

# THE 10 ECSP SOLAL MARKETING GOLD WINNERS 2022

## SHOPPING CENTER BRAND & TENANT PARTNERSHIP

IMAGES: RØDOVRE CENTRUM A/S

### ENTRY TITLE: GOLD & MAGIC

#### Rødovre Centrum, Copenhagen, Denmark

**Owner:** Rødovre Centrum A/S

**Management Company:** Rødovre Centrum A/S

Cultural institutions in Denmark often find it difficult to attract new audiences due to their image. The National Museum of Denmark in Copenhagen, an exhibitor of national treasures, is often considered somewhat outmoded and boring. The Arken Museum of Modern Art is unable to reach audiences that are not interested in art.

Therefore, the two museums joined forces in collaboration with Rødovre Centrum with the following mission: If the guests donot want to visit culture, let culture come to the guests. Rødovre Centrum hosted an extensive combined exhibition during a time in which both museums were subjected to restrictions and therefore closed. The exhibition generated massive interest and fantastic results. Catalogues with 140,000 copies were printed, advertisements were inserted in local and regional newspapers, online campaigns were done via websites, Facebook, and Instagram and a 30 second TV commercial was created.

### SOME RESULTS

#### Online

The Gold & Magic campaign performed very well, reaching almost 1 million people. Compared to the level of the largest competitors in the market area, RC achieved an index of between 200 and 1000%, more than its competitors during the 2-month campaign period.





**TV spot**

36% of all people in the Greater Copenhagen area (1,780,000 people over the age of 15) have seen our spot at least one time. In total, our spot was seen 4.3 million times in this area.

**Radio**

27% of all people in the Greater Copenhagen area have heard our spot at least one time. They have heard it 6.4 times on average.

**FROM THE SOLAL AWARDS CEREMONY SPEECH**

“A very appropriate title for our first Gold winner. ‘Gold & Magic’ refers to the partnering of Rødovre Centrum with an art gallery and a museum that were struggling to attract audiences. With people unable to attend culture, culture came to the guests. The judges said the campaign was ‘rock-solid’, ‘refreshing and innovative’, the integration of the tenant’s clothing and accessories was a cleverly added touch. They called it a very ‘wise use of funds’ and totally ‘sublime’. Great work Rødovre Centrum. “

