

# “ONE MET. MANY WORLDS.”

THE METROPOLITAN MUSEUM OF ART

## BACKGROUND

The Metropolitan Museum of Art is one of the world’s largest encyclopedic art museums with artworks spanning more than 5,000 years from all corners of the globe. The multi-cultural richness of the collection positions the Met as a truly global museum; it is a must-see museum for tourists, and a source of enormous pride for New Yorkers. Now, the Met is spreading this message to tourists and locals alike through an institutional advertising campaign.



## INSPIRATION

Inspired by the diversity in the Met’s own collection and of their visitors, we approached the campaign with a dual focus: the Met brings cultures together, and the art itself transports visitors to various worlds throughout space and time. The goal is to get people excited about how far they can “travel” — right here in New York — just by visiting the Met. The notion of the Met as a passport a visitor can use to travel around the world and throughout time is a message the Met can own uniquely.

## THE CAMPAIGN



ONE MET.  
MANY WORLDS.



WHERE WILL THE MET TAKE YOU?

Fifth Avenue at 82nd Street  
[metmuseum.org](http://metmuseum.org)

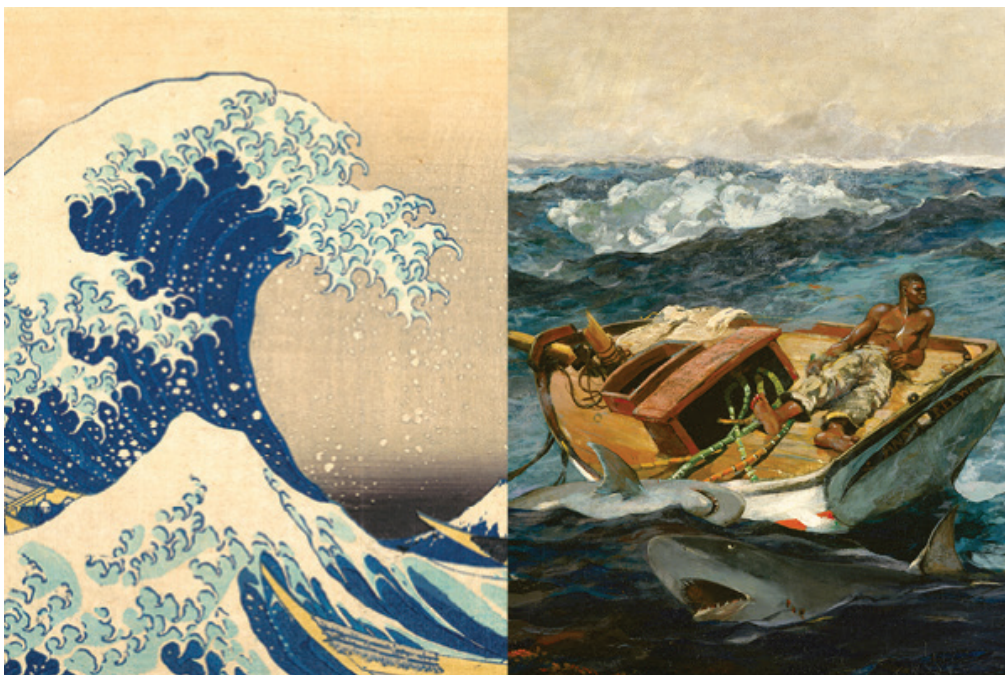
NOW OPEN 7 DAYS A WEEK

## THE CAMPAIGN





## THE CAMPAIGN



## THE CAMPAIGN

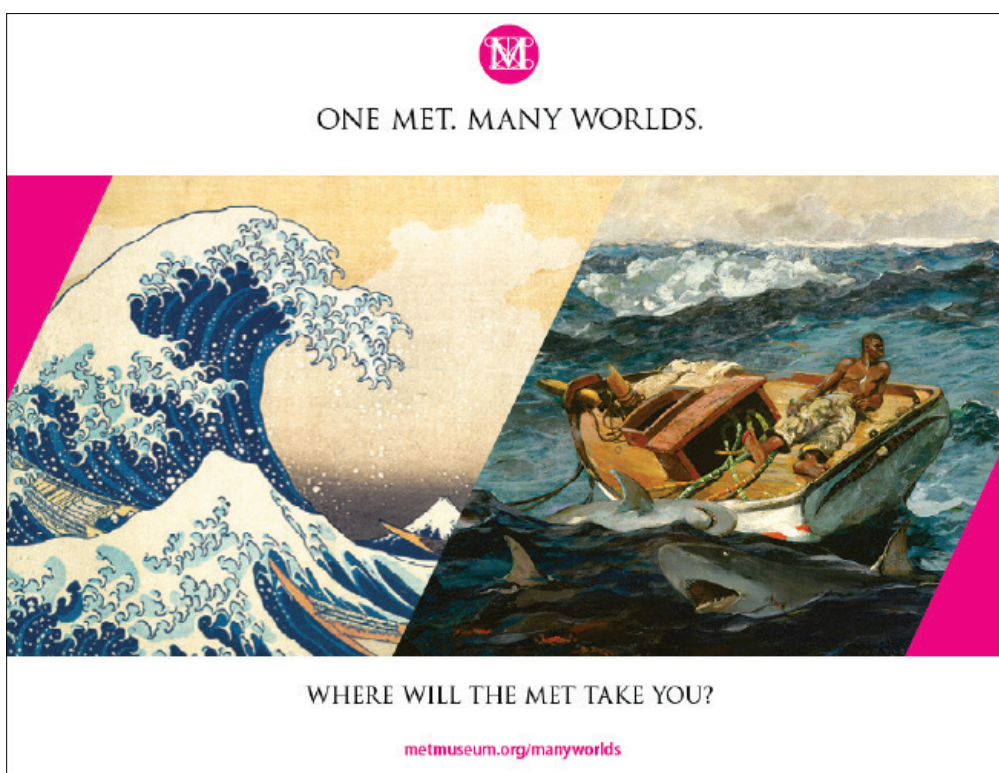


ONE MET.  
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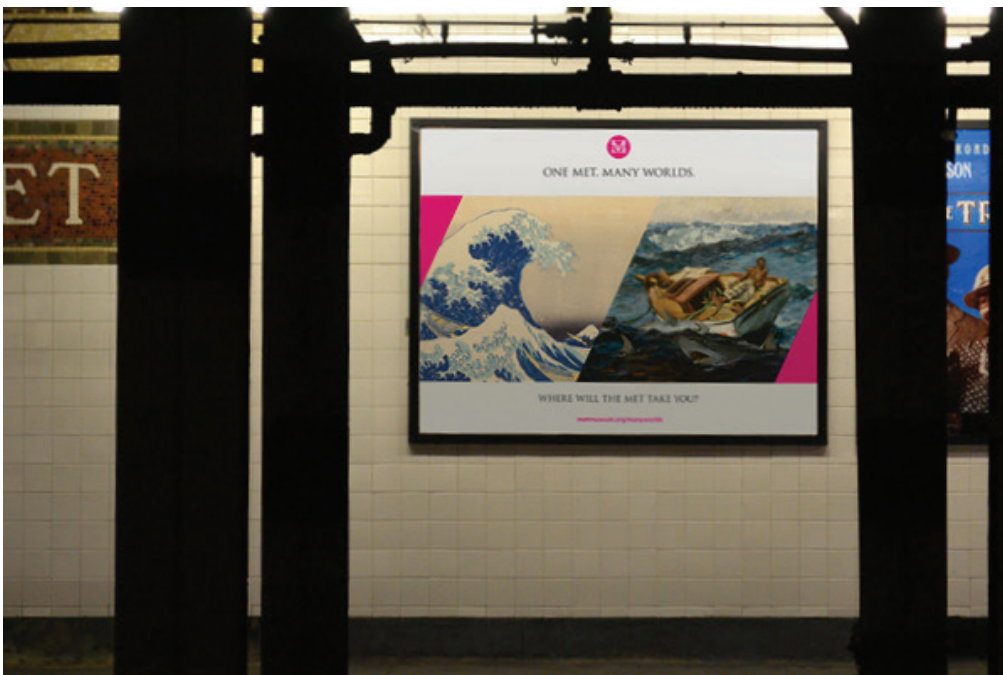
## THE CAMPAIGN

The headline, “One Met. Many Worlds.” conveys the notion of a journey. We joined the headline with a series of bold art pairings from the Museum’s collection to show vastly different cultures with a visual connection or similarity. “Where will the Met take you?” was added to inspire excitement and wonder, and invite audiences to engage whether in person or online. The headline was translated into different languages as a supplemental campaign element to speak to international visitors and position the Met as a truly global museum.



The campaign features extensive use of outdoor media channels seen by both tourists and New Yorkers. Placements include city bus sides, tourist double decker bus wraps, subway platform posters, and a banner at Terminal 1 at JFK Airport. Unique placements, such as painted building walls along the High Line Park in Chelsea, generated buzz online via social media channels. Online placements on expedia.com reached international tourists as they planned trips to NYC. The campaign also became the basis of the design for the Met’s signature shopping bags and the plaza construction site.

## THE CAMPAIGN



## THE CAMPAIGN





## THE CAMPAIGN



## THE CAMPAIGN





## THE CAMPAIGN

Expedia

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**Total price for this trip: C\$558.35**  
View price as TD Points

**Review the flight**  
Thu 17 Nov 2011  
Toronto (YYZ) to Vancouver (YVR) 3,352 km (2,083 mi)  
Depart 6:15 pm Arrive 8:22 pm  
Terminal 3 Terminal M Duration: 5hr 7min  
Economy/Coach Class, BOEING 737-700 (WINGLETS) PASSENGER  
Total distance: 3,352 km (2,083 mi) Total duration: 5hr 7min

**Mon 21 Nov 2011**  
Vancouver (YVR) to Toronto (YYZ) 3,352 km (2,083 mi)  
Depart 7:00 am Arrive 2:25 pm  
Terminal M Terminal 3 Duration: 4hr 25min  
Economy/Coach Class, BOEING 737-700 (WINGLETS) PASSENGER  
Total distance: 3,352 km (2,083 mi) Total duration: 4hr 25min

**Tip: Flight terminals may change.** Please confirm the terminal with the airline before leaving for the airport.

**Additional airline fees may apply at check-in**  
Fees may be charged by airlines for services such as preferred seat selection and baggage handling. Please note that fees are determined by the airline you check in with and may change at anytime.

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Hotel + Car  
Destination: New York (and vicinity), New York, United States of Am  
Check-in: 12/09/2012 Pick-up: 10:30 AM  
Check-out: 12/12/2012 Drop-off: 10:30 AM  
Rooms: 1  
Room 1: Adults (18-64) Children (0-17)  
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Choose your departure: Atlanta

Airport	Destination	Travel Dates	Nights	Rating	Flight + Hotel Per Person
ATL	Las Vegas	10 Jan - 14 Jan	4	★★★★☆	\$392
ATL	Cancun	10 Jan - 14 Jan	4	★★★★☆	\$444
ATL	Montego Bay	10 Jan - 14 Jan	4	★★★★☆	\$566

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## THE CAMPAIGN



## RESULTS

The Met continues to remain a market leader both nationally and internationally, with 6.2 million people visiting the Met in the past fiscal year. Of these, 36% were international visitors, making the Met the largest tourist attraction in NYC and the greatest attended art museum in America. In addition to the on-site visits, the Met had 40 million website visits over the same time period. According to a recent survey, the Met remains one of the most recognized institutions in America, with an awareness rating of 85% from the general US population and one of the most reputable organizations as well, with 70% of the US population viewing the Museum favorably.

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