

Building an Interactive Communications Platform

A Case Study from
the Metropolitan Museum of Art

ICOM Conference
19 September 2012



LaPlaca
Cohen

**THE ORIGIN:
IT'S TIME WE MET**





IT'S TIME WE MET 2009

- 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.

**IT'S TIME WE MET
2009:
PARTICIPATION
AND SUCCESS**

- 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
2009



IT'S TIME WE MET

6:35 p.m. 19th-Century Galleries. Photo by Laura P. Russell via Flickr.



THE
METROPOLITAN
MUSEUM OF ART

Fifth Ave. at 82nd St.

metmuseum.org

IT'S TIME WE MET 2
2010



IT'S TIME WE MET

What's your Met moment? Flickr.com/groups/metmuseum



THE
METROPOLITAN
MUSEUM OF ART

Fifth Ave. at 82nd St.

metmuseum.org

GET CLOSER
2011



GET CLOSER
IT'S TIME WE MET



THE
METROPOLITAN
MUSEUM OF ART

Fifth Ave. at 82nd St., New York



metmuseum.org

MY MET 2012



MY MET. MY STYLE.



Marc Jacobs
Designer

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



WHAT'S YOUR MET?
metmuseum.org/whatsyourmet

MY MET 2012

- 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



MY MET.

MY STYLE.



MY INTRIGUE.



MY PLAYGROUND.



MY EMPIRE STATE.



MY LANGUAGE.



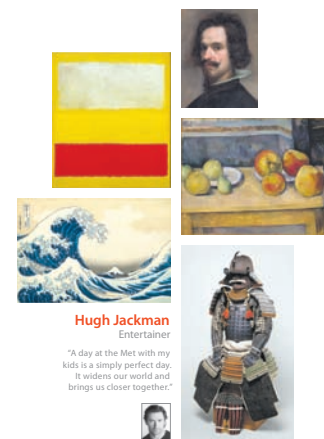
MY WEEKEND.



MY GAME.



MY FAMILY.



WHAT'S YOUR MET?

metmuseum.org/whatsyourmet



23

23



MY MET.

MY STYLE.



Marc Jacobs
Designer



"go to the Met or be inspired.
Dance, an embrace — it's all there
just waiting for my imagination!"



Alicia Keys
Singer-Songwriter



"This isn't a museum. This is life. Walking
up the steps to the Met, you are instantly
connected to thousands of years behind you
and thousands of years ahead of you."



WHAT'S YOUR MET?
metmuseum.org/whatsyourmet

Grat
Cool



America's

Find a ne

ITWM4-NYMag D1

http://www.laplacohen.com/client_test/MET/ITWM4/2012-04-25/Synced-ITWM4_D1_MJacobs-NYMag_May11/

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MY MET.

The Greatest New York Ever

Text Size: A | A | A

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 9, 2011 [Share](#)

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Grand Central Terminal, 1927; the Whitney Museum of American Art, 1966.
(Photo: Corbis; Ezra Stoller/Esto)

Justin Davidson: I want to get to our core question—which is, what’s the best New York

ADVERTISEMENT

MY MET.

THE METROPOLITAN
MUSEUM OF ART

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ADVERTISING

- 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

THE METROPOLITAN MUSEUM OF ART

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WHAT'S YOUR MET?

MyMet

- What's Your Met?
- How to Participate
- Celebrities Share
- Featured Entries

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):

MYMET

A PLACE TO COLLECT AND CONNECT

Become a Member

MY MET MY MEMBERSHIP

MAKE IT YOURS

MY MET. MY TREASURE TROVE.



Stefanos Panayi

A great repository of beauty and enlightenment.

WEB PARTICIPATION

- 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



The Metropolitan Museum of Art, New York

Liked · June 10 via Messenger

"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

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3,070 people like this.

731 shares

View previous comments

50 of 85



Yelena Tiana Quigley Wow

June 10 at 12:58pm · Like · 1



Sadia Tariq fazol

June 10 at 1:00pm · Like



Masha Trakovsky He did THIS, yet couldn't handle life...

June 10 at 1:06pm · Like



Jessica Rosa Fuckin beautiful

June 10 at 1:08pm · Like



Caroline Line Cunningham-Oakes Reminds



metmuseum
@metmuseum

"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

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Marc Jacobs Intl

@MarcJacobsIntl



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[#MyMet](#) [met.org/xy7unV](#)

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The Metropolitan Museum of Art

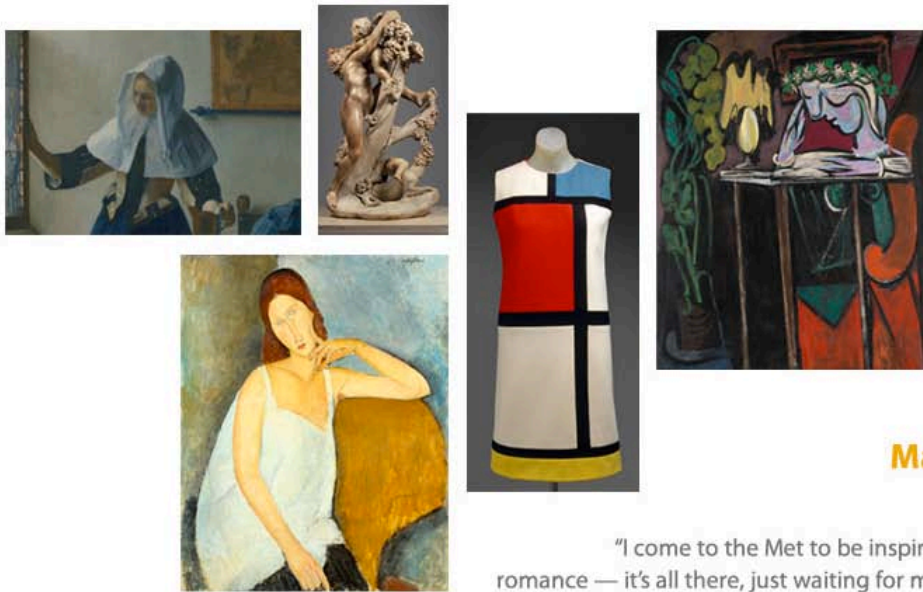
www.metmuseum.org/mymet/whats%20your%20met/celebrities/mj

Visit Exhibitions Collections Events Learn Research Give and Join About the Museum Shop

Home > MyMet > What's Your Met? > Celebrities Share >

< Return to Celebrities Share

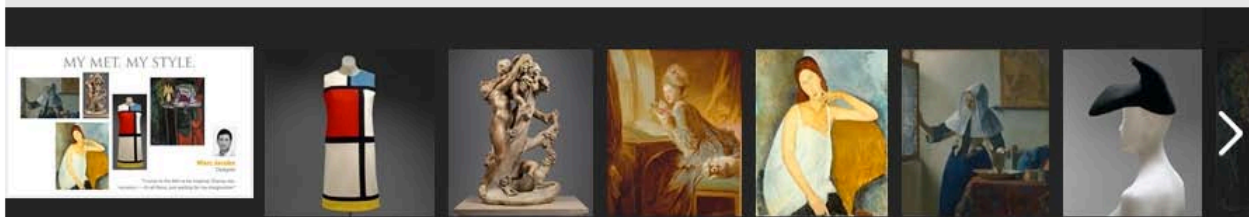
MY MET. MY STYLE.



Marc Jacobs
Designer

"I come to the Met to be inspired. Drama, sex, romance — it's all there, just waiting for my imagination."

Share Image 1 of 10 Play slideshow



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

artsbeat.blogs.nytimes.com/2012/07/16/metropolitan-muse...

Arts Beat

The Culture at Large

July 16, 2012, 10:00 AM | Comment

Metropolitan Museum of Art Draws Record Number of Visitors

By CAROL VOGEL



Ruth Fremson/The New York Times

Armor 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.

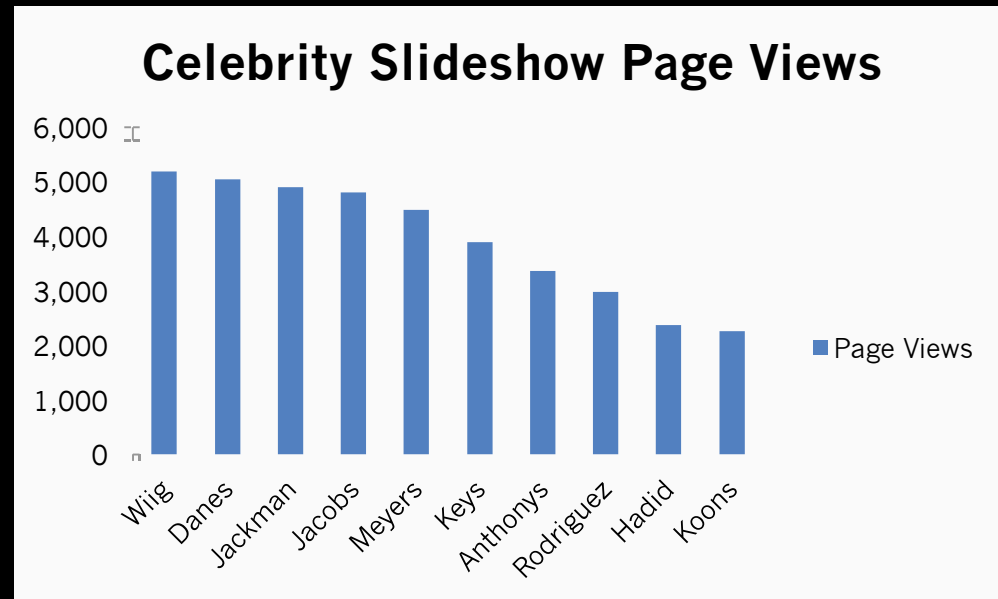
Thank You



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Cohen

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