

JOMO

CLIENT OVERVIEW

Jomo Madrid collaborated with Galeria De Cristal, a prestigious venue in Madrid known for its blend of architecture and cultural events, to host an art exhibition with music, integrating Jomo's hospitality and entertainment expertise.

GOALS/OBJECTIVES

1. Re-engage former patrons of Galeria De Cristal and introduce new audiences to the space.
2. Increase memberships to Jomo's exclusive lounge by offering VIP experiences and early access.

APPROACH

We crafted a hospitality-focused strategy that positioned the exhibition as an upscale, immersive experience:

1. Venue-Centric Experience: Partnered with Jomo to create an elevated experience blending art, music, and gastronomy, aligning with Galeria De Cristal's sophisticated setting.
2. Digital Engagement: Created virtual previews and social media teasers highlighting the gallery's features, artist collaborations, and music performances curated by Jomo Madrid.
3. Membership Drive: Designed a membership funnel promoting exclusive perks, including access to VIP events and private art viewings.

EXECUTION

1. Targeted Advertising: Launched a digital ad campaign focusing on the upscale nature of the venue and exclusive membership benefits.
2. Immersive Content: Developed behind-the-scenes content featuring artists and performances to boost social engagement and encourage membership sign-ups.

RESULTS & IMPACT

1. 50% Increase in Gallery Attendance: Collaboration with Jomo Madrid attracted new and returning visitors.
2. Membership Growth: Significant increase in lounge memberships as guests sought exclusive access to future events.
3. Social Media Buzz: The campaign boosted social media engagement, expanding Jomo Madrid's digital presence.

LESSONS LEARNED

Focusing on venue-driven experiences in hospitality settings, combined with digital innovation, can significantly enhance audience engagement and drive revenue growth. Partnerships between art and music elevate the prestige of both the venue and the brand.