

## Frick Museum

### Problem

How does a museum get the word out about an international exhibit locally available?

### Solution

Using a simple edgy out of home (OOH) design to amplify the international exhibit.

### Background

The Frick Museum in Pittsburgh was fortunate to be the exclusive North American venue to book a fashion exhibit titled Undressed: A History of Fashion in Underwear, a show organized by the renowned Victoria and Albert Museum in London.

Since the Frick Museum has been successful in advertising other events using OOH, they did so again.

### Objective

Raise awareness and drive traffic to the online micro-site in order to sell admission tickets. They used compelling imagery and clean, classic design to raise visibility and awareness of the blockbuster exhibition, highlighting both the contemporary fashion and social history aspects of the show.

### Strategy

OOH locations on primary commuter routes and key pedestrian areas were chosen. OOH was one of the campaign's major media, but digital social ads, television, radio, and print campaigns were also utilized.

Women 18–64 with household income \$50k and higher were targeted.

### Plan Details

Market: Pittsburgh, Pennsylvania

9/25/17 – 1/14/18, posters, digital OOH and transit shelters.

### Results

Overall attendance and revenue surpassed institutional goals. This is attributed, in part, to the effective and successful OOH advertising campaign, about which museum visitors provided feedback.

Twenty-four percent of responders from a Frick Museum survey cited the OOH campaign as an influencer that led them to the exhibit.

In addition, the Frick Museum's website and social traffic increased during the Undressed campaign. Instagram saw a 21 percent increase and there was an 11 percent increase in Facebook followers.

