

# CASE STUDIES

# Sharing personal stories of Black culture with a wider audience through Digital Out-of-Home

*The Black Monologues*

## **BACKGROUND:**

The Black Monologues is an online platform dedicated to sharing personal stories across the Black community to highlight diversity while reclaiming and deconstructing the very idea of Blackness.

The podcast, promoted via the Digital Out-of-Home (DOOH) campaign, is a homage to the rich African traditions of oral history and storytelling.

## **CAMPAIGN DETAILS:**

Four-week campaign 22<sup>nd</sup> February – 21<sup>st</sup> March 2021

Digital Towers, street furniture and rail channels

## **OBJECTIVES:**

Increase visibility of Blackness and the diversity of Black experience at this time when it is of great importance

Build awareness of the Black Monologues podcast and encourage people to listen to it

Build intrigue to encourage people to explore more about the podcast online, and listen to it

Provoke thought about the message in front of them

Use DOOH's creative potential by redacting and then revealing words on the ad to make an important point about what is missed about the whole individual if they are viewed solely through a lens of Blackness









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I chose to use Digital Out-of-Home media because when I cycled across America, I kept seeing billboards and thinking about the messages on them, and I wanted to create that intrigue and provoke that thought for the Black Monologues. It was surreal but really exciting being out and about and seeing our message unexpectedly, and the team and I liked it.

Our campaign helped raise awareness, inspiring people and encouraging them to listen to the podcast. It put our statements out there in a way that made it easier for the content of the podcasts themselves to cut through and encourage thoughts and questions.

We linked our OOH campaign with our Instagram channel in a way that we were in control of, using imagery of the creative to show people they were in the right place when they visited our feed.

Out-of-Home media built a perception of The Black Monologues as bigger and more authoritative than a typical podcast. It encouraged people to explore online to find out more: over the campaign period, we doubled our number of Instagram followers.

**FUNMI ADEBAYO**  
FOUNDER & CEO, THE BLACK MONOLOGUES