

MASP LOSERS\$ *free*
PASS



SUMMARY

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São Paulo is the most influential city in Latin America. It is superlative metropolis, an effervescent pot of styles and cultures where people from over 70 different nationalities live.

The city of São Paulo has more than 15,000 restaurants, 20,000 bars, 53 shopping centers and 240,000 shops. It is the largest entertainment center in Brazil: more than 300 movie theaters and 100 plays a week.

In a city with so many options, it is difficult for MASP, São Paulo Museum of Art, to compete with other possible cultural activities. During the World Cup, when tourists come to the city specifically for the games, this is a even bigger challenge.

This case shows how MASP managed to explore the opportunity to turn soccer fans into art fans. All of this was done through a real time strategy, leading fans from countries eliminated from the world cup to get to know the Museum.

The initiative generated a significant increase in visits during the World Cup, and reaffirmed MASP as a cultural leader of the city. It lead the Museum to getting a special spot in a moment that could, otherwise, have been a low visitors period.

BACKGROUND

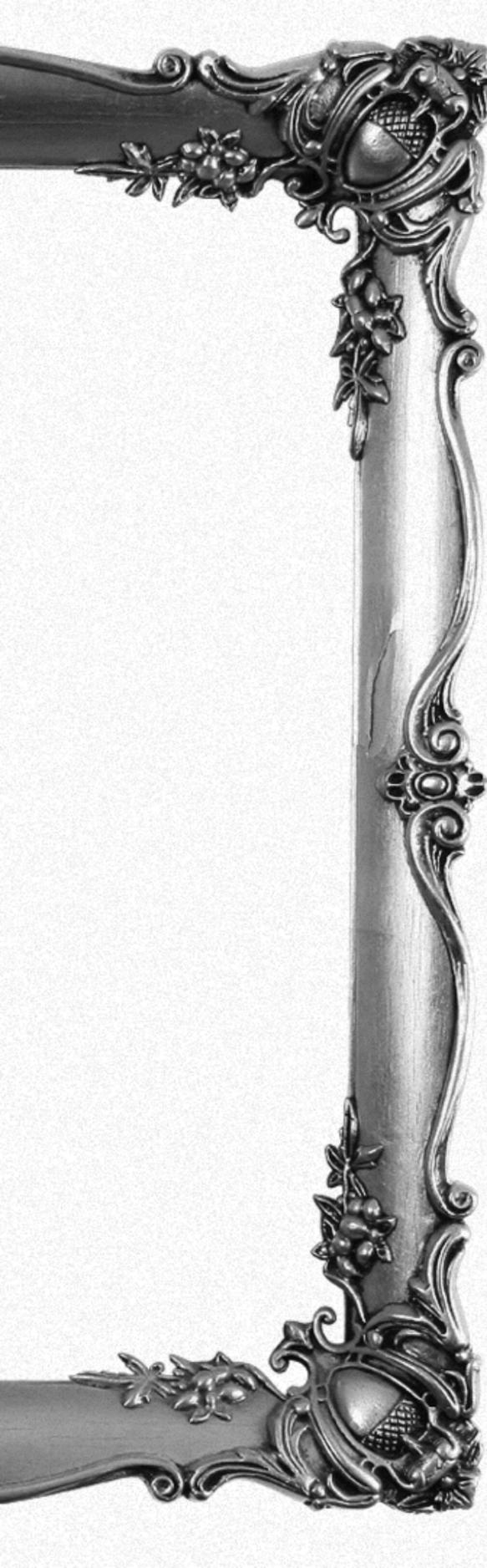
The Museum of Art of Sao Paulo Assis Chateaubriand (MASP) is home to the most important collection of art in the southern hemisphere, and it currently has approximately 8 thousand pieces, works of art of renowned artists since the 13th century, such as Raphael, Botticelli, Delacroix, Renoir, Monet, Cézanne, Picasso, Modigliani, Toulouse-Lautrec, Van Gogh, Matisse, Chagall, Diego Rivera, Portinari, Rodin, amongst others.

A city's landmark located in the heart of Paulista Avenue (Sao Paulo's financial center and entertainment spot), it is the city's most important cultural and iconic institution, reason of pride for the people of Sao Paulo, who also admire its famous architecture.

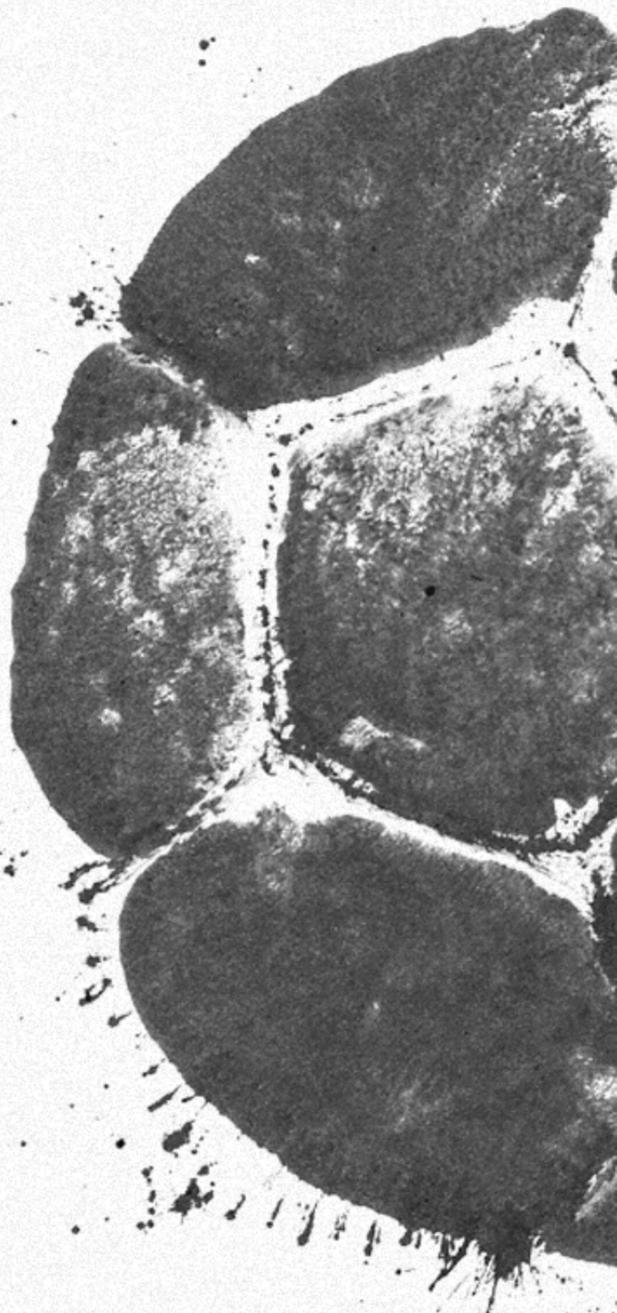
All of this makes MASP a relevant museum in Latin America, which is working to become a "world class museum" - and attract more and more international tourists.

Located in the third most visited city in Latin America, MASP fights for the attention of 12 million tourists a year with more than 15 thousand restaurants, 20 thousand bars, 300 cinemas, 100 theater plays a week, 53 shopping centers and 240 thousand shops. In this scenario, despite being the most visited museum in the country with an average of 50 thousand visitors a months, MASP has great growth potential.

We were aware that this reality would become even more competitive in 2014. Besides the natural buzz of the city that never sleeps, Sao Paulo was going to host in the months of June and July 6 matches of the World Cup, thus multiplying the number of visitors in the city who would be attracted solely to that purpose.



THE CHALLENGE



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*MASP had the responsibility and the duty
of seizing the moment to show that Sao Paulo
is much more than football.*

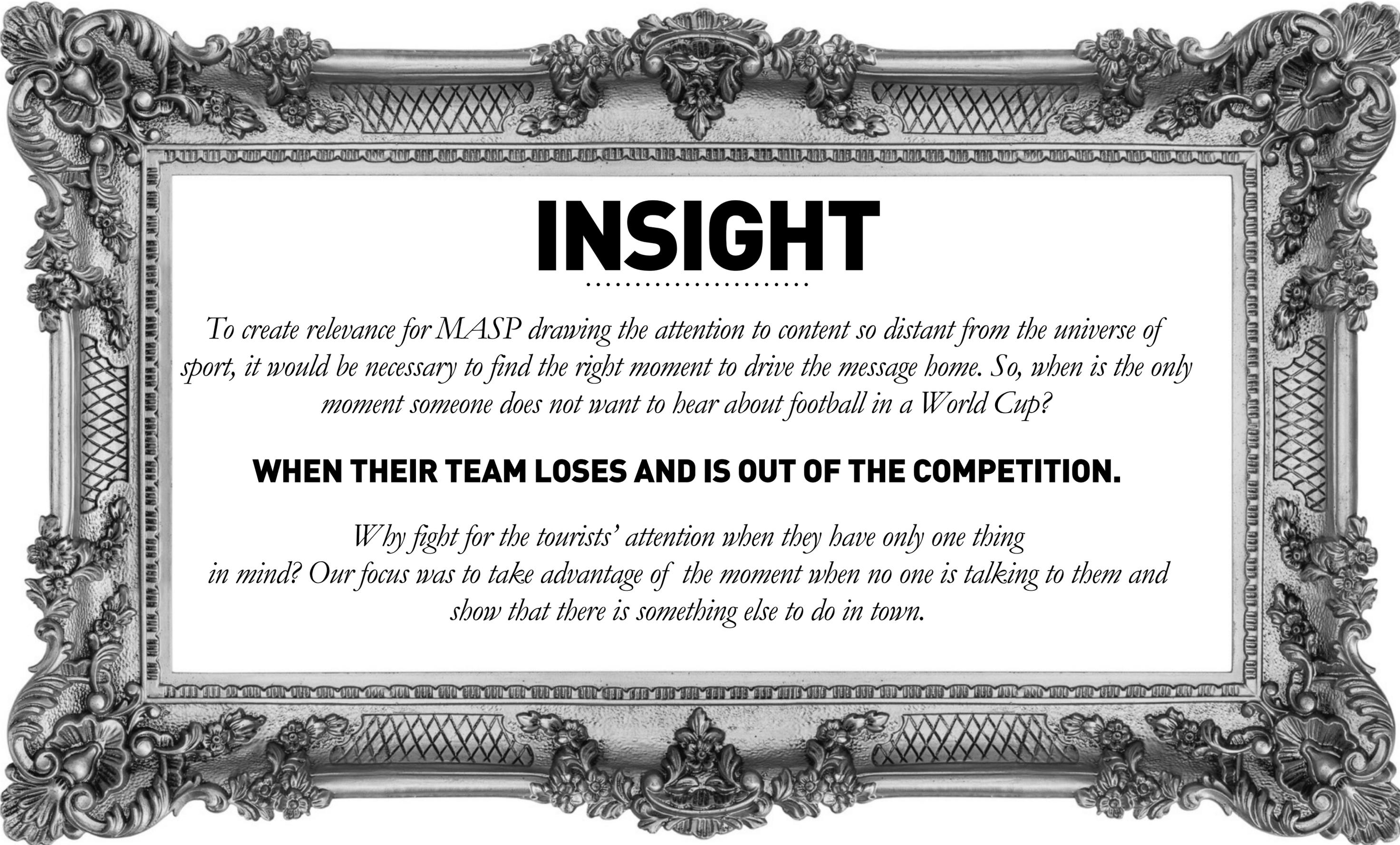
However, in a city that breathes and lives this passion,
how could be attract the tourists' attention in a relevant way and
make thousands of visitors interested in an art museum?

THE STRATEGY

*We know that for those who love football, the World Cup is a huge dream.
A dream that can make people from all around the world leave their homes
and follow their national teams around the globe.*

**The emotion is huge and the focus is the next match, the next opponent.
There is no space for another subject.**





INSIGHT

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To create relevance for MASP drawing the attention to content so distant from the universe of sport, it would be necessary to find the right moment to drive the message home. So, when is the only moment someone does not want to hear about football in a World Cup?

WHEN THEIR TEAM LOSES AND IS OUT OF THE COMPETITION.

Why fight for the tourists' attention when they have only one thing in mind? Our focus was to take advantage of the moment when no one is talking to them and show that there is something else to do in town.

PREMISE

From the insight were born two premises for the creative work:

To acquire relevance, the idea should focus on the moment straight after a team was out, being spot on.

The idea should be presented in impacting formats to quickly gain visibility

THE CREATIVE IDEA

MASP LOSERS FREE PASS

After each match of the knockout phase we created ads directed to the supporters of the team that had lost, offering a free pass to the museum for a week. To guarantee impact and attention, the campaign's communication was developed in the language spoken in that particular country. And to gain momentum, the pieces were placed in high visibility spots, straight after the end of the match.



RESULTS

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1.

The campaign generated more than US \$2,000,000 in spontaneous media

2.

and increased the number of paying visitors in 15% for the museum.

3.

The city's museums had more than 100,000 visitors during the World Cup.

4.

Besides that, the idea received a Promo Silver Lion at the Cannes Festival 2015.

However, much more than the recognition in numbers, this action represented MASP and allowed it to play its role of cultural leader, a home for “disappointed” tourists, reinforcing its bond with the city and the pride of its citizens.