



Digital Campaign Partnership

NYC, THE MUSEUM OF MODERN ART

BACKGROUND

The Museum of Modern Art (MoMA) is one of the most visited museums in New York City. Its souvenir shop offers a wide range of unique souvenir collections that Chinese travelers love.

OUR GOAL

Conduct a collaborative digital campaign through the NYCgo Sina Weibo account with MoMA to find out which souvenirs Chinese consumers prefer. Further underlining that there's more to see and shop in MoMA, and highlight that MoMA souvenirs are great presents to bring home for loved ones.

OUR APPROACH

We created a campaign poster that included 23 MoMA souvenirs. Tying in Chinese New Year, we asked NYCgo followers to pick a gift, tag a friend, send a new year greeting to have a chance to receive the New Year gift. We then pick 5 lucky winners to claim MoMA souvenirs.

Campaign participants shared their favorite gift and spoke out the reason they picked those gifts. We gathered insights into audience preferences, allowing MoMA to learn more about the Chinese market and increase their souvenir sales. For NYCgo, this provided a great way for a key partner to leverage their digital success in China.

THE NUMBERS

- Total impressions: 640,000
- Total participants: 820
- Total discussions: 1,164

