

ADSHELS BECAME EXHIBITS / interact with the research



**MOBILE BECAME A GUIDE**  
Hear the research



**TRANSIT BECAME EXHIBITION SHUTTLES**  
Tour the research



**AN ACTIVATION CREATED A CAFETERIA**  
Eat and drink the research



**OUTDOOR AND SOCIAL LED TO THE EXHIBITION**  
Read the research



**THE EXHIBITION LED TO A CONTENT HUB**  
Follow the research



# TURNING A CITY INTO AN EXHIBITION

The University of Melbourne's scientific research has world-changing impact. The problem for the University is that most people in Melbourne don't know about it. We needed to find an engaging way for the public to experience the University's research content.

Made Possible By Melbourne was branded content that took the science out of the University and turned the entire city into an immersive experience - a free exhibition of world-changing research.

Using outdoor advertising space we built interactive exhibits that told individual research stories. Online was used as a virtual map and people could follow an audio guide by streaming exhibit specific podcasts made for mobile.

Transit takeovers provided outdoor advertising that delivered people directly to each exhibit for free. An activation turned the city square into the exhibition's Info Centre with walking tours, and a Cafeteria offering research that people could eat and drink.

During the event, social films and promotions encouraged people to visit and share their experiences. All this activity directed people to a content hub with a further 300 research stories.

**10%**  
increase in  
reputation for  
research

**16m**  
digital  
impressions

**1.5m**  
content  
engagements