

# PE|M ESCAPE THE ALGORITHM

Peabody Essex Museum



66% of millennials, and 74% of Gen Z, think in-real-life experiences are more important than digital ones.

The Escape the Algorithm brand launch campaign positions the real, shared, sensory experiences curated by Peabody Essex Museum (PEM) as a powerful antidote to the sameness and predictability of the algorithmically determined, artificially generated digital feeds that devour our time and energy.



The campaign drove remarkable increases in awareness and participation for PEM:

- 28 million impressions
- New website visitors up ~75%
- 191 online purchases (even though the goal was awareness)