After reading this case study on the Museum of Fine Arts and Fleet Bank partnership, I do believe that the MFA balanced the demands of Fleet Bank well. The MFA knew that if they were to keep Fleet happy, they would ultimately reap the benefits from their partnership.

I applaud the MFA on standing up to the Fleet Bank Execs. and telling them to separate the Monet paintings that would be plastered on the sides of buses. They were able to come to a compromise in which both parties were still getting what they wanted and maintained the integrity of the paintings being displayed. Although at times it may have seemed that Fleet was trying to take over the project of the exhibition, the MFA was able to maintain their status on the project and be successful in the end.

While reading the case study I did not get the impression that the MFA’s brand/reputation was being damaged by Fleet Bank; however, once I looked over the appendices at the end of the study, I would say that the MFA had been taken advantage of and almost stomped on, so that Fleet looked much more important in the presentation of the exhibition. The way that Fleet chose to design many of their marketing advertisements with the MFA logo being either very small, on the bottom, or even non-existent in some cases, could definitely be taken as damaging to the MFA reputation. Donors, community members, and other arts organizations in the Boston area could have gotten the idea from the Fleet advertisements that the MFA “sold out” on the deal and was allowing Fleet to make all of the decisions when it came to the exhibition. To me, this could be harmful to the MFA’s reputation and could have potentially led to distrust from their patrons in the future.

While I do think that the partnership was successful, I have to say that I feel that Fleet Bank benefitted from this partnership more than the MFA did in the end. Yes, both entities were able to benefit from this partnership, but I feel that Fleet Bank was able to over shadow the MFA in all of this and take advantage of the opportunity that the MFA had willingly come to them with. Fleet Bank had made the partnership more about them, than it was about the Monet exhibition.

In my opinion, I feel that this partnership included the following ingredients of a successful cause-related marketing relationship: win-win (kind of), strength combination, strong
structure, and framework. I feel that it did not include a focus on values alignment because Fleet Bank was so focused on building their brand and gaining new customers throughout this process, rather than maintaining focus on the Monet exhibition. I also stated that I “kind of” agree that there was a win-win relationship included in this partnership. Both parties were able to benefit from this partnership, but I feel that Fleet Bank was more so focused on their winning, rather than on assisting the MFA in bringing this amazing exhibition to the Boston area.

I, personally, do feel that the MFA gave up too much when it comes to their marketing identity, artwork, etc. They were humble enough to approach Fleet Bank with the possibility of a partnership, and Fleet definitely took advantage of the fact that the MFA was such a well-known and respected institution in Boston. If the MFA had interjected their thoughts and ideas, there is a good chance that Fleet Bank could have backed out of the partnership, so I definitely feel that the MFA tried to play it safe and not step on too many toes at Fleet Bank so they could continue to receive support from them.