new *The Science of Guinness World Records* exhibition. Only at [Location] until [Month] [Day]. Buy your tickets in person or online at [web address]. It's your turn, [City]. Achieve Amazing.

100 words

All around the world, people are pushing themselves to achieve new and amazing things. From the world's smallest stop-motion film, to the most drum beats in 60 seconds, to the longest mustache, the world is full of fascinating people achieving strange and incredible feats. Now, for the first time ever, we're looking into the science behind these mesmerizing accomplishments with our new *The Science of Guinness World Records* exhibition. Learn the secrets, then try it yourself. Hurry to [Location], this exhibit is running only until [Month] [Day]. Buy your tickets in person or online at [web address]. It's your turn, [City]. Achieve Amazing.





200 words

All around the world, people are pushing themselves to achieve new and amazing things. From the world's smallest stop motion film (hint: it's measured in nanometers), to the most drum beats in 60 seconds (2,109 beats... or 35 per second!), to the most consecutive pinky pull-ups (36!), the world is full of fascinating people achieving strange and incredible feats.

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Go behind the scenes and see what it takes. Hear the stories of those who set out to break new ground and succeeded. Learn the secrets, then try it yourself. Challenge your friends, your family, your foes, your classmates, or even other visitors.

Set new records. Challenge old ones. Make the history books.

Fame and glory await those with the talent, courage, and tenacity to become #1. Be sure to check the event schedule for your opportunity to impress actual GUINNESS WORLD RECORDS™ adjudicators and become OFFICIALLY AMAZING™.

Don't miss your chance! Hurry to [Location], this exhibit is running only from [Month] [Day] until [Month] [Day]. Buy your tickets in person or online at [web address]. It's your turn, [City]. Achieve Amazing.





Sample Media Release

FOR IMMEDIATE RELEASE

[DATE]

The Science of Guinness World Records

New exhibition at [host name] reveals the shocking science behind the world's greatest achievements.

[CITY] - Coming this [Month] [Day], *The Science of Guinness World Records* is opening at [host name]. This traveling exhibition promises to reveal the secrets behind some of the most astonishing GUINNESS WORLD RECORDS™ to ever be set.

Developed over two years by Science North, this exhibition will challenge visitors to reconsider their preconceptions about what's possible and what they themselves can achieve.

"The exhibition was really inspired by the success of *The Science of Ripley's Believe It Or Not*," said Guy Labine, Chief Executive Officer of Science North. "We've seen firsthand that people all over the world are hungry to be challenged, to be wowed, to expand their ideas about what human beings can actually do. We knew almost immediately that we were onto something big."

Certain to be an experience to remember for a lifetime, *The Science of Guinness World Records* will leave visitors astonished as they discover exactly what goes into accomplishing the seemingly impossible.

How does one develop the ability to do 36 consecutive pull-ups, using only their pinky fingers? What does it take for someone to create the world's smallest stop motion film? What possesses someone to learn how to solve not one but three Rubik's Cubes simultaneously?

The Science of Guinness World Records is co-produced by Science North, one of Canada's largest and most respected science centers, and Ripley's Entertainment, the entertainment and edutainment company founded by the great Robert Ripley.

"Our record holders are simply the most incredible people you're ever going to meet," says John Corcoran, Director, Traveling Shows & Guinness World Records Attraction Development. "They defy belief and they often seem to defy physics and the nature of spacetime itself. But of course, what they're really defying is our limited sense of what a person can do with enough time, enough practice, and enough dedication."

"What we're hoping to do with *The Science of Guinness World Records* is to show people that as shocking as these accomplishments are, it's not magic. It's science. If one person can achieve the incredible, so can you. We want to inspire people of all ages to throw out their limiting beliefs and push themselves to achieve what the world tells them is impossible."

-30-

Media Contact

[your contact]





Image FPO
Science North

ABOUT SCIENCE NORTH

Science North is Northern Ontario's most popular tourist attraction and an educational resource for children and adults across the province. Science North's attractions include a science center, IMAX® theatre, digital Planetarium, butterfly gallery, special exhibits hall, and Dynamic Earth – Home of the Big Nickel, a separate science center focused on mining and earth sciences. In 1996, Science North created a specialized unit to sell the award-winning exhibitions and multimedia theatres created by Science North's highly skilled staff scientists and in-house production teams. These innovative exhibits help drive repeat visitation and tourism and demonstrate Science North's ever-growing capacity to produce world-class educational and scientific content that appeals to people of all ages. Science North is an agency of the Government of Ontario. For more information, please visit [sciencenorth.ca](https://www.sciencenorth.ca)





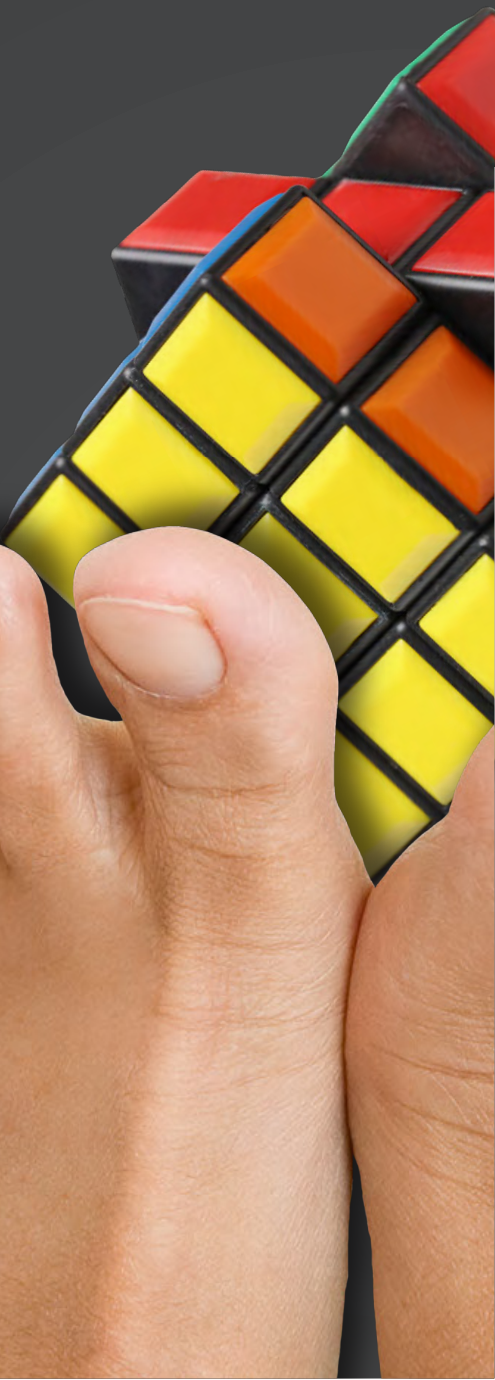
Image FPO
Guinness World
Records

ABOUT GUINNESS WORLD RECORDS

What's the fastest game bird in Europe? This was the question that inspired the founding of GUINNESS WORLD RECORDS back in 1955. Starting with a single book published from a room above a gym, GWR has grown to become a global multi-media brand, with offices in London, New York, Miami, Beijing, Tokyo and Dubai. Today, we deliver world-class content, not just through books, but via TV shows, social media and live events. Our in-house consultancy works closely with brands and businesses around the world to harness the power of record-breaking and deliver award-winning campaigns and business solutions. Our ultimate purpose is to inspire people — individuals, families, schools, groups, companies, communities and even entire countries — to read about, watch, listen to and participate in record-breaking. To join this record-breaking community and find out the answer to that original question, visit [guinnessworldrecords.com](https://www.guinnessworldrecords.com).

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Editorial Ideas

- International Launch.
- National or international ties to world record-breaking attempts.
- Appearances and interviews of local or national record-breakers.
- How your visitors are achieving amazing.

Speakers and Entertainers

- Local, national or international record-breakers/attempters.
- A GUINNESS WORLD RECORDS adjudicator on site at your event providing 'In-the-moment' verification of your record attempt success - essential for audience and media engagement.





Promotional Ideas

1. *Media Event*

Invite the media and influential members of the community to experience the exhibition prior to opening day. This will allow them to go out and create a buzz. The media event will allow the team to showcase the key features and themes of the exhibition to your community.

2. *Adjudicated Events*

Host events where the public can individually or as a group attempt to break a record with an official GUINNESS WORLD RECORDS adjudicator onsite. This helps create a direct linkage between your audience and the exhibition. Allowing the public to partake in a record attempt while celebrating their talents and skills will generate excellent “word of mouth” marketing and digital content.

3. *The OFFICIALLY AMAZING Scavenger Hunt*

Organize a city wide scavenger hunt where community members search for records around your town (e.g. the largest nickel). Leveraging local companies and community landmarks will gain direct engagement for this exhibit. On top of serving as an advertising opportunity for SGWR, this can also provide facts and information about the exhibition.





4. *Gala*

Have a Member Gala where attendees hear speeches and relevant information on SGWR, in which record holders partake in records on-site that they can attempt. This gala involves inviting key members and VIP clientele to a dinner that promotes SGWR.

5. *Host a Speaker Series*

Throughout the duration of the exhibition, immerse your audiences in the fascinating world of record-breaking with a “Speaker Series.” Consider record-breakers and scientists to discuss their personal stories and the science behind breaking a world record. Bring in a speaker in conjunction with your exhibition media launch to generate additional visibility for your opening, and be sure to have this person do the interview circuit. View a list of **potential speakers**.

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Member Appreciation Events

1. *Family Day*

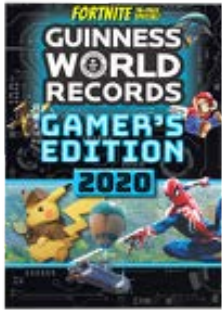
Experience the exhibition distraction-free. Invite members and their family members to a VIP showing of the exhibition after hours.

2. *Record Holder Meet and Greet*

Organize a meet and greet between your members and record holders. This helps bring involvement directly to the exhibition.

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Official Attempt
Tshirts



Recommended Theme Merchandise

- The GUINNESS WORLD RECORDS Book.
- *The Science of Guinness World Records* and GUINNESS WORLD RECORDS merchandise including hats, sweaters, keychains, pens, items that reflect exhibit experiences.



Official Attempt
Commemorative
Medallion



Wristband



OFFICIAL
ATTEMPT



Pin Badges



Record Holder
Certificate



Certificate of
Participation



Sample Website Content

The Science of Guinness World Records
Only from [Start date] to [End date]

Achieve Amazing

Be amazed. Be amazing. Come to our newest exhibition, *The Science of Guinness World Records*. Discover the world's great record holders, what it took to cement their names in the history books and potentially become a part of history yourself!

All around the world, people are pushing themselves to achieve new and amazing things. From the world's longest moustache (14 feet!), to the most drum beats in 60 seconds (over 2100 beats... or 35 per second!), to the most consecutive pinky pull-ups (36!), the world is full of fascinating people achieving strange and incredible feats.

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Go behind the scenes and see what it takes. Hear the stories of those who set out to break new ground and





succeeded. Learn the secrets, then try it for yourself. Challenge your friends, your family, your classmates, or even other visitors.

Set new records. Challenge old ones. Make the history books.

Fame and glory await those with the talent, courage, and tenacity to become #1. Be sure to check the event schedule for your opportunity to impress actual GUINNESS WORLD RECORDS™ adjudicators and become OFFICIALLY AMAZING™.

It's your turn, [City]. Achieve Amazing.

[Buy Tickets]

#AchieveAmazing

[Gallery of Photos from the exhibit, taken from Instagram and/or Facebook.]

Produced by:

[Science North logo] [GUINNESS WORLD RECORDS logo]

Sponsored by:

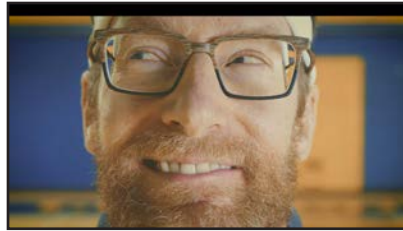
[Sponsor logos.]





Sample Social Media

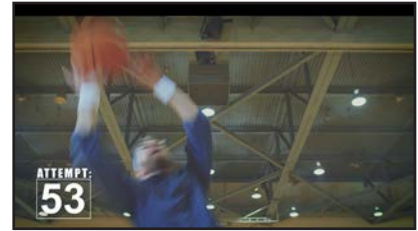
YouTube/Facebook Video: SGWR Practice Bloopers – 15 Seconds



00:00:00

Audio: upbeat instrumental

Video: Close up of man's face wearing sport band, eyes look right as music beat starts.



00:00:02

Video: full frame reveals subject trying to land freethrow baskets.



00:00:03

Video: Close up cut frame montage of missed shots on net and...



00:00:06

Video: ...cut scenes of various throw styles: one hand, from between the legs, and finally a lazy backward shot which his daughter catches and throws making a basket herself.



00:00:08

Video: ...man turns just as the ball goes in. He mistakenly thinks he landed his backward shot and celebrates believing he just pulled off something amazing.



00:00:12

Announcer: There are a lot of ways to achieve a Guinness World Records title. It's your turn. Achieve Amazing.

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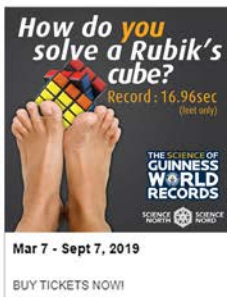
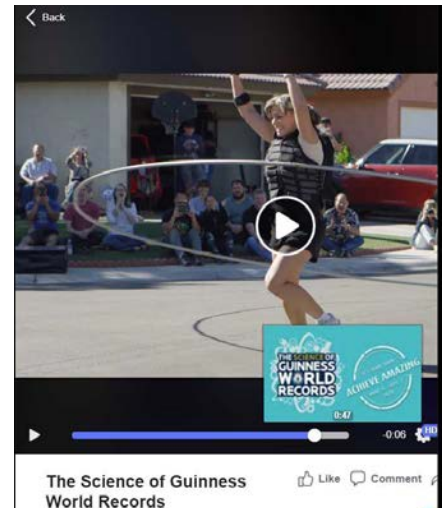
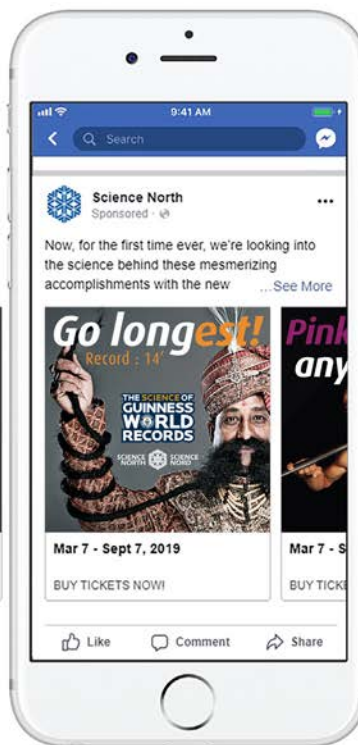
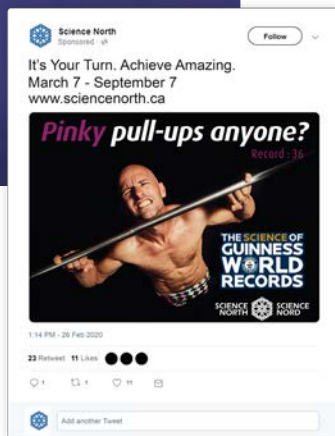
Promo Ideas

- Quiz (poll) on world records. Correct answers enter you into a draw for a pass to the exhibit. A winner every week. Multiple choice Jeopardy style.
- Video of actual attempts to break records by visitors at the exhibit. These inspire others to try it themselves. It's your turn. Achieve Amazing.
- Interviews with science staff about the science behind various records.

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Advertising on Social Media and Online



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Branding Guidelines

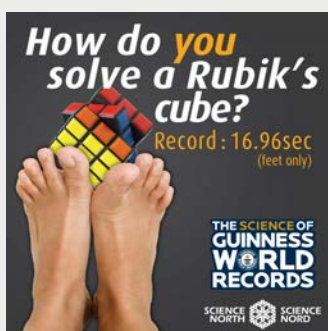
Logos and Style Guide

- SGWR Logo Pack
- Recognition Logo Pack



Logo Usage Quick Reference

	CMYK C100 M57 Y12 K66
	CMYK C6 M35 Y99 K18
	CMYK C86 M42 Y29 K4
	CMYK C5 M0 Y0 K16
	CMYK C100 M44 Y0 K0



Artwork

The following artwork is provided to assist you in creating your SGWR campaign. For direction on representing the developers and producers of the exhibition and sponsor logos see **Recognition Guidelines**. You may use the Photos & Artwork as is or if you choose to develop your own campaign but wish to include certain elements please contact us for access to layered files.

Logos and Style Guide

- Posters
- Signage
- Out of Home
- Digital Ads
- Social Media Graphics





Radio

The radio script samples may be used for your marketing purposes. Exhibitors may also write their own scripts.

Radio Spot #1: 3-pointers

Length: 30 seconds

Characters: Sports Announcer, 2nd Announcer

SFX: Music and SFX (squeaking sneakers, basket balls bouncing, net swoosh, inaudible excited voices)

Sports Announcer:

8-year-old Janet Lee is approaching the 3 point line. She aims, she pauses, she looks to the crowd, she turns her focus back to the net. The tension is palpable. She takes the shot... she scores!! Ladies and gentlemen, a new GUINNESS WORLD RECORDS title has been set at [Location]!

2nd Announcer:

Record-breaking attempts are happening every day at [Location]'s latest exhibit, *The Science of Guinness World Records*. It's your turn, [City]. Achieve Amazing.





Radio Spot #2: Most random words in 15 minutes

Length: 30 seconds

Characters: 11 year old boy, Announcer

SFX: Music and SFX (some distortion and fades as we go between listening to the attempt room and the announcer booth)

Boy (continuous):

Bumfuzzle, cattywampus, gardyloo,
lasagna, taradiddle, snickersnee,
widdershins, penguin, collywobbles...

Announcer:

11-year-old Thomas O'Flaherty is attempting to beat the GUINNESS WORLD RECORDS title for most random words memorized in only 15 minutes.

Boy:

...gubbins, abibliophobia, pork cutlet,
bumbershoot, lollygag...

Announcer:

He's currently at 175 words, and the record to beat is 302.

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Boy:

...flibbertigibbet, squishy...

Announcer:

You too can give it a go at [Location]'s newest exhibit, *The Science of Guinness World Records*.

Boy:

...malarkey! Pandiculation!

Announcer:

It's your turn, [City]. Achieve Amazing.

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TV

SGWR Practice Bloopers – 30 Seconds



00:00:02

Audio: upbeat instrumental

Video: Close up shots of male putting on wrist bands and headband.



00:00:05

Video: full frame reveals subject's opponent is his young daughter.



00:00:10

Video: Subject attempts various records with enthusiasm but little success. While his daughter competes with ease.



00:00:20

Video: Man free throws — all missed shots using various throw styles: one hand, from between the legs, and finally a lazy backward shot which his daughter catches and throws up for a basket.



00:00:23

Video: ...man hears the swoosh and celebrates thinking he just pulled off something amazing.



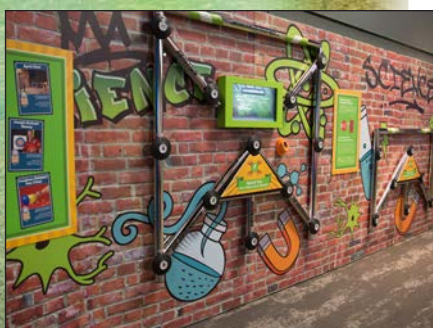
00:00:24

Announcer: There are a lot of ways to achieve a Guinness World Records title at [location]'s latest exhibit. It's your turn. Achieve Amazing.

Video: Logos, dates and location. Followed by a quick end scene of father and daughter trying to hula hoop.

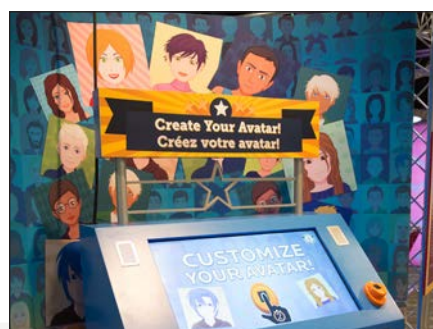
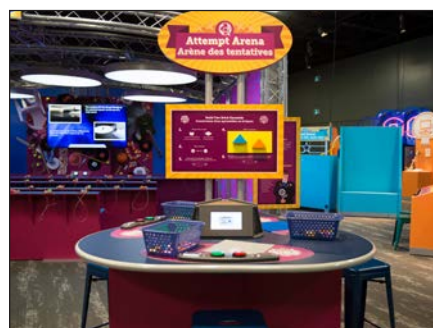
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Exhibition Photography

Science North provides a range of professional, licensed exhibit photos for your marketing purposes. Exhibitors may also take their own photos.



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Exhibition Video

These videos promoting SGWR at your venue can be customized with your logo and dates on the video end card. Exhibitors may also shoot their own video.

- ☐ Marketing quality
- ☐ Social media quality

Please refer to the **Marketing and Recognition Guidelines** section of this website for full approval and crediting guidelines.

Please refer to your SGWR Lease Agreement for full details and to ensure you are meeting your contractual obligations in all areas.



Have questions?

Lora Clausen
Senior Scientist, Northern Initiatives
clausen@sciencenorth.ca

