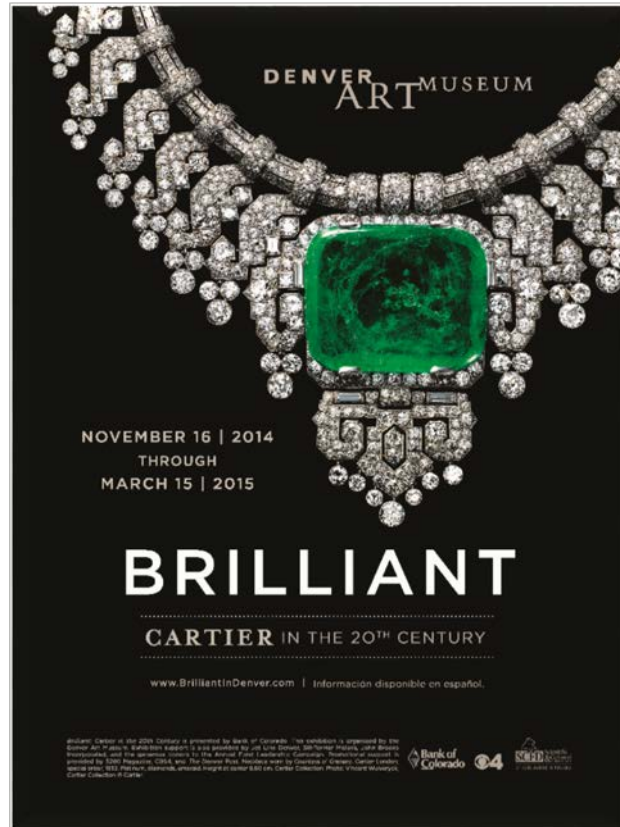


# Local Works: Denver Art Museum

DENVER  
ART MUSEUM



## The Client

The Denver Art Museum is an educational, nonprofit resource that sparks creative thinking and expression through transformative experiences with art. Its holdings reflect the city and region—and provide invaluable ways for the community to learn about cultures from around the world.

## Objective

Promote and drive traffic to its exclusive Cartier exhibition.

## Solution

Target luxury and culture enthusiasts by running a multi-book ad print campaign, running in geo-targeted areas.

## Geography

San Francisco City/North Bay, Denver, Manhattan, Pittsburg, Minneapolis/St. Paul, Maine, Houston

## Recommended Media

Architectural Digest, Bon Appétit, Condé Nast Traveler, The New Yorker, Vanity Fair, Vogue

