


Doing December differently

March 2020



X



A photograph of the Victoria Memorial in London at dusk. The memorial, a large white neoclassical structure topped with a golden statue of Victoria, is the central focus. To the left, a person is silhouetted against the sky, and a cylindrical building is visible in the background. To the right, a classical building with columns and a street lamp are visible. The sky is a mix of blue and orange, suggesting sunset or sunrise. The text "My hair, calmly blowing in the wind." is overlaid in white, bold font across the lower part of the image.

**My hair, calmly blowing
in the wind.**



Museum perspective

Develop a Christmas marketing campaign that will represent the diversity of London



The opportunity



The agency

THE
UNMISTAKABLES[®]

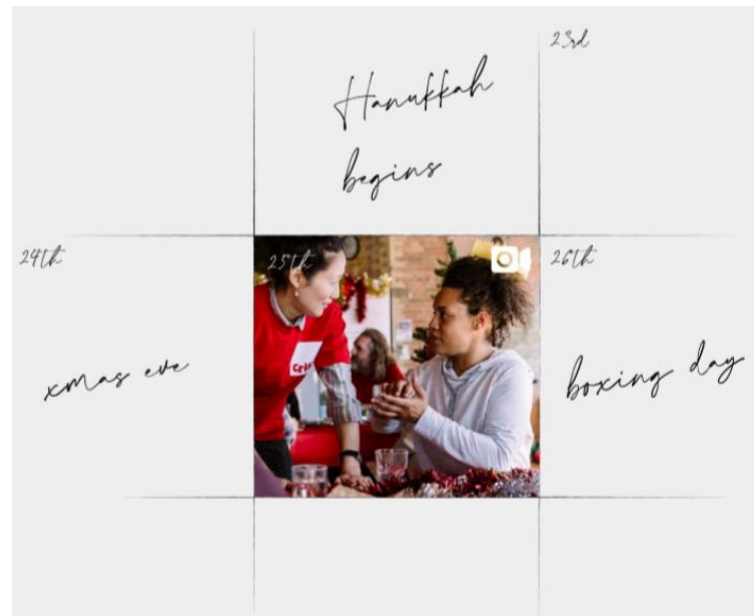
**CULTURE AND
COMMS.**

MADE BY MINORITIES.

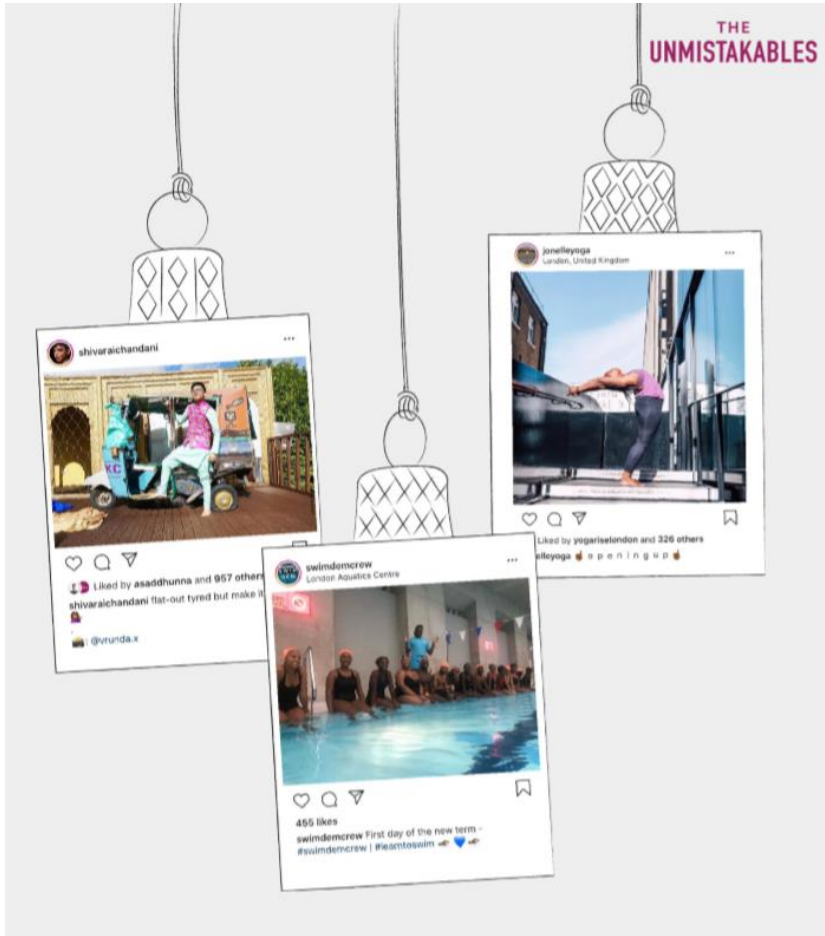


The approach

This Christmas, the Museum of London will explore, document and curate what Londoners do at Christmas if it's a time of year they don't celebrate. This will see us take a step outside of the building itself and create a virtual Museum of London through online content and earned channels.



Didn't make the cut



- My Christmas Slay
- My Christmas day – volunteering
- Pop-up museum

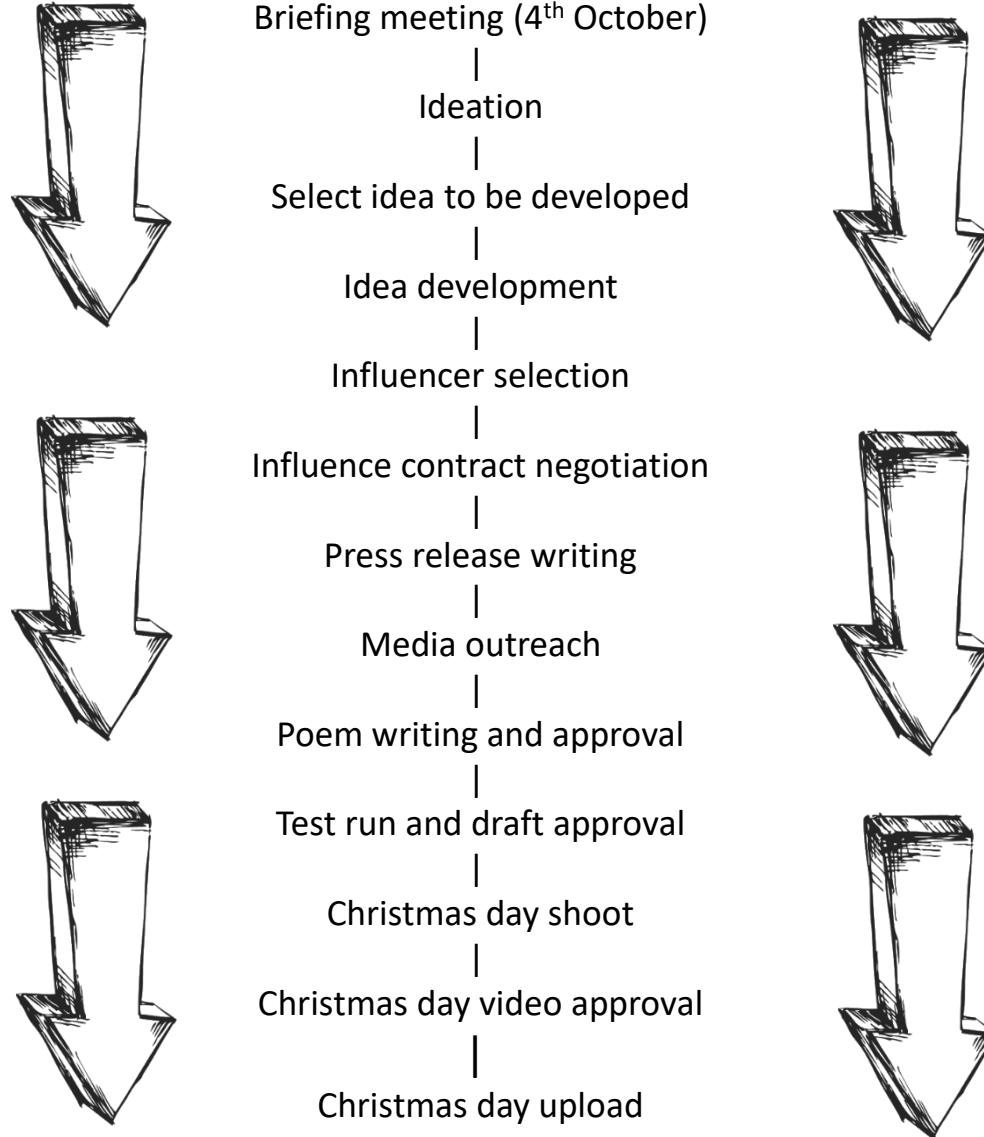
The final idea

Unfortunately, it's too late (this year!) for us to stay open on Christmas day but we're working with Mohamed Mohamed, a Somalian refugee and spoken-word poet to continue to showcase London's unique charm on the one day of the year a lot of people take a rest from pounding its streets.

Mohamed, who only learned to ride a bike in his 20s has made quite a name for himself by capturing London's empty streets by bike on Christmas Day.



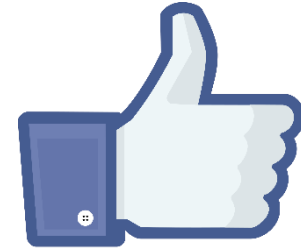
The process



The end result

Facebook:

122,802 views (**14,248**)
319,465 individuals reached (**26,531**)
13,555 engagements (**1,649**)
£250 paid media support (**£200**)



IGTV:

7,808 views (**5,000**)
752 engagements (**612**)

Twitter:

41,800 views (**435**)
121,626 individuals reached (**7,516**)
6138 engagements (**250**)

33 pieces of PR coverage



The screenshot shows the PRWeek website header with the logo and navigation menu. Below the header, there is a 'TRENDING' section with links to 'PRWeek Awards winners', 'Best Places to Work', 'Power Book 2019', 'Top 150', and '30 Under 30'. The main article is titled 'Five Campaigns We Liked in December: your winner revealed' by Rob McKinlay, dated January 09, 2020. The article text states: 'PRWeek's selection of the best PR and comms campaigns from December ended up with more than 1,100 votes in total. Find out the winner below...'

What did I learn?





Agency perspective