

## Newseum

### Problem

How does a museum increase interest in a shared exhibition?

### Solution

By using a mixed media OOH blast across the Washington, DC metropolitan area.

### Background

“Louder Than Words: Rock Power and Politics” was a partnership between two museums – the Newseum in Washington, DC and the Rock & Roll Hall of Fame in Cleveland, Ohio – and was a one-of-a-kind exhibit that explored the power of rock to change attitudes about patriotism, peace, equality, and freedom. The Newseum opened “Louder Than Words” in Washington, DC on January 13, just a week prior to the 2017 presidential inauguration. Before opening in Washington, the exhibit was on display in Cleveland, OH at the Rock & Roll Hall of Fame during the same time period as the Republican National Convention.



### Objective

The Newseum’s primary objective was to use the exhibit, “Louder Than Words: Rock Power and Politics” to increase attendance at the Newseum.

### Strategy

The Newseum put together a comprehensive media plan that included print, digital, radio, television, podcast sponsorship, and OOH advertising. On bus exteriors (kings with headliners) and metro advertising (two-sheet posters, fare gates, and car cards). We also placed digital bus shelters and digital billboards with Corner Media and Clear Channel Outdoor. The digital bus shelters and digital billboards also rotated between different creative. These were placed in high-traffic tourist areas as well as suburban areas that were near hotels, malls, and other attractions. We were able to feature all six artifacts in our creative.

### Plan Details

“Louder Than Words” was on display from Jan. 13 to July 31. The formats used were bus exteriors (kings with headliners) and metro advertising (two-sheet posters, fare gates and car cards). We also placed digital bus shelters and digital billboards with Corner Media and Clear Channel Outdoor.

### Results

The Newseum saw a 10% increase in attendance and an 18% increase in revenue. We attribute that to a number of factors including our “Louder Than Words” advertising campaign.

	Year to date attendance change (2016 to 2017)	Year to date revenue change (2016 to 2017)
January	78%	99%
February	12%	15%
March	(1%)	2%
April	9%	23%
May	6%	7%
June	4%	11%
July	17%	27%
Total	10%	18%