

# TARGETING, REMESSAGING, SOCIAL MEDIA & DESIGN

## LARGEST ART COMPETITION IN THE WORLD INCREASES AWARENESS AND APP DOWNLOADS WITH CREATIVE TARGETING

### CONTEXT

ArtPrize is a 19-day event that's all about art and bringing community together. "It's unorthodox, highly disruptive, and undeniably intriguing to the art world and the public alike." With over 1,500 works of art and 160+ venues across 3 square miles in Grand Rapids, Michigan, it draws artists from around the globe.

### OBJECTIVE

ArtPrize wanted to bring awareness to their event including dates of exciting events and information on how to navigate the 3-mile radius of art that consumed the streets of Grand Rapids. Advance 360 saw this as an opportunity to be part of something big. This would bring community together.

### GOAL

In our second year of partnership with ArtPrize, we discovered their goals were to increase app downloads, build branding and bring awareness to important dates happening throughout the 19 day event. We knew geography was a very important factor in this event, as it covered a 3-mile radius and needed to bring awareness to locations that pinpointed the correct people who would be interested in the event.

### DESIGN

The creative pulled from the brand's established color palate for the year. Using geometric imagery in the background, a series of triangles, with a "pulsing" opacity level, added texture and energy to the design. Because these were static ads, embracing the notion of art as the heartbeat of the community while simultaneously delivering a minimalistic design were important design elements.

### STRATEGY

Advance 360 crafted a multilayered campaign that included:

- Display impressions
- Latitude longitude targeting
- Remessaging
- Zip code targeting
- Campaign management
- Design
- Campaign analytics
- Responsive rich media
- Social media marketing

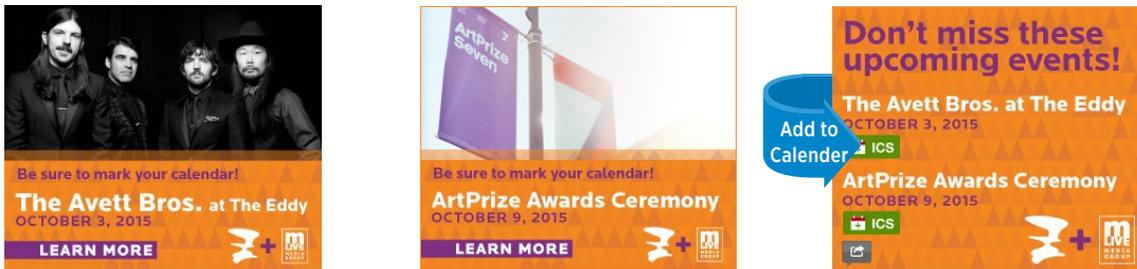
National Endowment for the Arts awards  
Grand Rapids \$50K in grants



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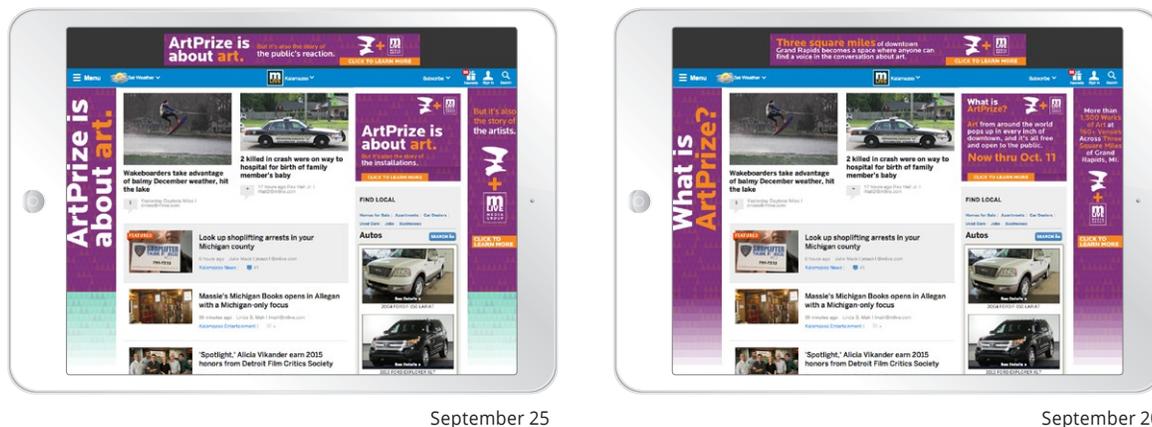
**RSS Feed:** Pulling content from MLive.com's ArtPrize news feed, the ad headlines were automatically updated and offered a real time view into what was happening. A click delivered a direct line to the referenced story.

**Event Awareness:** A collection of high-level and highly-desired events drive excitement and community engagement during ArtPrize. These events and the awareness surrounding them were critical. Using responsive technology, the ad seen here (rectangle, 300x250) uses an “add to calendar” feature. This allows the user to add the event to his/her calendar, direct from the ad unit. The feature, while not widely used by viewers, did translate into organic traffic for those events.



Individual events were also featured, isolated to the single date and time of the event.

**Home Page Takeover:** One of the more robust collections of ad design is the home page takeover. It features a leaderboard, wallpaper, and rectangle on the same page/in the same digital space. The ads work together to tell the story of ArtPrize, offering information on events and links to editorial content, as well as defining the event for unaware audiences. Homepage takeovers are dramatic in nature, particularly when a monochromatic look is used.



## LATITUDE LONGITUDE TARGETING

Keeping the audience in mind is extremely important when building a marketing strategy. With technology today, it is increasingly important to deliver relevant messaging that brings meaning or educates those interacting with a brand.

First, we knew there was a central location for the event, hence our choice to employ latitude longitude targeting. Additionally, we knew there was a split between mobile device type, iOS and Android of downtown Grand Rapids travelers and residents. With a goal of increasing mobile app downloads, this fact was incredibly important. The campaign began with a compelling message, delivered in a 1-mile radius around a central location, encouraging app downloads. The delivery was based on longitude and latitude of the location as well as device specific messaging (Apple iOS or Android).

## RESULTS

With a collective 1.85 million impressions delivered, Advance 360 was able to improve the understanding of the event among long time area residents as well as travelers to the area, enticing an enhanced click through using zip code targeting in the downtown areas where the event was hosted. Overall, more than 1500 artists showed their work through the region, and Advance 360 gained insights on the demographic makeup of the public art installation enthusiast.