



**FIELD
MUSEUM**

IMPACT STORY

One Year of Partnership, Powered by Storytelling, Strategy, and Licensed Retail Expertise

When SSA Group became the retail partner for the Field Museum in 2025, our shared goal was to create a retail program that more deeply connected guests to the Museum's collections, research, and mission.

Over the course of our first year together, SSA and the Field Museum built a stronger foundation for retail performance. From June 2025 through August 2026, core retail per cap reached \$3.46, compared with approximately \$2.67 before SSA Group took over operations. Average transaction value also increased from \$27.75 to \$32.25.

The arrival of the highly anticipated **Pokémon Fossil Museum** exhibition created an opportunity to build on that momentum.



The Challenge

Unlike a traditional museum exhibition, Pokémon Fossil Museum required navigating the expectations and requirements of one of the world's most recognized entertainment brands.

Every aspect of the retail experience, from product selection and merchandising to signage, marketing, and guest communications, needed to align with both the Field Museum's brand standards and Pokémon's extensive licensing and brand guidelines.

SSA Group was up for the challenge. Success required balancing three priorities:



Protecting the integrity of the Pokémon brand



Maintaining the Field Museum's mission-driven guest experience



Maximizing retail performance during a period of unprecedented demand

This level of complexity is common when working with licensed intellectual property, but it requires specialized expertise, disciplined execution, and close collaboration among operators, licensors, and institutional partners.

Our Approach

SSA worked closely with the Field Museum team and licensing stakeholders to develop a retail strategy that honored both brands while creating a seamless guest experience.

Key elements included:

- Integrating exhibition merchandise into the broader retail experience without diluting the Museum's identity
- Managing inventory and operational planning for a high-demand, limited-availability product assortment
- Aligning merchandising strategies with anticipated attendance and exhibit visitation trends
- Training frontline teams to support guests seeking exclusive Pokémon Fossil Museum merchandise

The result was a retail experience that felt authentic to the exhibition while remaining firmly connected to the Field Museum's mission of science, discovery, and education. Rounding out a year of partnership with resounding success.

BUILDING A STRONGER RETAIL FOUNDATION

Core Retail Performance • June 2025–August 2026

\$3.46 vs ~\$2.67 Per cappre-SSA	\$32.25 vs \$27.75 Average Transaction Valuepre-SSA	10.7% vs 10.6% Conversion Ratepre-SSA	1.96 Items Per Transaction
---	--	--	---

THE POKÉMON EFFECT

All Retail + Pokémon • May 19–August 31, 2026

\$11.71 Per cap	\$59.67 Average Transaction Value	19.6% Conversion Rate	2.48 Items Per Transaction
--	--	--	---

✦ In the first three months of Pokémon Fossil Museum, the exhibition's extraordinary demand helped elevate performance across the retail operation, nearly doubling conversions and driving significant gains in guest spend.

"Today marks one year since the Field Museum partnered with SSA Group, and the results have been outstanding.

Over the past 12 months, we've worked together to reimagine the retail experience for our guests, creating stronger connections between our products, our collections, and our mission. Through thoughtful collaboration, we've expanded offerings that help visitors take a piece of their museum experience home while deepening their connection to science, discovery, and the natural world.

This partnership has delivered meaningful improvements across guest experience, product development, and operational performance. Most importantly, we've built a merchandising strategy that better reflects the stories, research, and collections that make the Field Museum such a special place."

Brad Schiever
Senior Director of Business Enterprise, Field Museum

Explore how innovative retail experiences can engage guests and drive performance at your institution.

CONNECT WITH OUR TEAM →

