

MARY QUANT

FASHION REVOLUTIONARY EXHIBITION

CASE STUDY

VIVA

Newstalk
ZB

AUCKLAND
ART GALLERY
TOI OTAMAKI

OVERVIEW

From September 2021 to April 2022, NZME was the exclusive media partner for the Mary Quant: Fashion Revolutionary exhibition at the Auckland Art Gallery.

The Mary Quant: Fashion Revolutionary exhibition was a global touring exhibition celebrating the influential British designer's claims to fame (popularising the miniskirt, hot-pants and waterproof mascara), it hosted a series of special fashion events taking place throughout the summer.

This partnership was led by Viva as lead brand for print and digital advertising with Newstalk ZB as the official radio station. Over seven months, Viva, NewstalkZB and Auckland Art Gallery collaborated to promote the Mary Quant: Fashion Revolutionary Exhibition to New Zealanders.

Through NewstalkZB and Viva, Auckland Art Gallery were able to target the perfect demographic for this exhibition, with the younger end of this audience interested in fashion and the mature end remembering the hairstyles, the Quant-esque styles they or their mum wore, and of course the affordable and accessible range of cosmetics and skincare.



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CASE STUDY: MARY QUANT: FASHION REVOLUTIONARY EXHIBITION
CAMPAIGN DATE: SEPTEMBER 2021 - APRIL 2022

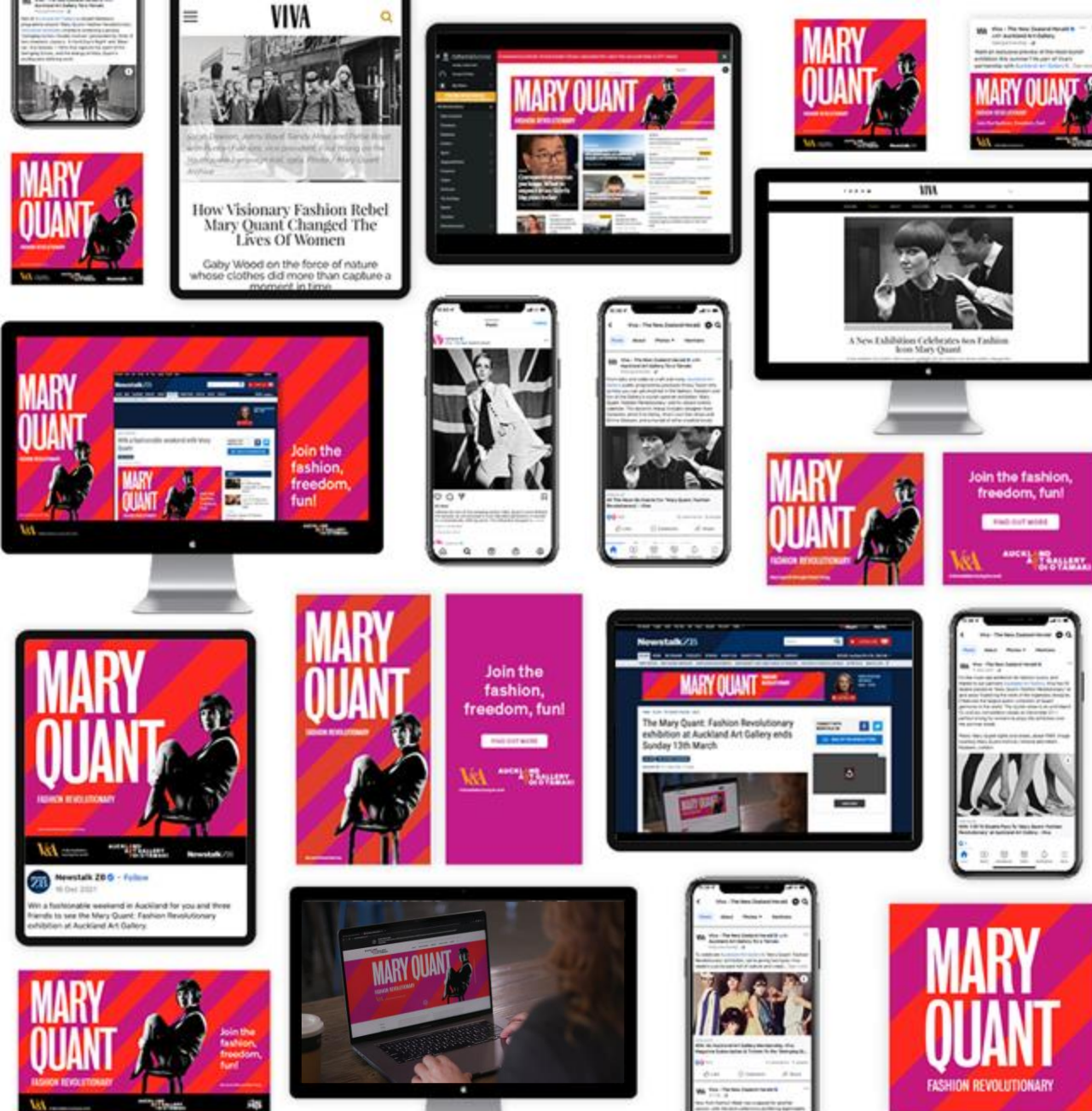
BE SEEN. BE HEARD. EVERYONE'S HERE.

PROMOTIONAL ELEMENTS AND EXPOSURE

Auckland Art Gallery received 7 months' worth of exposure across multiple touch-points, including:

- Radio advertisements across NewstalkZB, The Hits, Coast, GOLD and ZM, including listener giveaways and an on-air promotion by Kerre Woodham
- A promotional video featuring NewstalkZB host Francesca Rudkin posted to the NewstalkZB Facebook page
- Social posts on Viva and NewstalkZB's Facebook and Instagram
- Digital advertisements placed on viva.co.nz, thehits.co.nz, newstalkzb.co.nz and coastonline.co.nz
- Details of the exhibition featured on The Hits and NewstalkZB's "What's On" events page for the duration of the exhibition
- Featured in the Viva, NewstalkZB and Coast eNewsletters
- Print advertisements were placed across New Zealand Herald, Viva, Viva Weekly, Canvas, Travel, and our regional daily publications
- NZ Herald promotion giving tickets away to their subscribers
- Viva gave away a double pass to 10 winners

On 8 December 2020, Viva published "Inside the World of Mary Quant" a special issue dedicated to the 60s. The goal was to enhance and build excitement around the exhibition, prior to its opening. Viva highlighted the exhibition and covered all things 60s inspired.





PROMOTION SUCCESS

\$397,969

Total value of the campaign

26,503

people visited Mary Quant: Fashion Revolutionary

78%

of people who visited the Gallery during the time of the exhibition were already aware of it

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NZME helped bring a joyful burst of fashion, freedom and fun to Auckland's summer of 2021/22. Thanks in no small part to NZME's wholehearted support of Mary Quant: Fashion Revolutionary, 78% of Gallery visitors during the exhibition's season arrived at our doors already aware of the show. We saw more first-time visitors to Mary Quant than to the Gallery as a whole, and more without prior or specialist knowledge, meaning we really were able to broaden the audience in the way we wanted.

NZME were passionate and enthusiastic beyond measure and there were times it felt as though we were all part of one team, such was the commitment and integration in the way we worked. We delivered results – and we had fun!

SARA LAVER, HEAD OF MARKETING AND COMMUNICATIONS,
AUCKLAND ART GALLERY

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