

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The city lights are visible as bright white and yellow spots against the dark blue and black background of the night sky. The Earth's horizon is visible at the top, with a thin layer of atmosphere glowing in shades of blue and white.

JCDecaux

CASE STUDIES

CREATING A SEAMLESS OFFLINE AND ONLINE PRESENCE TO ENCOURAGE A WIDE AUDIENCE TO VISIT 'JOURNEY OF THE MIND'

Without Shape Without Form



CAMPAIGN BACKGROUND:

The 'Journey of the Mind' exhibition was conceived by arts organisation WSWF and supported by Arts Council England.

It brings Sikh teachings and heritage to a contemporary context to spark conversations and encourage exchange.

The travelling exhibition goes beyond racial and religious boundaries to evoke a sense of curiosity about the internal journey of the mind, and its positive effects on people's lives.

CAMPAIGN OBJECTIVES:

Raise awareness of the free 'Journey of the Mind' exhibition at the Library of Birmingham

Establish the 'Journey of the Mind' brand identity

Build intrigue and interest

Clearly position the exhibition as relevant and accessible to everybody

Encourage potential visitors online to learn more with creative elements bridging 'real world' and online channels

CAMPAIGN DETAILS:

November 2021

Classic 6-sheets and large format Roadside and Rail

Motion @ Birmingham New Street





“

One of our challenges for the ‘Journey of the Mind’ exhibition was that we weren’t actually trying to ‘sell’ anything. What mattered to us was to encourage as many people as possible to visit the exhibition by making it clear that everyone is welcome. Since Out-of-Home advertising is ubiquitous and reaches everyone, it fulfilled this role for us. It made us, and potential visitors, really feel that the exhibition had ‘arrived’.

Promoting ‘Journey of the Mind’ on such a giant scale, at multiple touchpoints in Birmingham and the surrounding areas, brought our message to as many people as possible within our target area.

The ability to build a creative bridge between this hugely noticeable ‘offline’ presence, and our online presence, not only directed people to our online touchpoints where they could learn more about the exhibition, but ensured that the ‘Journey of the Mind’ brand image was familiar to them, too, when they saw it elsewhere. The overall campaign delivered 4.6 million impacts.

Creating this seamless user journey was really important to us, and we were delighted with the feedback we received on the alignment of our multiple touchpoints and tone. Ultimately, the campaign successfully established the centre of our brand identity. It meant that people living and working in Birmingham, and visitors to the city, felt that the ‘Journey of the Mind’ message was everywhere.

DEEP K. KAILEY

CURATOR, WITHOUT SHAPE WITHOUT FORM