

# VISITOR MARKETING FOR LUXURY EXHIBITIONS & EVENTS

Art | Antiques | Design | Jewelry | Watches | Yachts



Photo: Light pole banner ad for TEFAF New York 2023 on Park Avenue with iconic MetLife Building in the background.

**Takeaways from millions of dollars of advertising to attract collectors, buyers and other affluent audiences to live, in-person shows**

**ENCORE MEDIA PARTNERS**

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# INTRODUCTION >>

## **If you want to reach collectors, buyers and other affluent audiences, then you need to fish where the fish are!**

While the philosophy here is simple, executing can be a bit more difficult. Some fish are harder to reach than others. The affluent are an extremely heterogeneous audience pool and the high-net-worth (HNW) and ultra-high-net worth (UHNW) segments are especially elusive.

However, you can reach these lucrative consumers with solid market intelligence, an audience-driven strategy and a willingness to try new things. Encore has been doing it for 15 years. We have placed millions of dollars in advertising to drive attendance for exhibitions and events in luxury sectors such as art, antiques, design, jewelry, watches and yachts/boats.

There is no one size fits all media mix for targeting affluent consumers. A blend of multiple channels is almost always required to maximize foot traffic and the advertising plan must be continuously fine-tuned to reflect changing media habits so it is essential you understand all the tools that are available – traditional and digital.

We have reviewed hundreds of ad buys that we handled around the world so we can provide the best guidance to our clients for reaching high-end spenders and share examples, ideas and tips in our new white paper for you to consider.

We hope it sparks some new ideas for promoting your exhibitions and events and of course we didn't include all the good stuff here so if you want to know more, please contact us.

# PRIVATE JET TERMINALS



**Private jet terminals can not only help your exhibitions reach the wealthiest consumers and executives but also capitalize on high-dwell time environments.**

**VISITOR MARKETING TIP:** If you are looking to attract elite audience segments such as high-net-worth (HNW) and ultra-high-net-worth (UHNW) individuals, this is certainly a channel you should consider. Ad inventory continues to expand at airports offering you substantial flexibility in execution across print, digital and video. Make sure you understand the physical placement of the various media in the terminals relative to the traffic flow and optimize accordingly.

# GEOFENCING



**Geofencing enables you to hyper-target events and other physical locations that attract affluent audiences i.e. performing arts venues, high-end retail, luxury hotels, etc.**

**VISITOR MARKETING TIP:** Use this cutting-edge location-based technology to draw a virtual perimeter around real-world physical spaces that are target-rich environments for your events and serve ads to the mobile devices of people who enter the geofenced areas. For example, we geofenced one of the largest tennis tournaments in the US for a major yacht/boat show and multiple museums for an art fair. Add a cross-device retargeting overlay to scale reach/frequency.

# LIGHT POLE BANNERS / OUTDOOR



**We have used this outdoor format to generate millions of impressions across premium locations in New York as well as other major cities for exhibition organizers.**

**VISITOR MARKETING TIP:** Light pole banners provide granular geo-targeting capabilities which facilitate reaching high-priority audiences. For example, we have run multiple campaigns for a global art fair in NYC looking to reach collectors and other affluent audiences by specifically targeting Park Ave., 5<sup>th</sup> Ave., Central Park West and other locations with high-value residences. Consider other traditional and digital outdoor media formats as well.

# PODCASTS



**Due to changing media habits, increased targeting filters and new ad buying solutions, podcasts offer a fast-growing channel to reach audiences for luxury events.**

**VISITOR MARKETING TIP:** Podcast listening is scaling rapidly but is relatively underemployed in terms of visitor promotion so it provides a great way to differentiate. Consider both show-level ad buys as well as audience-based buying to scale reach.



**Upscale hotels provide access to executives as well as affluent tourists in the city during your exhibitions who may be looking for new things to do.**

**VISITOR MARKETING TIP:** There are several ways to reach hotel guests. While working directly with hotel concierges is certainly the most obvious option, you should also check out third-party companies that have media rights at the property, a strategy we have used for a major antique show. Plus explore the geofencing and light pole banner media tactics which are covered in this white paper.

# NEWSPAPERS



**While readership has declined, we still use select major newspapers because they deliver affluent demos but are shifting spend from print to digital.**

**VISITOR MARKETING TIP:** Search out “special sections” related to art, luxury spending, etc. and geo-targeted print ad products to focus ad spend. For example, we ran a full-page color ad for an exhibition organizer in The New York Times Fall “New Season” special arts section and geo-targeted inserts for another client. Also, leading newspaper brands have substantial online traffic and high-quality first-party data so factor their digital solutions into your strategy.



# PROGRAMMATIC DISPLAY



**Programmatic represents most of the digital display spend we handle for events targeting affluent demos with media weight shifting from retargeting to other tactics.**

**VISITOR MARKETING TIP:** Use geo, income, interest and other filters to best reach affluent audiences you want to see. Do not overspend on retargeting as you will miss potential attendees – allocate spend across the marketing funnel to fill your pipeline with new prospects too. Deploy a mix of creative assets and use video – it is the fastest growing ad format for Encore clients.

# AIRLINE LOUNGES



**Airline lounges offer a robust mix of media solutions to promote your exhibition to affluent business and leisure travelers in a captive environment.**

**VISITOR MARKETING TIP:** If you are running a special section in a newspaper or printing a show program/guide for your exhibition, consider an overrun for distribution in lounges at commercial airports. Also, check out the possibility of custom activations such as experiential opportunities to increase engagement.



**Running ads at other events which attract your target audiences provides reach against people who have self-selected as willing to attend in-person events.**

**VISITOR MARKETING TIP:** Consider live performances (concerts, ballet, etc.), luxury lifestyle events, sports, etc. Event organizers offer a wide range of advertising products. Some that we have used in the past for clients include ads in show programs, venue signage, exhibit space and hospitality sponsorships. We have also used third party outdoor media i.e. billboards and geofencing (see page 4) to target attendees.

# NON-ENDEMIC ADVERTISING



**Non-endemic advertising has enabled Encore clients to reach new affluent audiences by using media channels outside of their industry.**

**VISITOR MARKETING TIP:** Understand your audiences' media habits and interests. For example, based on research we did on reaching yacht/boat buyers, we found this audience was also interested in exotic cars, luxury travel and sports and deployed advertising in these segments. Use this knowledge to put ad spend to work outside your usual areas to access new prospects that you would have otherwise missed.

## IN-FLIGHT MEDIA



**Advertising in business and first-class cabins makes a statement and noticeable impression in front of these luxury travelers for your exhibition.**

**VISITOR MARKETING TIP:** Target by cabin and use ambient ad solutions to maximize contact time and attention. Due to the potential for wide coverage areas, make sure you use ad products that offer geo/route targeting that meets your needs. Print ad products can have long lead times so allow ample lead time for planning and production.

## PAID SOCIAL



**Paid social helps you to amplify your messaging, access high-fidelity, privacy-compliant targeting and leverage relationships with influencers.**

**VISITOR MARKETING TIP:** Add paid social to target potential visitors in ways not possible with pure-play organic social, scale reach quicker and maximize ad spend. Deploy content which educates, entertains, curates, tells a story and addresses people’s passions rather than posts which are just sales centric i.e. “register today” and “buy tickets now”. The more valuable you make the content, the more likely people will engage with it and share it.

## About Encore Media Partners

Encore is a visitor marketing, data strategy and media buying agency, which specializes in exhibitions, shows and other events. We collaborate with owners, organizers and agencies on campaigns targeting local, national and global audiences across multiple industries. Our agency has run millions of dollars of advertising across all platforms, in the largest markets and in the world's biggest media brands for our clients.

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