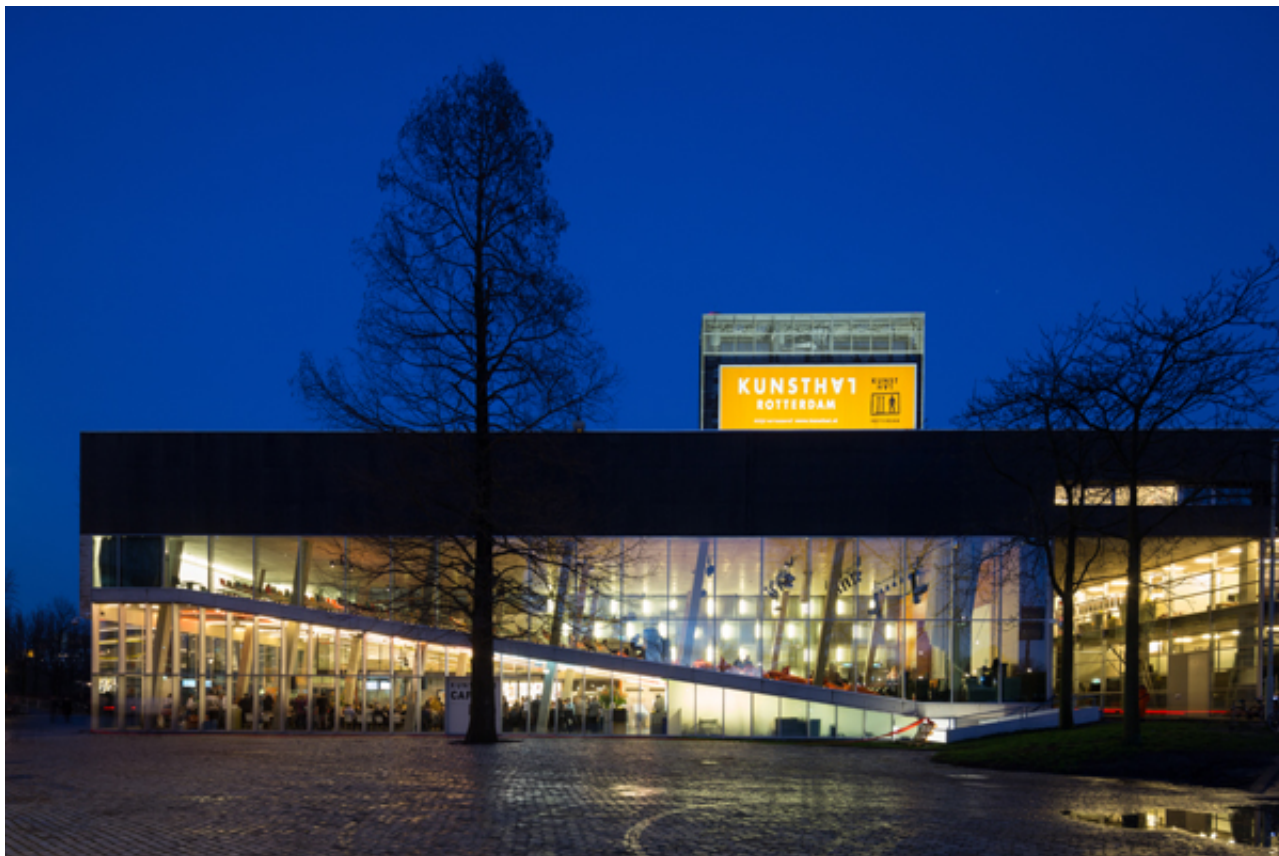


Marketing and media

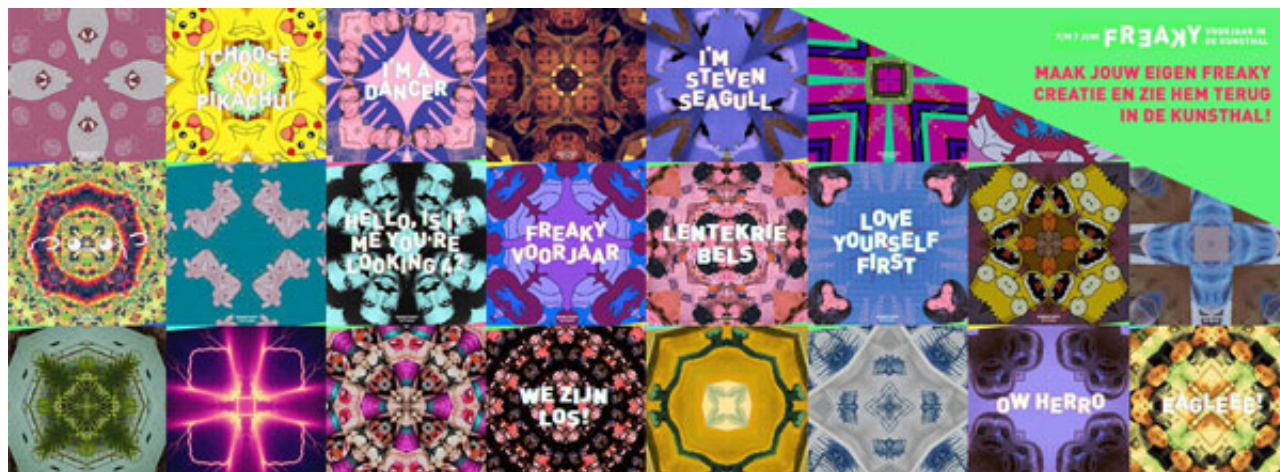
Kunsthal Rotterdam is a strong brand with international allure and is among the twenty strongest museum brands in the Netherlands. Through its broad programme and reputation, the Kunsthal contributes to a constant improvement in putting Rotterdam on the (international) map. The brand popularity that has been achieved is actively deployed in the marketing communication strategy and supports the attractive marketing of the programme to the right target groups. The strong visual branding that was given form in the routing and programme signs inside the Kunsthal in 2014 was also taken as the starting point for the design of [the new website](#).



Media outreach and free publicity

The Kunsthal featured regularly in a variety of regional, national and international media in 2015. Media partners such as OPEN Rotterdam and Boomerang helped to make the exhibition 'do it (Kunsthal Rotterdam)' visible, and the Kunsthal worked with AD on a readers action in connection with the KunsthalCooks & cultivates festival. After the cooperation on the James Bond exhibition, the Kunsthal started a campaign again with media partner GANDA during the Freaky Spring. Visitors could 'freak out' one of their own photos by using an online tool and share this picture

with their friends, after which they received reduced admission to the Freaky Spring exhibitions.



The media attention for the spring exhibitions lagged somewhat behind the media hype in the spring of 2014, but picked up again with the Keith Haring exhibition. AvroTros Kunstuur and the French Telematin each devoted a programme to this exhibition, and DWDD made a special animation about the artist. Kunsthal curator Jannet de Goede was interviewed by various radio programmes. The reports in the print media were endless and just as varied as the public that came to the exhibition, from NRC, Tableau Fine Arts, Nouveau and Gay Magazine to Metro, Story and many blogs.



The image is a screenshot of a website article. At the top, there is a navigation menu with the following items: HOME, GEMIST, COMING-UP, EXTRA, RUBRIEKEN, NIEUWS, MUZIEK, GASTEN, CONTACT. In the top left corner, there is a red circular logo with the text "DE WERELD DRAAIT DOOR". The main image shows a man, presumably Keith Haring, sitting at a table in a cafe setting, surrounded by a group of people. Behind him is a large wall featuring three of his iconic "A" figures in blue and red. Below the image, the article title is "Minuutje - Keith Haring" and the date is "Woensdag 16 september 2015". The text below the title reads: "Dit weekend opent in de Kunsthal in Rotterdam 'The Political Line', een grote expositie rondom de Amerikaanse kunstenaar Keith Haring. Honderdtwintig kunstwerken moeten een minder belichte kant van Haring laten zien. Hier vast wat voorpret."

Koffietijd and RTV Rijnmond paid several visits in 2015 for reports on KunsthalCooks & cultivates, Keith Haring and 'Knitwear. From Chanel to Westwood'. The smaller exhibitions, including Wim Gijzen's 'Greetings from...' and 'PARRA', also drew considerable attention from the press. Kunsthal director Emily Ansenk was regularly in the media, for instance as Opium TV presenter and with interviews in Elsevier, AD Rotterdams Dagblad, the VNO NCW magazine West, Viva and EXPO newsletter in connection with Rotterdam 2025. In total, the Kunsthal was present with free publicity in the (print) media in 2015 with a media value of more than € 5 million.

C2 Beeldende kunst



Estree Bianca Stigter Geestige beeldende kunst is uiterst zeldzaam

Estree Bianca Stigter heeft een unieke manier van werken... Geestige beeldende kunst is uiterst zeldzaam.

Wanneer de kunstenaar de handelingen van een... Geestige beeldende kunst is uiterst zeldzaam.

Bianca Stigter is een Nederlandse kunstenaar.

- Beeldende kunst
Beeldende kunst
Beeldende kunst
Beeldende kunst
Beeldende kunst



Keith Haring, Reagan Ready to Kill, 1981. Afdruk op papier, 21x27 cm.

NMCHANDELRIJ AD-CULTUUR, SUPPLEMENT nrc art

Tentoonstelling Keith Haring staat nu vooral bekend om zijn kunst op koffiemokken en loefkaasmagneten. Maar hij was ook een actievoerende rebel. Over die politieke kant gaat zijn tentoonstelling in de Kunsthal.



Keith Haring, Ready to Kill, 1981. Afdruk op papier, 21x27 cm.

Straatkunst met een januskop

Over Keith Haring... Straatkunst met een januskop. Haring was een van de meest bekende straatkunstenaars van de jaren tachtig.

Haring was een van de meest bekende straatkunstenaars... Straatkunst met een januskop.



Public actions

Besides the flood of free publicity that the Kunsthal managed to generate with visibility in the city and in other ways, various regional and national special offers and arrangements were developed with a variety of partners. More than 2,000 visitors came to the Kunsthal via special offers in Rotterdam with Diergaarde Blijdorp, Euromast, Bijenkorf, Nationale-Nederlanden, Museumpark Ticket, Rotterdam Welcome Card and others. National actions with the BankGiro Loterij, SPOOR Magazine, Holland Pass, Etos, Avro, Robeco and others accounted for more than 6,000 visitors. These statistics are comparable with the special offers that were organised with these partners in 2014, so there is good reason to continue the collaboration in order to reach their followers. A new feature this year were the discounts that the Kunsthal introduced on its social media channels and which have received an enormous response.

