



### PROJECT

## Experiential



	<b>Impressions</b>	45,000 in 4 hours
	<b>Sector</b>	Experiential
	<b>Geography</b>	Manchester, UK
	<b>Product Type</b>	Floor Graphics, Digital Display
	<b>Service Type</b>	Logistics + Installation
	<b>Client Rating</b>	★★★★★ 5/5

### Background

Our partner is a stakeholder of the local government authority for Manchester which is currently composed of 96 councillors with most their staff based in Manchester Town Hall. As part of their communications strategy, our partner has sponsored a marketing campaign to contribute to the gathering of funds for a cancer support charity to help people in need.

The over 100-years-old charity holds the first rank in the Charity Brand Index and fund more than 3500 medical professionals including doctors and nurses. It is one of the 50 largest charitable organisations in the UK who improve the life expectancy and health for more than 200.000 people per year.



### Needs and Goals

Usually collecting donations from people is not often considered to be joyful, even though it feels great to contribute to the well being of other people. Instead of asking for donations, the campaign should create a fun experience and be remembered for the long term.

The goal was to crowd-source a marathon by encouraging shoppers to run a short track between two locations in the Manchester City Centre. The combined efforts of all participants should result with 20 miles of running.

This should attract at least 2.000 people and encourage at least 50 people to participate.

### Challenges

Shoppers are often busy and many of them may not like to be interrupted in their shopping flow. In fact, the majority of them would try to avoid them in advance and sometimes take large curves around charity representatives.

In addition to that, the deadline was incredibly short: within 3 days everything had to be planned, surveyed, produced and installed.

Since we are known to conquer impossible challenges, our client chose us as their preferred partner – and we acted immediately.

### Approach

After surveying the event environment, two digital screens were prepared, one at the beginning of the track and one at the end. The participant would tap at the first screen to begin their countdown and tap at the last screen to end the timer. The screen would present their running time together with an overview for how many miles have been run in total. Finally, a selfie would be made to share socially.

While the screens were prepared, we have optimised, printed and installed a 128 meters long running floor, branded with the colours of the charity.



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### Results

**The record breaking project-turnover as well as the quality of the service and end result exceeded the expectations of our clients and stakeholders.**

Within 4 hours, the campaign attracted 45.447 viewers who were well educated about the campaign's purpose while over 549 people participated. This excludes the word-of-mouth effect, which delivered even greater results. The success was so strong that enough value has been created to even fund a further 2 week campaign worth £50.000.

Our **Partner**  
rate us:

**5/5**



Our **Client**  
rate us:

**5/5**



MediaCo is a multi-accredited, customer-focused and high-quality driven Large Graphics, Installation and Display Specialist who offers the most flexible and quality controlled in-house service from printing, artworking and finishing to logistics and events. All clients benefit from a wide range of extra-mile services and support including loyalty schemes, colour management, opportunities to save costs and 24-hour production cycles.



We love **experiential** marketing campaigns  
and **delivering great** results



All projects can include **artworking, colour management** and are based on an ISO 9001 quality management system to get it right the first time.  
If you would like to see great results and create a long lasting impact, don't hesitate to contact us now.