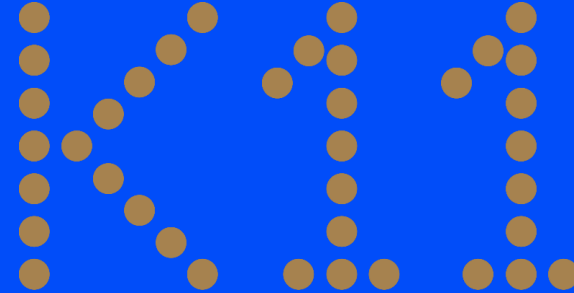


		<p>PUSHING THE NEW FRONTIER OF ART</p>	<p>29 APR – 19 JUN 2022</p>
		<p>ORGANISER K11 MUSEA</p>	<p>TITLE SPONSOR  HSBC</p>
		<p>CO-CREATED WITH SANDBOX</p>	<p>STRATEGIC PARTNER VISA</p>
<p>#K11MUSEA #K11META VISION #SILICONVALLEYOFCULTURE</p>			

META VISION



K11 MUSEA META VISION

Entry Video

<https://www.youtube.com/watch?v=7ndlCQtt3Y8>



Challenges

Campaign Start Date: 29th Apr, 2022

Campaign End Date: 19th Jun, 2022

Key Objectives:

To create a high-impact campaign with shock-value in line with K11 MUSEA's core value to propagate culture, democratise art, and incubate young talent; to garner public interest and attract customers to physically visit K11 MUSEA at a time with COVID restrictions and increased online shopping habits.

Market Challenges:

Challenging Retail Market

Underperforming retail landscape with social, outdoor, and border restrictions; dormant market due to extended periods spent at home for COVID.

Aggressive Competitors

Retail landscape flooding with competition opting for giveaways, discounts, and coupons to capture a reviving market.

Ever-changing Customer Expectations

Stagnant market leading to increased expectations of customers for even more interesting, shocking, and new activations to draw attention.

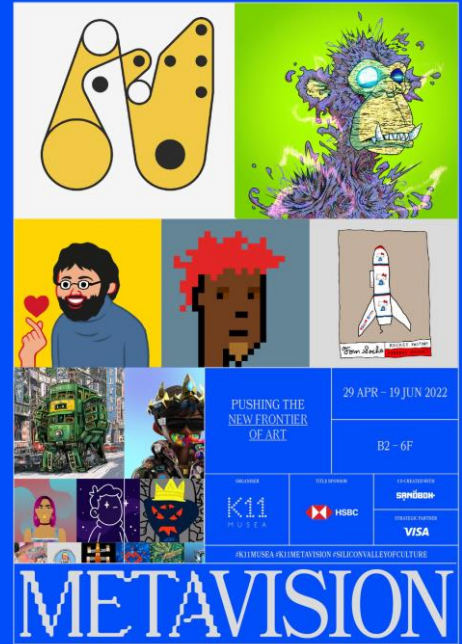
Strategy

K11 MUSEA saw an opportunity to stand out from the crowd:

K11 MUSEA is the pioneer in introducing immersive experiences of art and culture to the public as **THE ULTIMATE CULTURAL-RETAIL DESTINATION**, the home of best-in-class venues for world class art exhibitions.

METaverse is one of 2022's fast-growing technological domains, with a market size predicted to reach nearly \$1.3 trillion by 2030.

K11 MUSEA hosts Hong Kong's **MOST DIVERSE NFT EXHIBITION** to date, bringing a curation of 200 of the most iconic and coveted NFT creations to the masses — democratizing the new frontier of art & culture.



With METAVISION, K11 MUSEA is able to draw public attention among the competitors, inject new motive to boost the retail market.

Strategy

Bridging the physical and digital worlds by showcasing **over 200 NFTs on around 650 digital screens spanning 9 levels of K11 MUSEA**, along with in-person tours, METAVISION was the first time members of the public got direct access to such a roster of high-value artworks.

To give audiences an immersive experience of K11's unique Cultural-Retail concept, **the NFT collection is curated to reflect each floor's theme** — from women in NFT to kid's, to art-based works, with in-person tours available throughout the day to deep dive into the stories, significance, and impact of each artist and NFT project.

Engaging the public with a variety of online and offline activities, ranging from Hashtag game and digital game, to book physical tour and register online tours, workshops and talks — open up the possibilities of the next iteration of the internet — the Metaverse — to all!

Strategy



Running in tandem and for the duration of the METAVISION campaign, the **HSBC Main Building façade in Central lit up with select world-class NFT artworks across the harbour.**

This initiative was part of a larger strategy to **elicit curiosity and interest on both sides of the harbour**, attracting people from all walks of life to this new form of digital ownership, leading to increased exposure and awareness, at once highlighting the potential for a powerful and digitized Hong Kong.

Executions

METAVISION is the most diverse curation of the **world's biggest names in NFT art** in Hong Kong, powered by HSBC with the support of strategic partner VISA. Over **200 pieces by more than 30 solo artists and NFT projects** alike were displayed across nine floors, curated to each floor's theme at K11 MUSEA. Spotlighting artists as young as 8 years old to world-class artists such as **Tom Sachs, Takashi Murakami and more**, while attracting global digital art enthusiasts with a number of globally recognized names like **Cryptopunks, Bored Ape Yacht Club (BAYC), and Mutant Ape Yacht Club**. The collection is estimated to be worth a total of over **26,000 ETH** (approx. US\$82M+ / HK\$646M+). **Educational tours, workshops and talks** were organized for all ages to dive into this fast-growing sector of digital art.



A.

over 200 NFTs on ~650 digital screens across 9 levels of K11 MUSEA, curated to each floor's theme



B. Appreciate the colossal scale displayed at HSBC's Main Building façade in Central



Executions

Opening up the emerging NFT playing field to allow all — from young children to adults — the opportunity to become NFT artists:

C.

Developed a series of online workshops and museum-level tours



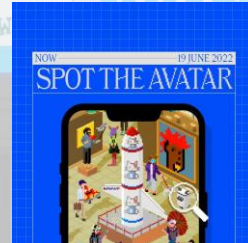
D.

Curated 'Konversations' talks with cultural pioneers on NFT technology, the metaverse, and Web3 development



E.

Engaged the public in #K11MUSEANFT and 'SPOT THE AVATAR' digital game



F.

Around 100 NFT available for sale via QR codes on display



Executions

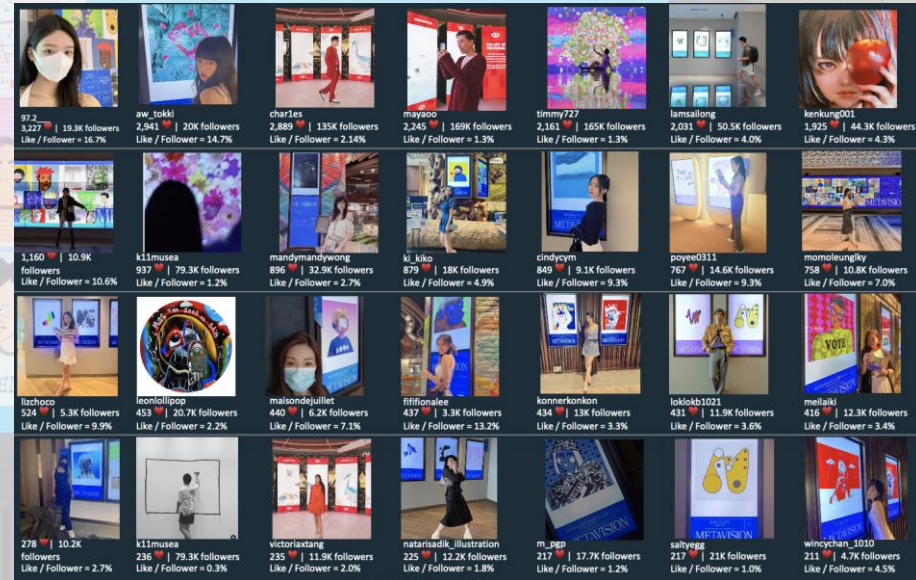
Targeting the digital-art community with partnerships, K11 MUSEA was able to quickly intrigue the masses through engaging with blockchain and NFT enthusiasts at a time when NFTs were the talk of the town, rapidly driving interest through a strong network of prolific KOLs, UGC, and culture and art insiders.

Extensive coverage amplified awareness across all demographics.

The Masses

(Gateway to learn more about blockchain technology and become NFT artists)

The Original
NFT art
enthusiasts



Leveraging pioneering UGC's voice to spread digital art culture and attract the public to engage more in the curated NFT showcase.

Results

'META VISION' was not only a gateway to NFT art, but a hub to capture new audience segments to learn, experience, and cultivate a future art & culture appetite.

15,200+
Visitors

6,900+
Virtual & Physical Tour

HK\$6M+
Cross Sales

CONFIDENTIAL

Hashtag Game



Digital Game



Book Tour



SPOT THE AVATAR

Complete your mission to spot all of KIIMUSEA's most diverse NFT avatars for little surprises along the way! Tap on the avatars you find to redeem special offers!

Join our tours to see the biggest names in NFTs, snap a photo of your favourite NFT for a chance to win 10,000 K Dollars!



WIN 10,000 K DOLLARS

Join our tours to see the biggest names in NFTs for a chance to win 10,000 K Dollars!

Results

'META VISION' also drove the hype of NFT collection and for a new frontier of art & culture enthusiasts in the community, nurturing a new segment of followers to K11 MUSEA in the long term.

1,200+
KOLs & Media Coverage

8M+
Campaign Overall Impression

161K+
Engagements on Social Media

HK\$45M+
PR Coverage Value (Local & Intl. Media)

2k Likes



timmy727
2153 ❤️ | 165K followers
Like / Follower = 0.02%

3k Likes



char1es
2889 ❤️ | 135K followers
Like / Follower = 2.14%

1k Likes



f.o.v_
1,173 ❤️ | 98K followers
Like / Follower = 1.2%

3k Likes



97.2
3,227 ❤️ | 19.3K followers
Like / Follower = 16.7%

Online Media

