

Case Study

City of London Corporation

Project: PR launch, media outreach and press event management

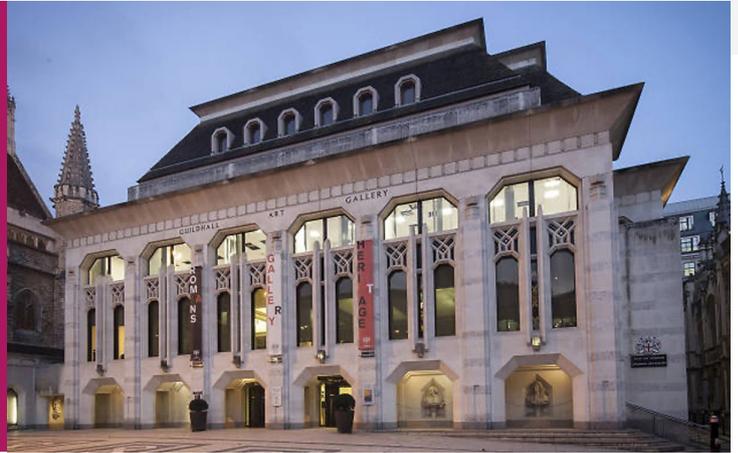
The City of London Corporation is the municipal governing body of the City of London, the historic centre of London and the location of much of the United Kingdom's financial sector.



The Brief

Guildhall Art Gallery – 'Victorians Decoded: Art and Telegraphy'

To launch this landmark exhibition to mark the 150th anniversary of the first transatlantic telegraph cable via national PR outreach.



Activities

Identified key PR opportunities

Developed relationships with the national media

Social media strategy & management

Created and managed press releases

Secured media attendance for the media previews

Successes

Online coverage: **103**

Press coverage: **16**

Broadcast coverage: **2**

Monthly users: **43,497,824**

Print circulation: **3,262,265**

Broadcast audience reach: **632,000**

Social Media **engagement up by 440.9%**

Engagement across **Twitter and Facebook: 11,202**

Social media **audience reach: 878,664**

“What can we say? They are extraordinary! Great to work with, superlative service and talents.

It's always a memorable experience for all the amazing ideas and coverage achieved for Guildhall Art Gallery. They provide inventive solutions to challenging projects across a range of media platforms, are consistent, trustworthy and very competitively priced.”

Nick Bodger

Head of Cultural & Visitor Development



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