

Newseum “Louder Than Words”

Objective

- > The Newseum opened an exhibit titled, “Louder Than Words: Rock Power and Politics,” in Washington, D.C. coinciding with the 2017 presidential inauguration. The primary objective of the campaign was to appeal to the masses, through a timely exhibit that combined rock and roll with issues of free speech and politics, to increase attendance.
- > The media plan included print, digital, radio, television, podcast and out-of-home advertising. The OOH provided a wide range of demographics, including high traffic downtown, tourist areas, and the suburbs.

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- > **Inventory:** Bus Exteriors, Rail Digitals, Rail Station Saturations (Faregates/2-Sheets/Pylons), Car Cards
 - > **Market:** Washington, D.C.
 - > **Results:** During the six month campaign, Newseum saw a **10% increase in attendance and an 18% increase in revenue**, attributed to a number of factors including our advertising media mix. Additional earned media included social photos and mentions of the OOH.

