

Chicago Immersive Frida Exhibit

Background

February 2022 was the opening of the Immersive Frida Kahlo exhibit, which is a 360-degree experience that includes large-scale projections and a musical score.

Objective

Increase In-Store, Promotional or Special Event Sales:

Generate awareness and excitement amongst general market adults 18+, Hispanic adults, art enthusiasts, and tourists in order to drive ticket sales prior to the show opening.

Strategy

By using large static bulletins and digital posters, they could bring the exhibit to life via OOH. Each campaign element was selected to receive the highest number of impressions with each target audience.

Plan Details

Market: Chicago, IL

Flight Dates: December 2021 - February 2022

OOH Formats: Static Bulletins and Digital Posters

Target Audience: General market adults 18+, Hispanic adults, art enthusiasts, and tourists

Target Audience Reach: Static: 25%; Digital: 65%

Budget: \$10,000 or more

Results

With OOH as the only component of their media mix, the Immersive Frida exhibit saw continuous weekly sales increases. The largest weekly lift in sales was 41.7% between the weeks of Dec 13th and Dec 20th, which is a time of high holiday gift purchasing.

