

## 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.

