

Museum of Fine Arts - Boston

Background

The Museum of Fine Arts, Boston (MFA), is one of the most comprehensive art museums in the world with a renowned collection of nearly 500,000 works ranging from historical masterpieces to contemporary icons. Following their successful “Art for All” rebrand campaign that launched in Fall 2022, the MFA wanted to continue their momentum and create excitement surrounding their new exhibition: “Hokusai: Inspiration and Influence”. Their main challenge, akin to that of their recent rebranding, was conveying MFA Boston as a place for visitors of all ages and backgrounds. Their new Hokusai exhibit provided them an opportunity to embody the principles of diversity and inclusion that they align with, by showcasing a Japanese artist whose works are recognized and interpreted by people of all backgrounds. With Boston being a predominant tourist hub, specifically for cultural and historical enrichment, the MFA needed to make a “big splash”.

Objective

Increase Store/Business Facility/Special Event Traffic.

Under their new mission of “Art of All”, MFA Boston wanted to cast a wide net and encourage prospective visitors from all backgrounds to come experience the new exhibition: “Hokusai: Inspiration and Influence”. The primary goal of their OOH campaign was to increase interest and visits among new potential visitors across the Boston market, specifically high school & college students, the Asian community, multigenerational families, professionals in creative industries, and museum & art lovers.

Strategy

With a straightforward goal of driving awareness and ticket sales, MFA Boston launched a comprehensive OOH campaign in Boston that leveraged a mix of high-impact static & full-motion digital Transit and Street-Level media tactics. The campaign generated massive awareness for “Hokusai: Inspiration & Influence” and also kept the exhibition top of mind by reaching the target audiences at multiple touchpoints along their daily commutes. The MFA amplified awareness for the exhibition even further by purposely aligning the OOH campaign with the timing of the 2023 Boston Marathon to capitalize on the unparalleled, additional exposure gained from the 500K+ marathon spectators and athletes in the city the week of the race. The ability to creatively showcase and promote the beautiful works of art from the Hokusai Exhibition was an essential part of the campaign and one of the main reasons why the museum invested heavily in OOH. The MFA leveraged an array of OOH media formats throughout the city to serve as ‘outdoor art canvases’ to display various pieces from Hokusai’s



collection, including his world-famous and most recognizable work of art known as "The Great Wave". The mix of colorful, large format Wallscapes & Bus Exterior Displays paired with full-motion video ads engaged and delighted audiences which ultimately led to an increase in visitation and ticket sales for the museum.

Plan Details

Campaign Posting Dates: 3/27/2023 - 6/18/2023

OOH Formats Used: Back Bay Wallscape, Bus Ultra Super Kings, Bus High Impact Tails, Digital Liveboards, Full-Motion Video Urban Panels, MFA MBTA Subway Station Takeover (aka 'Station Saturation'), and Subway Interior Cards

Target Demographic: High School & College Students, The Asian Community, Multi-generational Families, Professionals in Creative Industries, Museum & Art Lovers

Budget: Budget \$10,000 or larger

Campaign impressions: 37,372,250 impressions

Results

The Museum of Fine Arts (MFA) Boston's OOH campaign for the Hokusai exhibition was highly successful: originally scheduled to run from late March through the end of May 2023, the campaign was extended through mid-June due to the exceptional ticket sales for the exhibition. An innovative approach was taken by incorporating QR codes into Subway Interior Ads, inviting passengers to scan for more information and ticket purchases. The QR codes served as a valuable tool for measuring engagement and website visitation lift among new versus repeat visitors. Impressively, the results revealed that nearly 80% of the website visitors who scanned the QR codes were unique new visitors to the MFA website, highlighting the effectiveness of the OOH campaign in attracting fresh interest and engagement.

