

BODIES

THE EXHIBITION

BODIES EXHIBIT LAUNCH

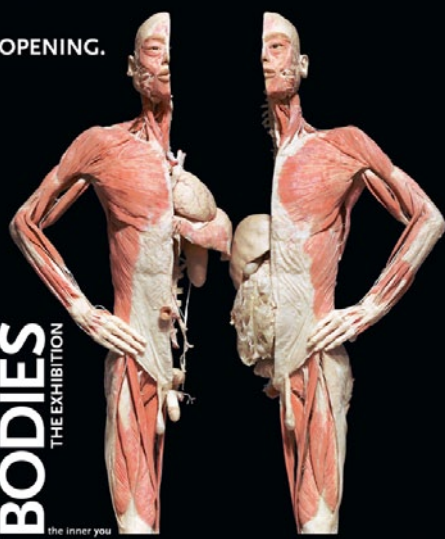
What if we promoted an exhibition featuring actual dead bodies by talking about New Yorkers' real live bodies?

Needing to establish a brand platform and integrated marketing program to launch their "Bodies" exhibit in New York, Premier Exhibitions engaged Fathom as its brand design and ad agency.

Recognizing the unique sensitivities of the show's content, Fathom developed a brand campaign celebrating "The Inner You" – a tasteful and thought-provoking way to capitalize on the exhibit's fascinating subject matter. Under extreme deadlines, Fathom executed the communications plan to generate awareness and buzz in the media-crowded and jaded New York market.

The result is arguably one of the most visible and talked-about campaigns in the NY-metro area in recent years. The proof of the program's success is in ticket sales, which have exceeded the exhibitors' initial projections and sustained levels above 15,000 tickets per week since its launch. Due to these sales results, the exhibition, which was originally slated to be a six-month run, has been repeatedly extended and is now in its fourth year, with well over two million visitors.

OPENING.

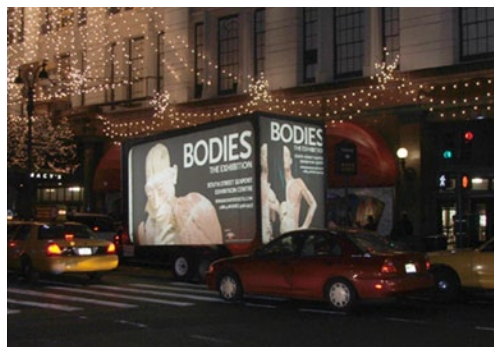


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the inner you

REAL HUMAN BODIES, PRESERVED THROUGH AN INNOVATIVE PROCESS AND THEN RESPECTFULLY PRESENTED. EXPERIENCE THE HUMAN BODY LIKE NEVER BEFORE WHEN YOU VISIT BODIES...THE EXHIBITION. NOW OPEN.

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what makes you tick



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