Building an Interactive Communications Platform

A Case Study from the Metropolitan Museum of Art

ICOM Conference
19 September 2012
THE ORIGIN:
IT’S TIME WE MET
IT'S TIME WE MET

MUSEUM HOURS
Friday & Saturday 9:30 a.m. - 9:00 p.m.
Sunday, Tuesday - Thursday 9:30 a.m. - 5:30 p.m.
Closed Monday
In 2009, the Met launched the institutional advertising campaign “It’s Time We Met.”

- The campaign positioned the Met as an escape—a cultural haven.
- The headline was a social invitation, enticing museum visitors to share their Met experiences through photography.
- Audience and museum engaged in a dialogue.
The Met organized an online photography contest through Flickr which drew more than 1,000 entries.

“It’s Time We Met” became a branding platform throughout all museum wide communications.

The campaign is now entering its 5th yearly iteration.
AN EVOLUTION: MY MET
IT’S TIME WE MET 2
2010
GET CLOSER
IT'S TIME WE MET

THE METROPOLITAN
MUSEUM OF ART

Fifth Ave. at 82nd St., New York
metmuseum.org
Marc Jacobs
Designer

“I go to the Met to be inspired. Drama, sex, romance — it’s all there, just waiting for my imagination.”

MY MET
MY STYLE.

WHAT’S YOUR MET?
metmuseum.org/whatsyourmet
• The Museum showcased individuals – both famous and unknown – to share what the Met means to them personally.

• Celebrities were highlighted in an advertising campaign in order to reach new, unfamiliar, and traditionally hesitant audiences.

• Individuals shared their favorite works of art from the collection, explained what the artwork means to them, and ask the viewer to participate with the call to action “What’s Your Met?”

• Interactive components on the Met’s website provided the opportunity for social participation.
MY MET: AWARENESS
Joba leaves the hospital

Joba Chamberlain, less than three days after suffering a horrific infield injury, was dismissed from the hospital on Sunday morning.

"It's good to see him up and about," Joe Torre said yesterday after the Yankees and Padres played their final game of the season.

Through surgery was a positive sign, the 43-year-old is still a long way from a return.

Chamberlain suffered an open dislocation of his right elbow in the eighth inning of his one-game stint.

Chamberlain was under the care of Dr. Ken Pogash, the hospital's chief of orthopedic surgery.

Chamberlain is hitting .222 in his one-game stint.

Joba Chamberlain suffered an open dislocation of his right elbow on Thursday.

With no known obstructions on the operating table, he was a sensation.

The 43-year-old right-hander has been nothing but everything it costs.

He was a sensation.

Joba Chamberlain suffered an open dislocation of his right elbow on Thursday.

Rogers have said the injury could be worse.

"Joba has a lot of pain," said general manager Brian Cashman.

"He's getting the best possible results.

"So far, he's been in good health and it's been nothing but everything it costs.

He was a sensation.

"Joba has a lot of pain," said general manager Brian Cashman.

"He's getting the best possible results.

"So far, he's been in good health and it's been nothing but everything it costs.

He was a sensation.
The Greatest Building: “If I Had To Pick One Tower, It Wouldn’t Be the Empire State Building”

And it’s not the Chrysler Building, either.

Published Jan 8, 2011

Justin Davidson: I want to get to our core question—which is, what’s the best New York
Print, outdoor, and interactive online advertising were used to build awareness of the campaign.

- **Average time spent with interactive units 21.7 seconds**
- Total online advertising clickthrough rate of .25% (industry standard is .1%)

Advertising impressions:
- Print: 5.4 million
- Outdoor: 140 million
- Online: 4.2 million
MY MET: PARTICIPATION
**WHAT'S YOUR MET?**

**How to Participate**

What's your Met? Tell us what your favorite works of art are. We've made it easy for you to share your ideas using social media.

Each week, we will select a post to highlight in a slide show on the [Featured Entries](#) page. In order to have a chance to be featured, you must:

1. Search the collections and choose three or more of your favorite works of art.
2. Tell us what the Met means to you—complete the phrase, "My Met. My ________" and/or write one to three sentences of your own.
3. Tag your post based on the instructions for the social network(s) you choose (see below):

**MY MET**
A PLACE TO COLLECT AND CONNECT
MY MET. MY TREASURE TROVE.

Stefanos Panayi

A great repository of beauty and enlightenment.
• The MY MET message continued on the website with special features developed for the campaign.

• Visitors could create a “set” of their favorite works and express what the art means to them.

• Once a week, the Met highlighted a featured entry from the online community.

• Visitors could also participate by sharing and posting their entries on social media channels.

• As of July 7, there were 151,379 page views to the MY MET section of the website.
MY MET: ENGAGEMENT
“New Yorkers can sometimes forget that we have access to these wonderful treasures whenever we want. At the Met, I can explore across time and space, right here in my backyard,” states Ilia Vukas in this week’s featured What’s Your Met entry, “My Met. My Backyard.” http://met.org/NmuTtD Share your favorite works for art from the Met’s collections for the chance to be featured on our website and here on Facebook. http://met.org/KTpjNS

Alexander McQueen (British, 1969–2010) | Oyster Dress | spring/summer 2003
"I often think there is nothing more artistic than a well-written joke. Then I go to the Met and I remember I'm an idiot"—Seth Meyers #MyMet
Marc's favorite works @metmuseum
#MyMet met.org/xy7unV
MY MET. MY STYLE.

Marc Jacobs
Designer

“I come to the Met to be inspired. Drama, sex, romance — it’s all there, just waiting for my imagination.”
SOCIAL MEDIA OUTREACH

• The Met created a dedicated Facebook page and increased Twitter presence for the campaign.

• Museum posts and tweets related to My Met resulted in:
  • 2.3 million Facebook post views
  • 128,830 Facebook post interactions
  • 683,360 Facebook fans at the end of the promotion – a 9.5% increase.
  • 8,313 people interacting with tweets
MY MET: OUTCOME
“Metropolitan Museum Draws Record Number of Visitors”
–NY Times

“Metropolitan Museum of Art Boasts Record Attendance”
–ArtsfixDaily

“Metropolitan ... Shatters Annual Attendance Record”
–NY Observer

“Metropolitan Museum Announces Record Attendance”
–ABC News

“Banner Year For The Met: Record Attendance”
–Arts Journal
Metropolitan Museum of Art Draws Record Number of Visitors

By CAROL VOGEL

Armored inside the Islamic galleries of the Metropolitan Museum of Art.

Following the opening of new galleries devoted to art of the Islamic world in November and its new American Wing galleries for paintings, sculpture and decorative arts in January, the Metropolitan Museum of Art announced on Monday that its attendance rose to nearly 6.3 million visitors during the fiscal year that ended on June 30.
• **6.28 million visitors** came to the Museum in FY 2012. (July 2011 – June 2012), **the highest recorded total of all time.**

RESULTS

• 600,000 more visitors attended in FY2012, a 9% increase.

• Over the 4 year duration of the It’s Time we Met campaigns museum attendance has grown by 1.46 million visitors.
Thank You
Fun facts from the campaign to call out orally during the presentation.

The most viewed and engaging celebrities on the website and online advertisements.

**Advertising celebrity interactions**

1) Carmelo and La La Anthony
2) Marc Jacobs
3) Kristen Wiig
4) Jeff Koons
5) Claire Danes
6) Seth Meyers
7) Zaha Hadid
8) Alex Rodriguez
9) Hugh Jackman
10) Alicia Keys