

Kew Gardens

Henry Moore exhibition

Background

From September 2007 – March 2008 Kew is hosting an exhibition of works by the internationally acclaimed sculptor Henry Moore. 28 large scale bronzes will be exhibited through Kew's 300 acre landscape, making this the first exhibition of its kind ever to be held in London.

Early in 2007 we pitched for and won the opportunity to work on developing the creative campaign which would promote this high profile event across a diverse range of integrated media.

Strategy

The objective was to attract over 400,000 visitors to the exhibition at Kew, 17% up on the same period 2005/2006.

To achieve these ambitious visitor numbers it was clear that we needed to target 'Art Lovers' familiar with the work of Henry Moore, several other close profile groups, as well as loyal repeat visitors.

This would be achieved through a seasonal aspect to the campaign, tailoring the visuals and copy at different times of the year. The distinct phases comprised; teaser, launch, autumn, winter and last chance.

Proposition

The biggest outdoor exhibition of Henry Moore's work ever held in London, set in the beautiful grounds of Kew Gardens.

Media choice

To maximise visual impact the majority of media spend was allocated to press and outdoor activity. The media selection also included onsite activity at Kew such as posters and leaflets, taxi livery, inserts and a radio campaign on Classic FM which drove listeners to a microsite to enter a competition to win tickets to the exhibition.

Creative and Event Execution

Strong bold visuals which emphasised the scale, texture and form of the Moore Sculptures combined with the beauty of the Kew landscape form the basis of the creative. Iconic structures of Kew glimpsed through gaps in the sculpture made for an intriguing, almost surreal, visual.

The copy supported the scale of sculpture, the exhibition itself and landscape in which it was set. Subtle puns were incorporated in headlines with “Moore at Kew” as the main campaign line.

Large Format outdoor sites (landscape and portrait)



Onsite posters



Taxi Livery and receipt



Press



Results

Over the launch weekend in mid September 2007, visitor numbers exceeded all expectations. Rather than Kew getting the normal 4,000 – 4,500 visitors a day at this time of year, there were 9,000 visitors on both days. Double the expected number of visitors is an exceptional start to the exhibition, which will hopefully be maintained throughout the duration of the campaign.