



## Public Communications Inc./Harry Potter Debuts at the Museum of Science and Industry

### Challenge

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The Museum of Science and Industry faced tremendous pressure to deliver strong attendance for the world premiere of Harry Potter: The Exhibition, an ambitious exhibit nine years in the making and based on the enormously popular book and film series. The exhibit with its 200+ authentic props and costumes, was debuting in the midst of the recession and its success would depend on visitors being so excited they would be willing to pay the extra fee to see the it and then spread positive WOM.

### Strategy and Action

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Months of planning went into the strategies used to generate buzz and positive media coverage of the exhibit including multiple advance announcements to generate ticket sales, media previews and an advance walk-through for bloggers and Potter web sites, an opening that included stars from Harry Potter movies, special events during the exhibit that coincided with the debut of the sixth Potter film, caravans to outlying markets and, ultimately, an extension of the exhibits run in Chicago.

### Results

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Even before the exhibit opened, PCI and the museum team generated more than 260 national, regional and local placements with more than 87 million impressions. During its three-month run, more than 875 stories, generating 208 million impressions appeared, including considerable national print and broadcast coverage. Harry Potter turned out to be one of the top three best attended exhibits in the museum's history with successful ticket sales tied directly to the communications effort.

Firm Logo

Client Logo

Other Photo