Library of Congress

Problem
How does the Library of Congress advertise the upcoming baseball exhibition?

Solution
By placing creative in key areas near the local baseball stadium.

Background
The Library of Congress wanted to drive attendance to the baseball exhibition and the related programming throughout the year.

Objective
The Library of Congress wanted to attract a wide variety of audiences, including MLB All-Star game visitors and tourists.

Strategy
Strategically placed bike share displays near Nationals Park and downtown bus ads to reach game day attendees as well as locals and tourists. A contextually relevant campaign coincided with the height of baseball season surrounding MLB All-Star week and beyond.

Plan Details
Markets: Washington DC
Flight Dates: June 25, 2018 - July 22, 2018
OOH Formats: Bus king size posters and bike shares
Budget: $10,000 and over

Results
The campaign helped increase attendance 35% and the exhibition recorded 40,000 visitors.