

## MAILER:

**Kimbell Art Museum**

## OBJECTIVE:

Kimbell Art Museum faced the challenge of generating buzz about a new museum exhibit and wanted to increase attendance to the museum during the event dates.

## SOLUTION:

eTargetMedia implemented a targeted email marketing campaign that strategically selected an audience from the highly responsive Arts, Theatre & Entertainment Interest file. eTargetMedia segmented cultural enthusiasts who have responded to similar offers in the past and have shown a proven passion for cultural activities including art galleries, museums, theatre shows and other cultural events. The offer was designed to give arts and culture enthusiasts information about the new exhibit as well as dates, times and an opportunity to purchase tickets. eTargetMedia's campaign was able to segment people who attend various art and culture venues and enjoy receiving entertainment information or promotional offers for cultural events.

## OUTCOME:

eTargetMedia's email marketing campaign resulted in very high museum visits during the event and generated awareness about the exhibit. The campaign also delivered exceptionally high open and click through rates and the client was very happy with the campaign results.



**Botticelli to Braque**  
Masterpieces from the National Galleries of Scotland

**June 28–September 20**

This exhibition is organized by the National Galleries of Scotland. It is supported by an indemnity from the Federal Council on the Arts and the Humanities and by a grant from the Crystelle Waggoner Charitable Trust, Bank of America, N.A., Trustee.

**Kimbell Art Museum**

Promotional support is provided by: **Star** **Telegram** **American Airlines**

Image: Henry Raeburn, Reverend Robert Walker (1755–1808) Skating on Duddingston Loch (detail), c. 1795, oil on canvas, National Galleries of Scotland

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