

WE
PRESENT



A campaign for
MAS Museum

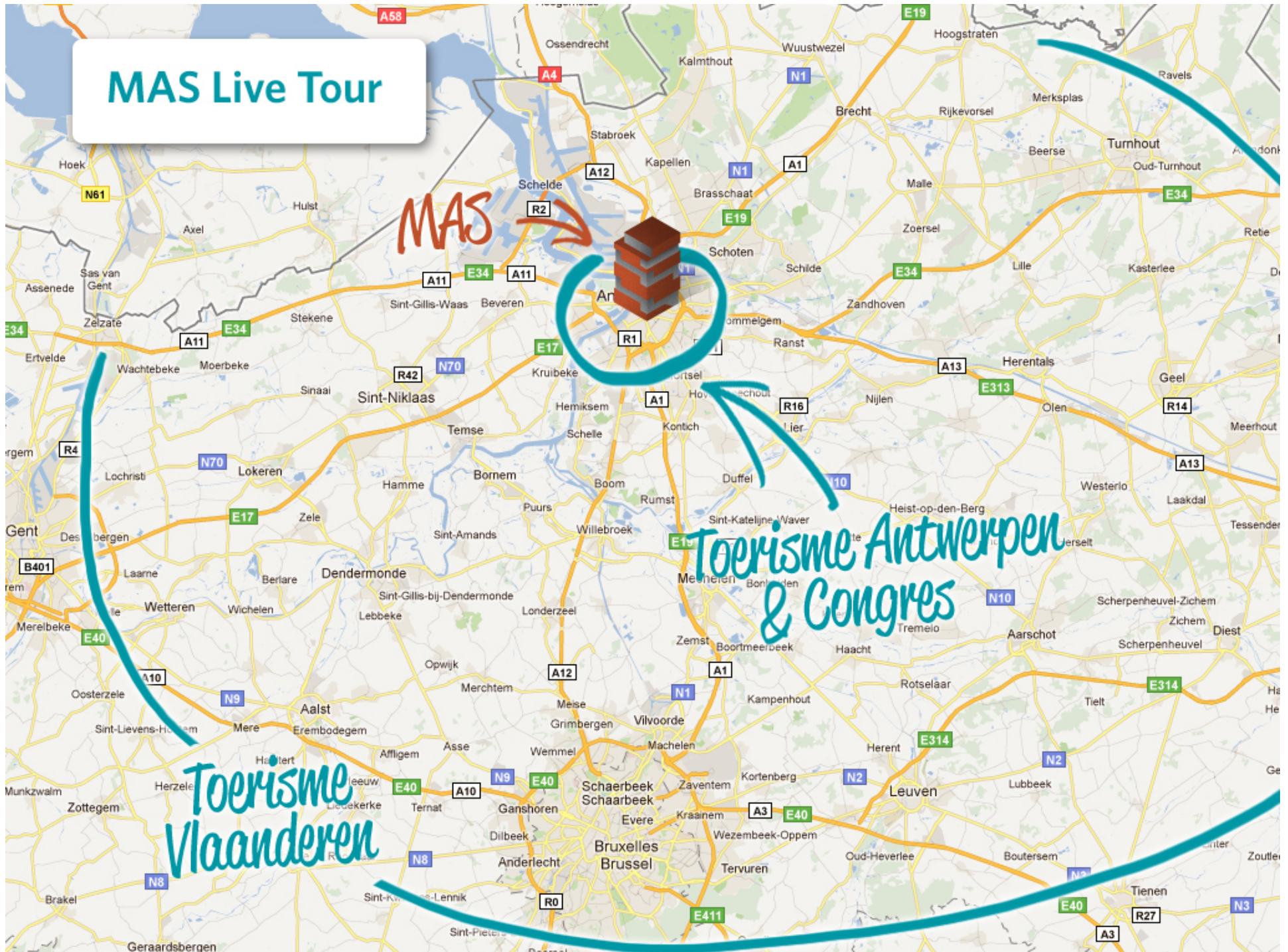
MAS Live Tour

MAS



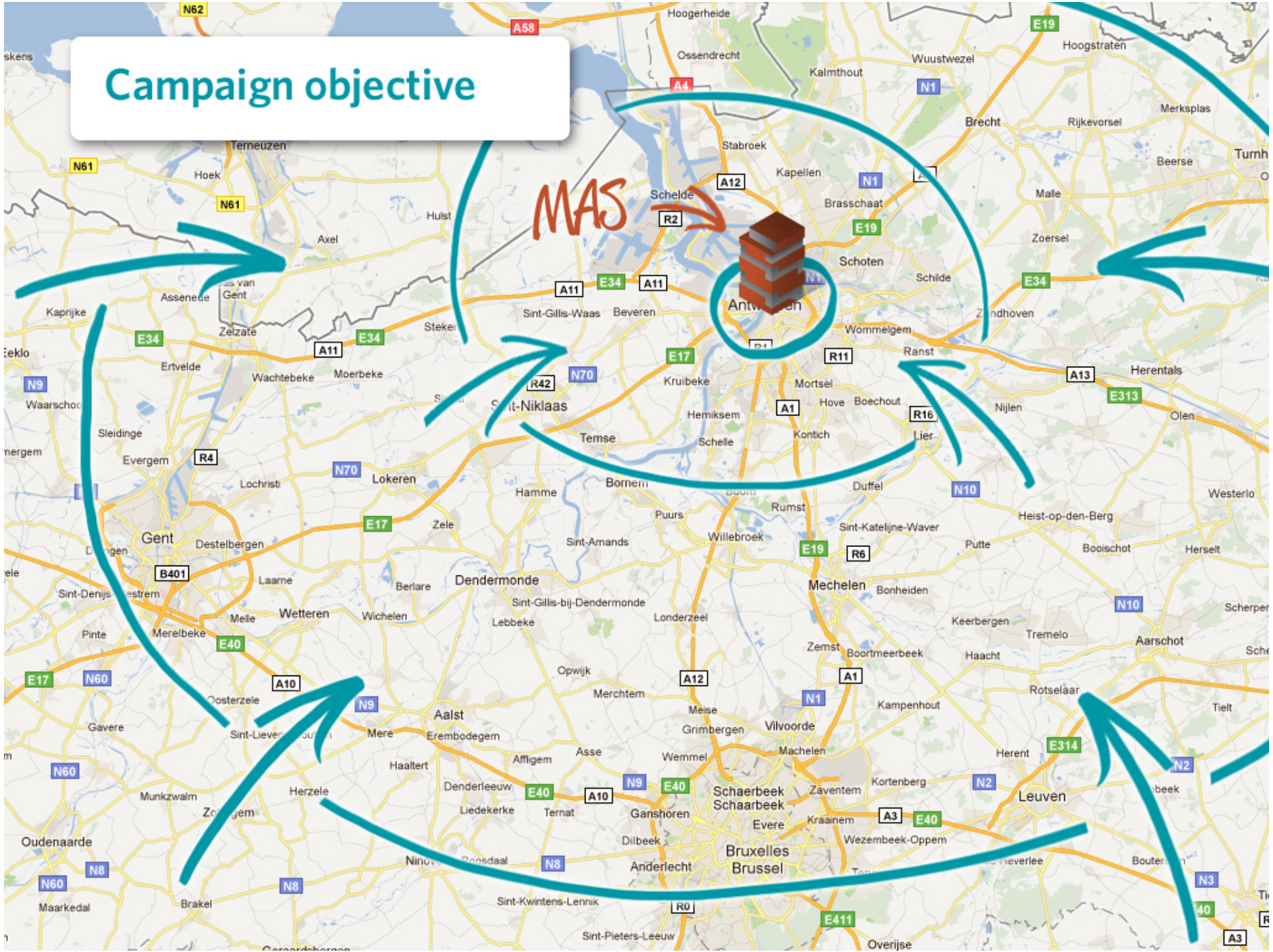
Toerisme Antwerpen & Congres

Toerisme Vlaanderen



Campaign objective

MAS



Target audience



Brief

Create international awareness for MAS museum and incite people to visit MAS.

A strong idea with word-of-mouth potential, inline with local campaign & PR efforts.

Strategic insight

During more than 6 months before the MAS opening, all magazines wrote and people discussed about...

the remarkable architecture of the MAS building, almost nearly never mentioning the collection.

Strategic approach

**We decided to build on the rumour that the
MAS is a Must-see museum...**

**but at the same time emphasize that this both
refers to the outside AND the inside.**

**The MAS. A must-see museum.
Also on the inside.**

Strategic approach

Give people abroad a first taste of MAS, a real life sneak preview to excite them.

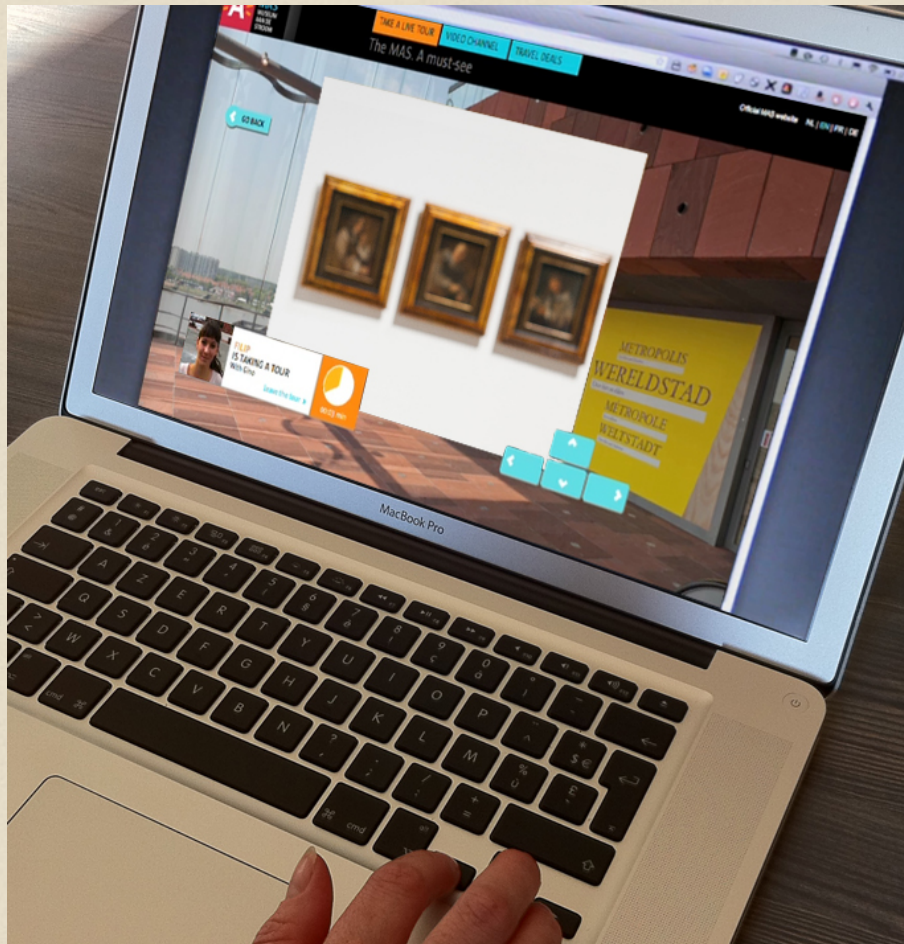
After experiencing MAS via digital media, people are triggered to visit MAS in Antwerp

Creative idea

Offer online visitors of MAS a one-on-one remote live tour, using interactive streaming video.

Navigate 'an insider' holding a video camera through the museum & explore MAS inside out.





a phygital tour in the Antwerp MAS museum

MAS Livetour Campaign

Practical

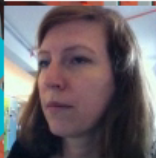
For three weeks, five 'insiders' are available for individual live tours, during opening hours.

Visitors can start a two minute live tour, view ongoing tours or watch prerecorded videos.

The MAS. A must-see

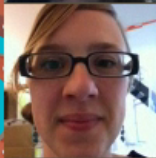
PICK A TOUR:

+8



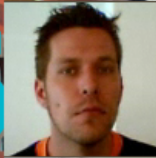
QUEUE UP >

+6



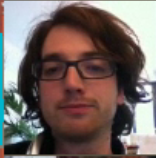
QUEUE UP >

+5



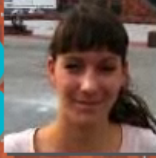
TAKE
A TOUR >
NOW

+4



TAKE
A TOUR >
NOW

+3



QUEUE UP >

MEET THE MAS GUIDES >

Discover the MAS live

17 May – 7 June 2011

Enjoy the MAS in real time through the eyes of a guide. Pick a tour and steer your guide from exhibit to exhibit.

As if you were there.

HOW DOES IT WORK? >

COME TO ANTWERP >

STORM

Technology

Insiders on each floor carry an IP security camera and stream video over wifi to the web.

Using a custom built Android app and hacking the existing internet infrastructure, 'insiders' interact with the website and hear commands.



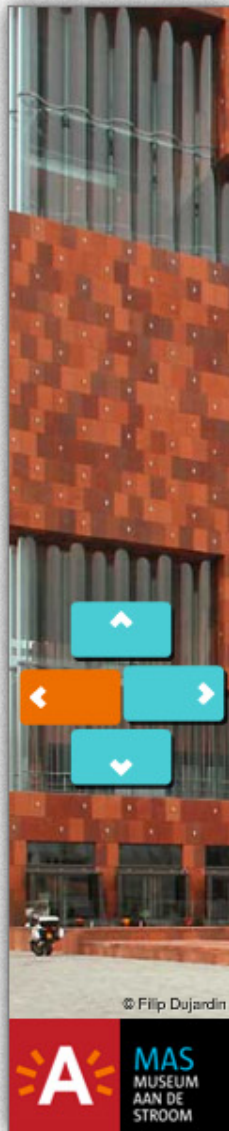
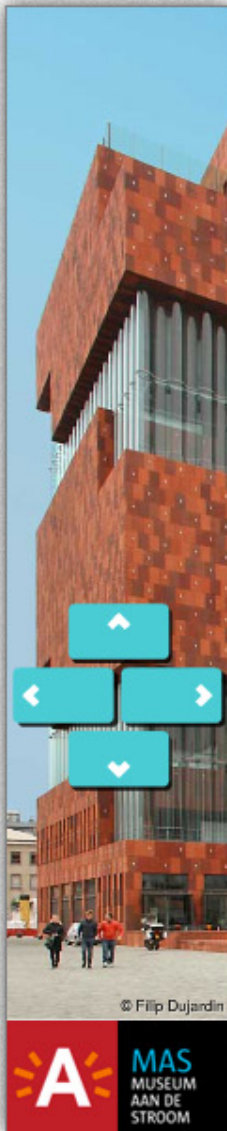


ON TOUR
WITH OUR
ONLINE VISITORS
ON WWW.MAS.BE

Traffic

**A limited media budget for paid advertising,
used on Facebook ads & Google Adwords.**

**Banners & messages on owned partner sites,
emails and social media presences.**



Traffic

Seeding online magazines, bloggers, inviting influencers and paid advertorials via international partners .

Mention in above PR campaign, with additional online PR using internal campaign manager.

Seeding

FIRST®

influential marketing

ABOUT

Results MAS Antwerpen

PREPARED FOR

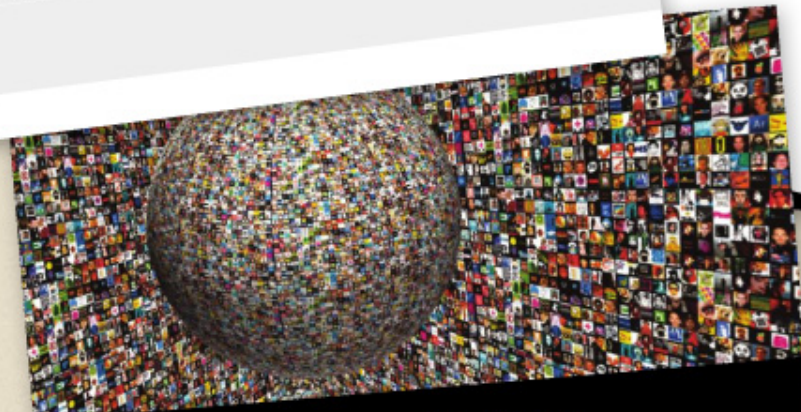
Andrea Vassallo, Eschachté

PREPARED BY

Arjan van de Steeg

DATE

4 Juni 2011 / update 9 Juni - Blend toegevoegd



Bilan RP MAS - Anvers

MAS
MUSEUM
AAN DE
STROOM

BLOGBANG
ACTO VIDEO BUZZ

MAS
MUSEUM
AAN DE
STROOM

x Largetail

MAS on Largetail Campaign Summary

6 June 2011

Largetail LLC

Onelasmacht, 60 10961 Berlin Germany
19 West 21st Street, Suite 702 New York, NY 10010 USA
Main +1 212 618 7550 largetail.com @largetail

Contact:

Ghawn Thomas
ghawn@largetail.com
Mobile: +40 (0) 171 400 0680



British company gets great
for off planet manufacturing

WiredUK
Wired UK

@WiredUK
Wired UK

Antwerp's MAS museum lets you visit
from your laptop: <http://bit.ly/jsLajO> by
[@alice_emily](#)

RAAK

RAAK
RAAK is a leading provider of...
RAAK is a leading provider of...
RAAK is a leading provider of...
RAAK is a leading provider of...

Tactics

Visitors enter name & email when starting a live tour. Social sharing is encouraged.

Each site visit ends on a page with travel deals. Visitors receive follow up email with incentive.



MAS
MUSEUM
AAN DE
STROOM

TAKE A LIVE TOUR

VIDEO CHANNEL

TRAVEL DEALS

Official MAS website NL | EN | FR | DE

The MAS. A must-see

GO BACK

Please check in
to take the tour.

Your first name

Your surname

Your e-mail

I agree to the MAS sending me updates and information by e-mail.

[What does this mean?](#)

QUEUE UP

Hi James,

Discover our exclusive travel deals to the MAS and Antwerp.

[If you can't see this mail properly, please click here.](#)



... and so were you... or not?

Thank you for taking a virtual tour in the MAS. But there's plenty more to see... That's why we encourage you to come and visit 'the real thing'.



We have teamed up with a number of partners to offer you attractive travel deals.

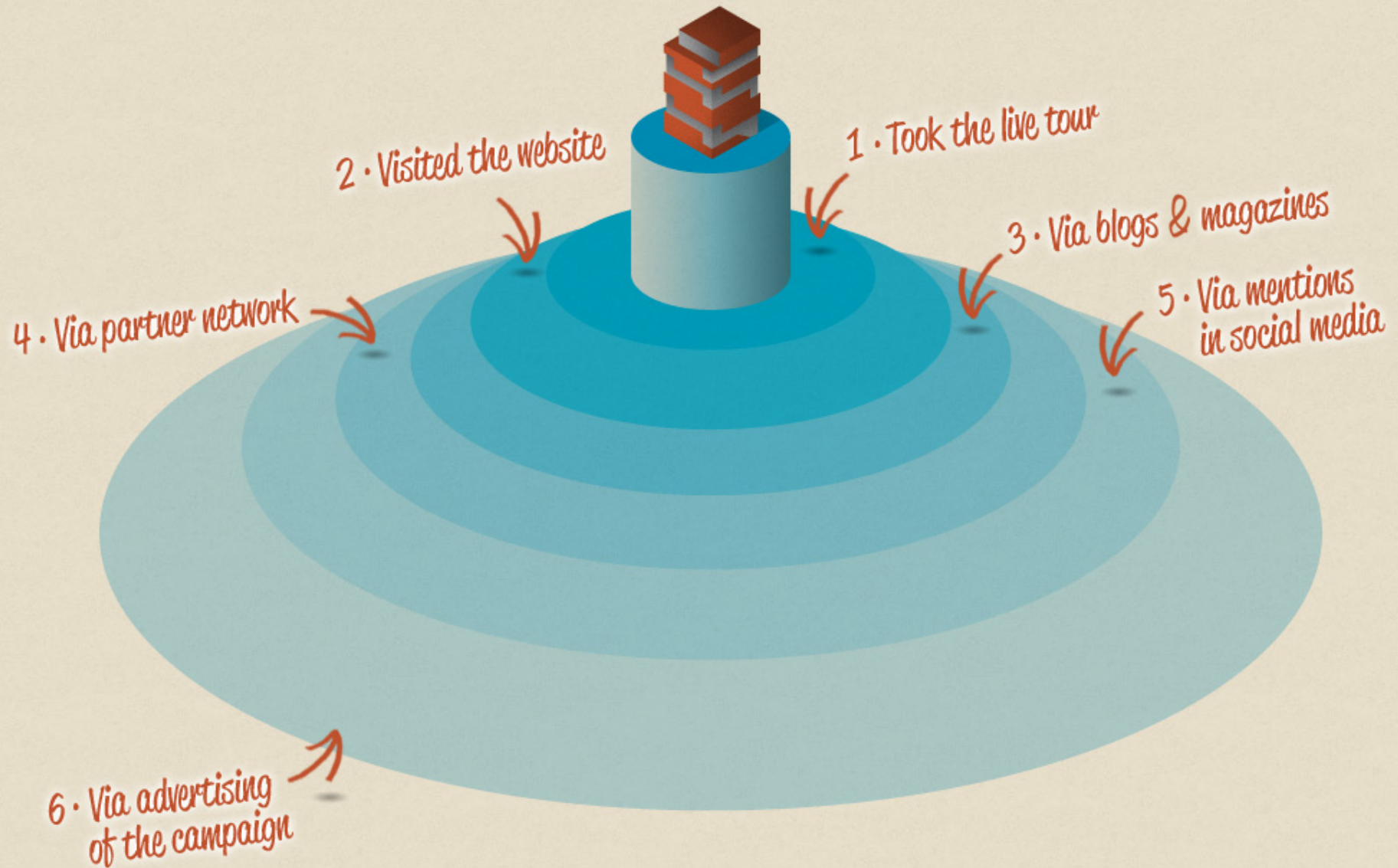
**CHECK OUT
OUR TRAVEL DEALS**



See you soon!
The Mas

You received this email because you participated on the virtual tour. You won't receive any further emails.

The ripple-effect



1.000.000
online readers

10.000
email addresses

5.000
took the tour

100.000
visited the site

1.000.000
twitter followers



Sponsored articles

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MAS Museum in Antwerp by Neutelings Riedijk

published in: *Architecture* By *Marcin Angielak*, on May 2011



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in-TODAY


- Fractal 23 by Takashi Miyakawa 23 May 2009
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COOL HUNTING

Museum Aan de Stroom

Jumping-off points when visiting Antwerp's new impressive museum

Original in Travel on 20 May 2011



ADVERTISING ARTWORK ALBUMS GALLERY

Permalink: [Museum Aan de Stroom](#)

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inhabitat

ARCHITECTURE INTERIORS PRODUCTS TECHNOLOGY ENERGY TRANSPORTATION

ART

Take a LIVE Tour of the Gorgeous MAS Museum In Antwerp Right from Your Desk!

by *Stacey Pheasant*, Oct 2011



FEATURED AUTHOR

Stacey Pheasant

SECRET ARTISTS

inhabitat interview: Roger Antkowiak from OSHA on floating furniture & furniture

The Best Green Student Design at ICF 2011

inhabitat interview: Greg Frazier on Phenomena

The Best Green Lighting from New York Design Week 2011

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@Terwiel
Daniel Terwiel

Vandaag maar eens naar de MAS in Antwerpen op aanraden van @Faberyayo en @Nalden. Nu ik toch in de buurt ben kan ik lekker cultureel doen

29 min Twitter for iPad



@CreativeReview
Creative Review

Seriously, why aren't all museum's doing this? Take a live guided tour around Antwerp's MAS Museum »
<http://cramag.co.uk/j1UKEj> #GuestEd #Tom

26 May via web

Retweeted by [antplate](#) and 24 others

MuseumNext
@museumnext
Edinburgh

MuseumNext believe that technology is changing the expectations of museum audiences, we share our thinking through our blog, publications and conferences.
Website: <http://www.museumnext.org>

Follow

| | | | | |
|--------|-----------|-----------|--------|------|
| 1181 | 2890 | 5601 | 533 | 58 |
| Tweets | Following | Followers | Listed | Kout |

Tweets (1) Retweeted (4)

Take a live (yes LIVE) video tour of a museum - <http://bit.ly/k7wPC> #museumnext
Thursday, May 18, 2011, 12:07:08 by MuseumNext

Bright
@brightsite
Amsterdam, Netherlands

Bright is vol van vernieuwing. Dagelijks op Bright in Bright magazine.
Website: <http://www.bright.nl>

Follow

| | | |
|--------|-----------|-----------|
| 10929 | 1750 | 10849 |
| Tweets | Following | Followers |

Tweets (1) Retweeted (2)

Stuur een gids op pad voor een (digitale) live tour door het MAS in Antwerpen <http://www.bright.nl/#H>
Wednesday, May 18, 2011, 12:17:53 by Brightsite

wendy schuppen
@wschuppen
Brussels / Heers

Responsible online communication and implementation at webminded. Likes online adventures but still prefers the real world.
Website: <http://wendieblogt.be>

Follow

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|--------|-----------|-----------|--------|
| 68 | 70 | 60 | 5 |
| Tweets | Following | Followers | Listed |

Tweets (1) Retweeted (3)

Take a live phygtal tour in MAS museum in Antwerp <http://www.youtube.com/v=JWRx40GzRDg>
Tuesday, May 17, 2011, 15:11:45 by Wschuppen

DutchCowboys
@dutchcowboys
Breda, The Netherlands

Follow Dutchcowboys : Weblog about Internet, Web 2.0, Social Media, Search, Social Networking, Twitter, Facebook and Interactive Marketing.
Website: <http://www.dutchcowboys.nl>

Follow

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|--------|-----------|-----------|--------|------|
| 13897 | 46075 | 59125 | 3335 | 75 |
| Tweets | Following | Followers | Listed | Kout |

Mentioned (3) Retweeted (1)

Ronde museum vanuit je kuis stoel in het MAS: fygtale tour <http://t.co/HWmTd> via @dutchcowboys
Thursday, May 17, 2011, 20:22:00 by Konesmits

MAS museum organiseert fygtale tour <http://t.co/TX7H54> via @dutchcowboys op naar d'Anvers
Tuesday, May 17, 2011, 19:19:56 by Mir

RT @petra_wit: WI ik wel heen! >> MAS museum organiseert fygtale tour <http://t.co/BBv7y9C> via @dutchcowboys

Invited bloggers

ME
RL
UI
PHOTOS
SHOP

ADVERTISE
MY FAVORITES

FIND SPECIFIC NEWS

SHOP

NALDEN'S CURRENT LOCATION
AMSTERDAM, THE NETHERLANDS



SEARCH

DISCOVER THE MAS IN ANTWERP



Sick! 2 days ago the [MAS museum](#) in Antwerp officially opened like BAM! Unfortunately I wasn't able to be here, but luckily you can enjoy the [MAS in real time](#) through the eyes of a guide. It's like a [live video tour](#) that you have to checkout. Seriously. Just do it. I hear you thinking, wtf is MAS? Well I'm afraid I don't have a clear answer. It seems I have to find out myself. That's why I'm going to visit this [beautiful building](#) next week to discover some masterpieces myself. Oh and uh, any tips for Antwerp?

19.05.2011

7 COMMENTS

TWEET THIS

African Beauty in
Dutch Dessin
19.05.11

Discover the
MAS in Antwerp

The Very Best Of
Red Light Radio
19.05.11

Party Hard with
Spotify Premium
18.05.11

Bellroy plays
Hide 'n Seek
18.05.11

NALDEN / NET

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Shop for: The Good Flock

LEVI

Thanks
for listening

