

THE LUME



Influenced by Art: Newfields' Immersive Van Gogh and Monet Experiences Garnered Digital Success

CHALLENGE

- ✓ IMMERSIVE ART COMPETITION
- ✓ HIGHLIGHT MISSION

After huge success in its first year, Newfields announced the second year's content in May 2022: THE LUME Indianapolis featuring Monet & Friends Alive. While Indianapolis was being introduced to immersive art experiences at this size and scale for the first time these past few years, it faced competition from other immersive art experiences occurring across the globe.

It was critical to showcase what differentiated THE LUME Indianapolis from other immersive shows, leaning in to its grandeur, permanency and overall mission to allow visitors a new way to experience art.

SOLUTION

- ✓ INFLUENCER-FOCUSED STRATEGY
- ✓ INFLUENCER NIGHT AND RUN OF SHOW DOCUMENTATION

In 2020, Dittoe PR was hired to manage THE LUME Indianapolis' influencer relations efforts for the grand openings of the Van Gogh and Monet exhibits.

Through an extensive influencer-focused strategy, Dittoe PR offered high-profile influencers from statewide Indiana, Cincinnati, Columbus, OH, Louisville, Chicago and St. Louis the opportunity to check out exclusive sneak peeks of THE LUME Indianapolis's exhibits before the doors opened to the general public.

In both 2021 and 2022, Dittoe PR invited influencers from Newfields' designated market areas to attend a two-hour "Influencer Night" VIP event where the influencer, and a +1, could experience a one-of-a-kind digital and immersive evening, complete with complimentary food and beverage from THE LUME's cafe.



RESULTS

- ✓ **SUCCESSFUL INFLUENCER CAMPAIGN**
- ✓ **SURPASSED TICKET SALES GOALS**
- ✓ **ENGAGED NEW AUDIENCE**

The success of Dittoe PR’s influencer relations efforts for Newfields is measured by Instagram feed posts, Stories and total influencer impressions.

From the influencer VIP events in July 2021 and 2022, Dittoe PR achieved:

- 125+ Instagram feed posts
- ~815 Instagram Stories
- 5.1M+ total influencer impressions

During the first few opening weeks in 2021 the line to THE LUME Indianapolis stretched to the outside of the building all the way into the parking lot. What’s more, THE LUME Indianapolis also surpassed their goal in ticket sales and welcomed nearly 240,000 people in its first year.

COVERAGE + STATS



INFLUENCER INSTAGRAM FEED POSTS



INFLUENCER INSTAGRAM STORIES



SURPASSED TICKET SALES GOALS



TOTAL INFLUENCER IMPRESSIONS



ENGAGED NEW NON-MEMBER AUDIENCE