



## Journeys – an art exhibition

1

Customer: Richard Rosebery Art

Industry: Creative arts

### **Success is a journey, not a destination. The doing is often more important than the outcome.**

During the past three years my customer and good friend, Richard Rosebery, had the great good fortune to travel in Australia, East Asia and Europe sketching and painting. He captured many impressions from those memorable journeys while working both in plein-air and later in the studio. The result was a recent solo exhibition, Journeys.

- ⊕ Near **70%** of original artwork sold
- ⊕ Email campaigns achieving average open rates of **64.3%**.
- ⊕ **2,700** new visitors were attracted through a social media campaign
- ⊕ Richard Rosebery is an artist and writer. He held an exhibition of paintings and drawings
- ⊕ Richard required visual continuity for his personal brand through UX refinement. This in turn maximised the effectiveness of the digital marketing operations which took place prior to the exhibition.

### **The Story of Richard Rosebery**

Richard has over 35 years of senior marketing experience at an international level that he now brings to his art practice. We have worked closely together on many projects over that time and it is a great pleasure to contribute to these outcomes on his latest project.

The strength of my contribution comes from my deep understanding of digital marketing and creative execution within this space.

Richard and I have developed a clear vision of our quest for an uncompromising aesthetic. We deploy this through all assignments in both the written and visual engagement elements.



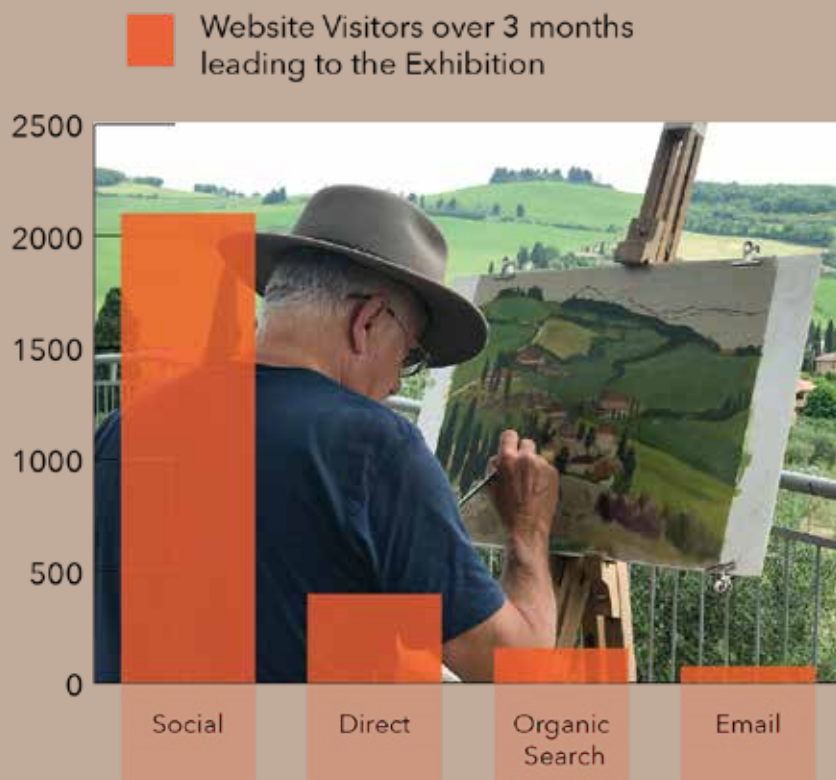
## Journeys – an art exhibition

2

Customer: Richard Rosebery Art

Industry: Creative arts

**2,700 new visitors were attracted through a social media campaign.**



Richard achieved an outstanding result for his exhibition when compared to the industry standard. Starting 4 months out from the exhibition the goal was to draw people into the concept of a romantic sublime experience.

Richard used a visual monologue of a work in progress. Social media channels allowed him to deliver this story, a narrative of his current major artworks still in progress in the lead-up to his exhibition.

This diptych was to be a key feature of the 'Journeys' exhibition. Using innovative tools within the WordPress tech stack we ensured a memorable user experience was delivered. With editorial permissions to his site, Richard updated the content at regular intervals during the lead-up to the exhibition. Attracting buyers with this approach aided in an increase of pages viewed per visitor to 10.9. In addition, an audio-visual ad campaign featured a range of works to be displayed including insight into his en plein-air painting.



## Journeys – an art exhibition

3

Customer: Richard Rosebery Art

Industry: Creative arts

**Email open rates were an average of 64.3%.**

Breakdown of website page views per visit over 3 months prior to exhibition



Through previous exhibitions, my client had built up a mailing list based on recipients' interest in his artistry and awareness of tenure as an artist. Personalised and segmented accordingly, targeted invitations resulted in an open rate of 64.3% and an over-subscription to all his exhibition events.

A combination of Opening Night and several Artist Talks aided the email campaign offering, giving respondents choices of exhibition participation. All events were catered to and had full attendance. Sponsorship was secured with a prestigious local winemaker.

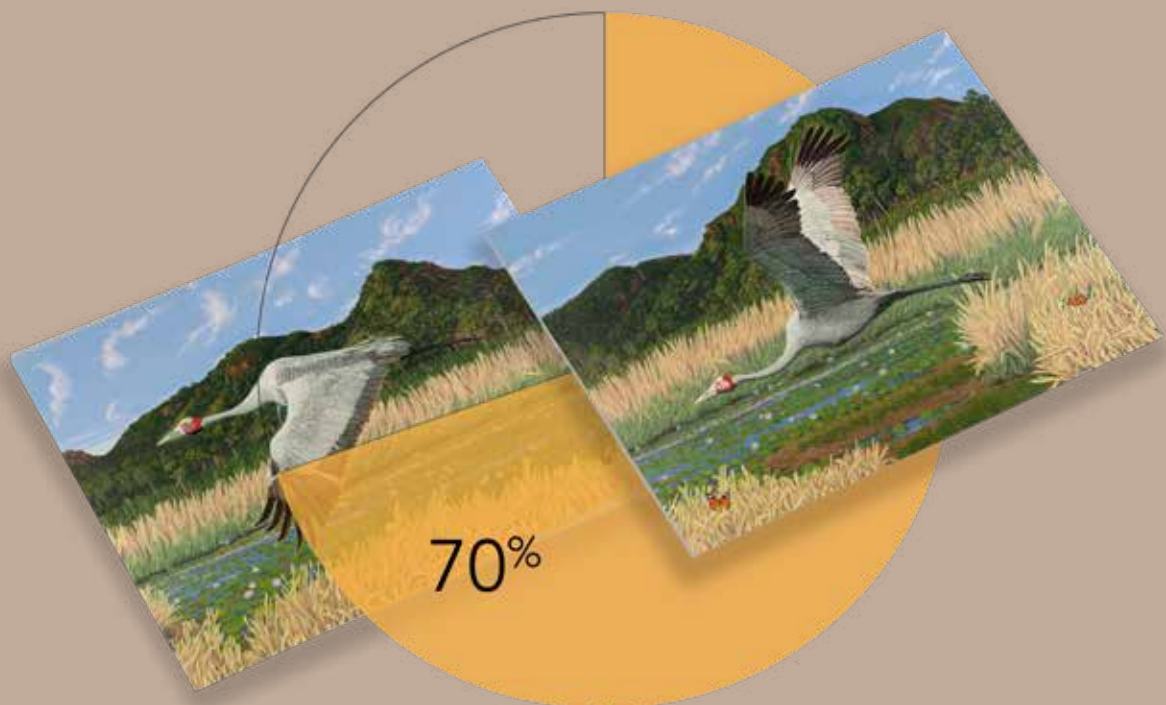
**Journeys – an art exhibition**

4

Customer: Richard Rosebery Art

Industry: Creative arts

**Near 70% of the original artwork was sold, plus a satisfying amount of limited edition prints.**



In all, over 400 people attended the exhibition over the 10 days, with his secondary, yet important, goal of achieving visibility for his art.

Good relationships in business matters. They are one of the foundations of success. Richard Rosebery has been a client of Ys for over 30 years. It's about understanding client needs to be combined with insightful design, clarity of voice and clear direction. Richard has run numerous successful businesses in international hotel marketing, but now he's realizing a lifelong passion as an independent artist managing his own art business.

Richard says:

**“Ys adds the clean sensible design, the right strategic direction and the important technical expertise to help me enhance my market presence. What's a real bonus is to have someone to bounce off, to ensure that my marketing and advertising campaign ideas are well executed. Phil and I make a good team!”**