

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The city lights are visible as bright yellow and white spots against the dark landmasses. The ocean is a deep blue, and the sky is a dark blue with many stars. The Earth's horizon is visible at the top of the frame.

JCDecaux

CASE STUDIES

DIGITAL OUT-OF-HOME DRIVING ATTENDANCE FOR BOTH ONLINE AND REAL-WORLD EVENTS

Adam Mickiewicz Institute

BRAND BACKGROUND:

The Adam Mickiewicz Institute is a national cultural institution. Its mission is to build lasting interest in Polish culture globally. The Institute has held over eight thousand cultural events, seen by nearly 60 million viewers in over 70 countries.

CAMPAIGN DETAILS:

First campaign:

D6s in close proximity to prestigious concert venue the Royal Albert Hall

Four days

Second campaign:

The Kensington

The Knightsbridge Tower

Rail D6s at mainline stations in proximity to the event at St-Martin-in-the-Fields

One week

CAMPAIGN OBJECTIVES:

Overall:

Encourage interest in cultural events amongst local audiences

First campaign:

Raise awareness of the 18th international Fryderyk Chopin Piano Competition, one of the oldest and most prestigious in the world, broadcast online via app and website, and encourage app download and event engagement.

Reach an audience familiar with real-world music events in areas where they would expect to see advertising for them

Second campaign:

Raise awareness of, and increase ticket sales and attendance for, the Festival of Sacred Music in London, an in-person event, in the week running up to it, targeting an affluent audience in proximity to the venue

FIRST CAMPAIGN



 Instytut Adama Mickiewicza
16 October · 🌐

[post w języku polskim poniżej]

🏆 The Adam Mickiewicz Institute is a partner of the 18th International #ChopinPianoCompetition which takes place this year.

📺 The Institute supports the event with promotional campaigns in international media, including Classic FM, JCDecaux UK Limited, International Piano Magazine and Rondomagazin, and by arranging study visits for foreign journalists.

🎵 Our web portal Culture.pl is the media patron of the Competition.

Instytut Adama Mickiewicza jest partnerem odbywającego się w tym roku XVIII Międzynarodowego Konkursu Chopinowskiego.

Instytut wspiera wydarzenie kampaniami promocyjnymi w międzynarodowych mediach, m.in. Classic FM, JCDecaux UK Limited, International Piano i Rondo Magazin oraz organizacją wizyt studyjnych dla zagranicznych dziennikarzy.

Patronem medialnym Konkursu jest portal Culture.pl wydawany przez Instytut dla czytelników na całym świecie. 😊



SECOND CAMPAIGN





At the Adam Mickiewicz Institute we used Digital Out-of-Home (DOOH) to encourage interest in our range of cultural events amongst audiences outside our home country, Poland.

In the UK, DOOH worked effectively as part of our overall media mix, which otherwise was focused on digital, radio and social media within the classical music field. DOOH channels broadened our campaign reach to a larger, more diverse audience, importantly, one not necessarily already engaged with classical music events.

By raising this broad awareness, both our campaigns also helped drive attendance and ticket sales for the online and in-person events. The excellent site locations and overall campaign visibility certainly contributed to this.

Overall, our Digital Out-of-Home campaigns successfully grew the number of people aware of the Adam Mickiewicz Institute and the events we offer, driving ticket sales and building our strong cultural events brand, promoting the diversity and excitement of Polish culture to a new international audience.

RÓŻA LORENC

COMMUNICATION DIVISION
ADAM MICKIEWICZ INSTITUTE