“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

NOW OPEN 7 DAYS A WEEK
THE CAMPAIGN
THE CAMPAIGN
THE CAMPAIGN

ONE MET. MANY WORLDS.
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
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THE CAMPAIGN

WHE U?
THE CAMPAIGN


THE CAMPAIGN
THE CAMPAIGN

ONE MET

WHERE WILL THE MET TAKE YOU?

MANY WORLDS

MANY WORLDS
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.