



PR & EVENT MANAGEMENT CASE STUDY

Sparking Conversations Around Inclusivity and Sustainability at Art Basel Miami

The Objectives

EvClay PR secure coverage from national and regional Hispanic media outlets for UBS Americas Art Basel activations in 2018 and 2019 centered around inclusivity and sustainability in business and art.

The Work

EvClay PR played a key role in executing the earned media campaign that secured calendar listings in regional luxury lifestyle publications and realized on-site coverage with local bilingual media. Working closely with UBS Americas' media relations team, the team took charge of day-to-day outreach and strategic planning for these corporate initiatives in the months leading up to Art Basel Miami.

Final Results

UBS' activations generated more than 32K coverage views with multiple placements across national and regional print and online publications, including Ocean Drive, South Florida Lifestyle Magazines, World Red Eye, Social Miami, HOLA! and People en Español.

FRESH INSIGHTS

Inclusive Conversations

Earned media coverage positioned the UBS brand as more than a recognized title sponsor, but a partner in inclusive conversation.

A Regional Partner You Can Trust

The successful collaboration helped strengthen UBS' relationship with the agency. EvClay PR continued to serve as its South Florida liaison for special event media relations through 2020.

EVENT INVOLVEMENT

2018 - Inclusive Female Entrepreneurship Discussion in Partnership with Village Capital

2019 - Inclusive Capital Studio at Art Basel in Partnership with Village Capital

2019 - #TOGETHERBAND at Art Basel Miami Beach