

4Culture

Problem

How does Kings County bring poetry to the public?

Solution

With an out of home (OOH) campaign featuring winners of a poetry competition.

Background

In 2016 King County residents participated in a poetry competition where over 1,600 original poems on the theme of water were submitted for consideration. Poetry on Buses poet planner Jourdan Keith, together with community liaisons, organized eleven community poetry workshops to encourage the public to submit poems. The community liaisons worked with local poets and Poetry on Buses staff to shape bilingual workshops tailored to the needs of Seattle and King County's diverse communities. Workshops focused on Chinese, Ethiopian, Punjab, Spanish speaking, African-American and Tlingit communities. Along with addressing topics of water justice and water conservation, the poems also explored themes such as rain, memory, family and discovery.



Objective

To generate submissions from King County's diverse communities.

Strategy

Generating coverage from diverse communities by using a variety of OOH formats and locations.

Plan Details

Flight Dates: 4/17/17-3/18/18 Media formats included, bus kings with extensions, queens with extensions, bus interior car cards, wild train wraps, rail brand trains, and rail brand trains.

Results

Over 1,600 original poems on the theme of water were submitted for consideration to be posted on the buses and the campaign received an ample amount of press. A total of 365 poems were chosen and appeared on transit and online as part of the "Your Body of Water" collection.