**Case Questions: Museum of Fine Arts, Boston/Fleet Financial Group**

1. Hierarchy-of-effects: This case provides a good example of a situation in which an IMC campaign must take the audience(s) through each level of the hierarchy-of-effects (awareness🡪knowledge🡪liking🡪preference🡪conviction🡪action). Match the media executions described in the case to the hierarchy-of-effects level that each would best achieve. (Example: Awareness🡪Poster on the side of a bus; billboards...)

2. How did Fleet and/or MFA measure the effectiveness of each phase of the hierarchy-of-effects?

3. How would you update this IMC campaign if you were in charge of it today?