The Asian Art Museum’s

OPERATION: LOST WARRIOR

Ami Tseng
Director of Marketing & Brand
ICOM-MPR Annual Meeting
September 2, 2014
FAME. INFAMY. IMMORTALITY.

CHINA’S TERRACOTTA WARRIORS
THE FIRST EMPEROR’S LEGACY

ASIAN ART MUSEUM  FEB 22 — MAY 27, 2013
www.asianart.org
OPERATION: LOST WARRIOR

Jan 23-Feb 20, 2013
Jay Xu
Director of the Asian Art Museum

Lost Warrior - Asian Art Museum's Director Makes Personal Plea
LOST

Terracotta warrior separated from his unit en route to Asian Art Museum

PAGE 9

SNAKES, THIS IS YOUR YEAR!

Celebrate Lunar New Year with the Asian Art Museum at Westfield San Francisco Centre
» Details inside

SAN FRANCISCO
THURSDAY, JAN 24
61° SUNNY
Wayward Warrior Spotted in South Bay

“Do you know the way from San Jose?”
ask museum officials.

The Asian Art Museum confirmed the first public sightings of its “lost” Chinese terracotta warrior, reported missing and wandering the Bay Area last week. “He’s alive and well and evidently comfortable strolling the streets of the South Bay,” said Tim Hallman, the museum’s director of communications.

Last Wednesday, the museum reported that one of China’s famed terracotta warriors scheduled to appear in an exhibition next month had inexplicably been separated from his contingent. More than 120 historic artifacts were on route to San Francisco for the special exhibition, China’s Terracotta Warriors: The First Emperor’s Legacy, on view February 22–May 27.

Museum officials said the first sighting of the warrior came in the form of a grainy photo taken by a security camera in a San Jose convenience store on Jan. 24.

The warrior has since been seen at various South Bay locations—first at Willow Glen’s Petroglyph, a paint-your-own-pottery studio, where museum experts speculate he stopped outside the studio because of an intense attraction to clay.

Revelers celebrating a teen birthday party at the ceramic studio spotted the warrior and clamored for photos with him as though the clay figure were pop idol Justin Bieber.

“We continue to ask the public’s help in locating and directing the lost warrior back to the museum,” said Hallman. “We encourage people to upload photos of the warrior to www.asianart.org/lostwarrior; a website we’ve created to track his movements.” Witnessers can also post photos on Twitter or Instagram with the tag #LOSTWARRIOR (the museum notes that profiles must be set to “Public” in order to be seen on the museum’s interactive map).

Another sighting serendipitously occurred at San Pedro Market, near the Peralta Adobe, where a special Archaeology Day hosted by the Stanford Archaeology Center was under way. Searching for remnants of the city’s first Chinatown, the archaeologists instead discovered the warrior; an astonishing artifact himself.

Witnessers report that the warrior presents those who offer him assistance Chinese style coins marked with info on how to learn more about the museum’s exhibition.

China’s Terracotta Warriors: The First Emperor’s Legacy will feature dozens of rare objects from the enormous tomb complex of China’s First Emperor (259–210 BCE), considered one of the greatest archaeological discoveries in modern times. Visitors to the exhibition will encounter new secrets from the tomb and more information than ever before on the First Emperor, his reign, and his quest for immortality.

www.asianart.org/lostwarrior
Lost Warrior

Have you seen our warrior?

We need your help! One of our terracotta warriors has gotten himself lost. We have to find him before China's Terracotta Warriors: The First Emperor's Legacy opens on February 22. What we know is that: a small group of terracotta warriors were on the journey from the Chinese museum—but somewhere along the way, this one took a wrong turn. We know he's in the Bay Area, but we don’t know where.

He's 2,112 years old, about 5' 5" tall, mud-colored, and doesn't speak English. He's friendly, brave and curious, but also bewildered and confused. Transported from ancient China, he's a fish out of water.

If you spot him, please post a photo on Twitter, Instagram, or on our Facebook wall—tag it #LostWarrior so we can track his whereabouts on this map. Even if you don't have photos, share and tag your tips and leads. Please spread the word. Help us cut and you might win free passes to the exhibition.

Updates from the museum

1/20/13 — Media Alert: First Sighting of the Lost Warrior
1/26/13 — SF Ballet's Yuan Yuan Tan asks for your help
1/24/13 — Director Jay Xu makes a personal plea for your help.
1/21/13 — The Asian Art Museum issued an urgent alert today for residents and visitors to be on the lookout for a Chinese Terracotta Warrior wandering the Bay Area. More
Have you seen our warrior?

Check for Update

Help us find him in time for our exhibition, China's Terracotta Warriors, opening February 22.

*2/20 UPDATE* The Lost Warrior was found at the SF Civic Center Farmers Market this morning by Moses Carbina. Moses guided the warrior to the museum, where they were both greeted warmly with fanfare and excitement. For more details, please click here. You can dance with the warrior at the exhibition opening party on Thursday, February 21, 7:00 pm.

One of our terracotta warriors is lost in the Bay Area. We don't know how, we don't know where, but he's out there and we need your help. Last seen traveling with a small army from China to San Francisco. He's 2,112 years old, 5' 8" tall, mud-colored, and doesn't speak English. Help us find him in time for his big debut in China's Terracotta Warriors at the Asian Art Museum on February 22.

If you spot him, please post a photo on Twitter, Instagram, or on our Facebook wall—tag it LostWarrior so we can track his whereabouts on this map. Even if you don't have photos, share and tag your tips and leads. Check here for updates. Please spread the word. Help us out and you might win free passes to the exhibition.

www.asianart.org/lostwarrior
Instagram #lostwarrior updates

**asianartmuseum**

![Image of a telescope and a person] 2 hours ago

Trying to find the Asian Art Museum by peeking through a giant telescope at hitchhikers and color-coordinated #lostwarriors.

**asianartmuseum**

![Image of a campus area] 2 hours ago

A kind co-ed sent this pic of the #lostwarrior on campus at Berkeley over the weekend. #GoBoars

**russianbear83**

![Image of a man in a costume] 2 days ago

Met #thaman from @wizardsfor @actorkids @spen's day @magick

**hakunamatettah**

![Image of a lost poster] 2 days ago

#lostwarrior

**noosattam**

![Image of a group of people] 2 days ago

Look who I found? Terracotta

**ramose423**

![Image of a lost poster] 2 days ago

On the lookout for the lost warrior

**kellymO**

![Image of a lost poster] 2 days ago

One of the best viral marketing campaigns.

**lydianicoleloong**

![Image of a lost poster] 2 days ago

Lost male. 21 years old. Doesn't
POSTER 1:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

CLICK FOR REWARD INFO

#LostWarrior

POSTER 2:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 3:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 4:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 5:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 6:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 7:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 8:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 9:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 10:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 11:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 12:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 13:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 14:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 15:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 16:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 17:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 18:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 19:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!

POSTER 20:

LOST

MALE, 2.112 YEARS OLD
DOESN'T SPEAK ENGLISH

LAST SEEN TRAVELING FROM CHINA TO SPAIN WITH A SMALL ARMY. MOU-COLORED & CHIPPED. NEEDS TO BE FOUND IN TIME FOR BIG DEBUT AT THE ASIAN ART MUSEUM ON FEB. 22.

PLEASE HELP!
Results
Attendance

• Helped draw over 238K visitors to the exhibition
Lost Warrior website had over 16K views, traffic to the exhibition’s website tripled during the campaign period
Social Media

Posts from the museum saw a big bump in shares, likes, and comments:

"This is such a blast"

"This is so funny! Brilliant move of the Asian Art Museum. I can't wait for this exhibit."

Generated 15K new followers and 150 tweets

“Love love love this #lostwarrior buzz campaign by @asianartmuseum”

“@asianartmuseum lost terra cotta guy is the most fun social marketing thing ever. And by a museum? Aren’t you supposed to be stuffy?”
China Terracotta Warriors At Asian Art Museum Draw Crowds, Publicity And History Buffs (PHOTOS)

The exhibit—eight 2000-year-old life-size warriors, two terracotta horses and over 200 historical objects—opened about two weeks ago at the Asian Art Museum in San Francisco's Civic Center.

It worked.

The exhibit—eight 2000-year-old life-size warriors, two terracotta horses and over 200 historical objects—opened about two weeks ago at the Asian Art Museum in San Francisco's Civic Center.

China’s Terracotta Warriors At Asian Art Museum Draw Crowds, Publicity And History Buffs (PHOTOS)

San Francisco’s Asian Art Museum Terracotta Promo Helps China Learn To Laugh At Itself

“Lost Warrior - KTSF”

The Asian Art Museum today announced that its “lost” Chinese terracotta warrior, reported missing and wandering the Bay Area, has been found.

Thus concluded one of the more memorable, unconventional recent attempts by a museum to promote an exhibition. The “lost” warrior—already exquisitely made-up and accoutered soldier—is meant to draw attention to San Francisco’s recently rebranded Asian Art Museum’s show of antiquities from China’s famous Xian Terracotta Army (Feb. 22-May 27).

We spoke with the museum about the ins and outs of the unique campaign and how they introduced the idea to their Chinese partners.

“The campaign was the brainchild of my colleague, Amy Tseng, our director of marketing and brand,” said Tien Holohan, Asian Art Museum’s director of communications and...
### Bonus:

<table>
<thead>
<tr>
<th>Award</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 International Design Communication Awards</td>
<td>Silver for Best Exhibition Communication</td>
</tr>
<tr>
<td>PRNews 2013 Platinum Awards</td>
<td>Platinum Award Winner for Marketing Communications</td>
</tr>
<tr>
<td>PRNews 2014 Nonprofit PR Award</td>
<td>Winner for Marketing</td>
</tr>
<tr>
<td>2014 MUSE Award</td>
<td>Gold Award in the Public Outreach category</td>
</tr>
<tr>
<td>PR Daily 2014 Nonprofit Awards</td>
<td>Best Marketing Campaign</td>
</tr>
</tbody>
</table>
Thank You