



CONCEPT, DESIGN and WORKS OVERVIEW
of 15m of panels covering hoardings
for **The Royal Albert Hall, London**

HOARDINGS DESIGN AND ADVERTISING CAMPAIGN PROPOSAL for RAH

by Sara Teramo
MA Designer

First preview of the hoardings

We need to stand out

We need to look different
from a general advertising

**The invitation to get involved with our
wall installation must be instinctively
clear to every passerby**

Why would anyone stop and take
a picture of himself in front of an hoarding
covered with advertising?

ROYAL ALBERT HALL park side



THE CAMPAIGN IDEA

I needed to find a way to bring people to take their picture in front of our images and share them online.

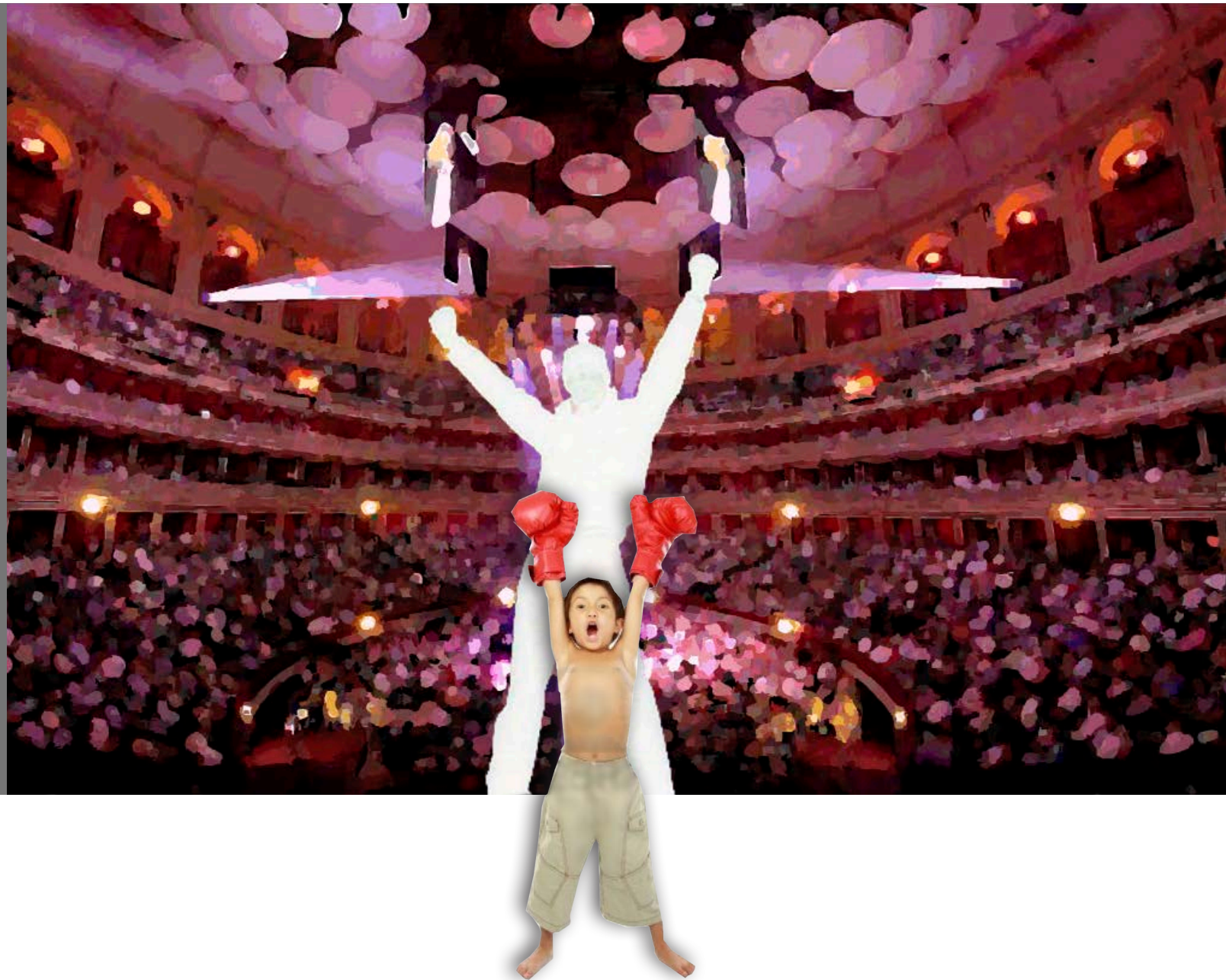
It had to be a suggestion immediately understandable with no need for explanation.

In order to catch the public attention, I wanted **something playful and** with a graphic feel **different** from the 'clean' photographs used in other ads.



So I came up with the
**PUT YOURSELF
IN THE PICTURE!**
campaign idea:

*The wall will show a gallery of
images, which are missing some of
their main protagonists,
and inviting people to complete
them and send a proud pick to
friends and family.*





BE OUR STAR

Silhouettes demand to be filled.

The public is challenged to interact, have a laugh and at the same time is getting a sneak peek of the sumptuous interior of RAH.

You could become part of the cheering public or even take the stage and greet the crowds.



The funnier the pick the more likes and shares seems to attrac.

Near every image will be all the appropriate web links and addresses and a QR code to link your mobile phone to them.

For example, the best picture retweeted to RAH may make you win a free ticket or guessing who's the performer missing in the photo, may get you a discount.



A WAVE CONNECTING EVERY ELEMENT

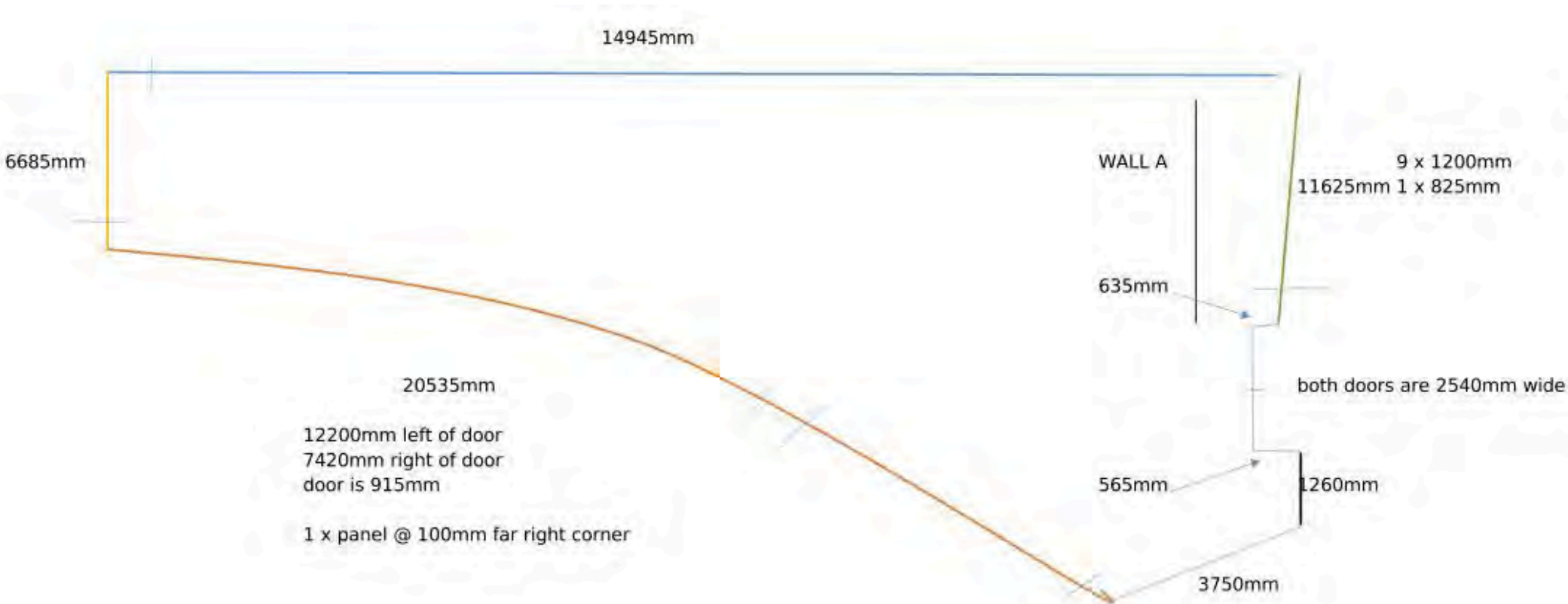
like sound waves
a graphic that connects :

the box office windows
the upcoming shows posters
the 'interactive' images
the RAH logos
and the campaign slogan.



HOARDING TOP VIEW

with the main 5 walls



GOLD WAVE OPTIONS



Put yourself
in the picture!



royalalberthall.com

Tweet us your pictures  @royalalberthall #hallstar



royalalberthall.com

 @royalalberthall #hallstar

RED WAVE OPTION

Be the star of the show at the Royal Albert Hall

PUT YOURSELF IN THE PICTURE!

Tweet us your pictures

 @royalalberthall #hallstar



royalalberthall.com



The Royal Albert Hall's charitable activities include our
**EDUCATION AND OUTREACH
PROGRAMME**

which sparks imagination and inspires creativity
for over 100,000 children every year

Registered charity 254543



**PLEASE BEAR WITH US WHILE WE INVEST IN THE FUTURE
OF THIS MUCH-LOVED GRADE I LISTED BUILDING**

The Hall is a charity which receives no revenue funding from central
or local government and needs your support

TO DONATE NOW

text TRAH37 with the amount you would like
to donate, eg TRAH37 £10, to 70070

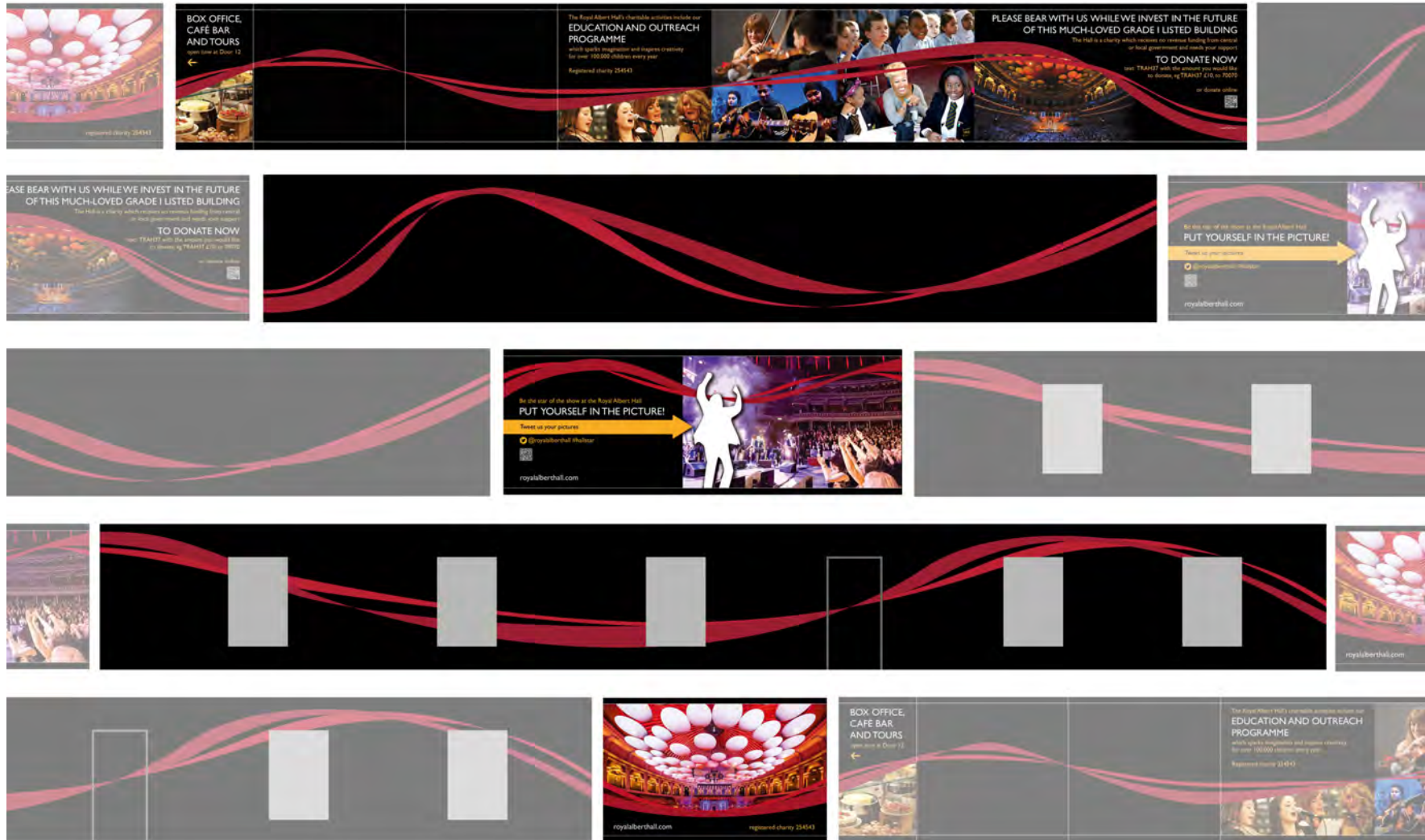
or donate online



REALISATION



THE 5 WALLS connected by the red wave

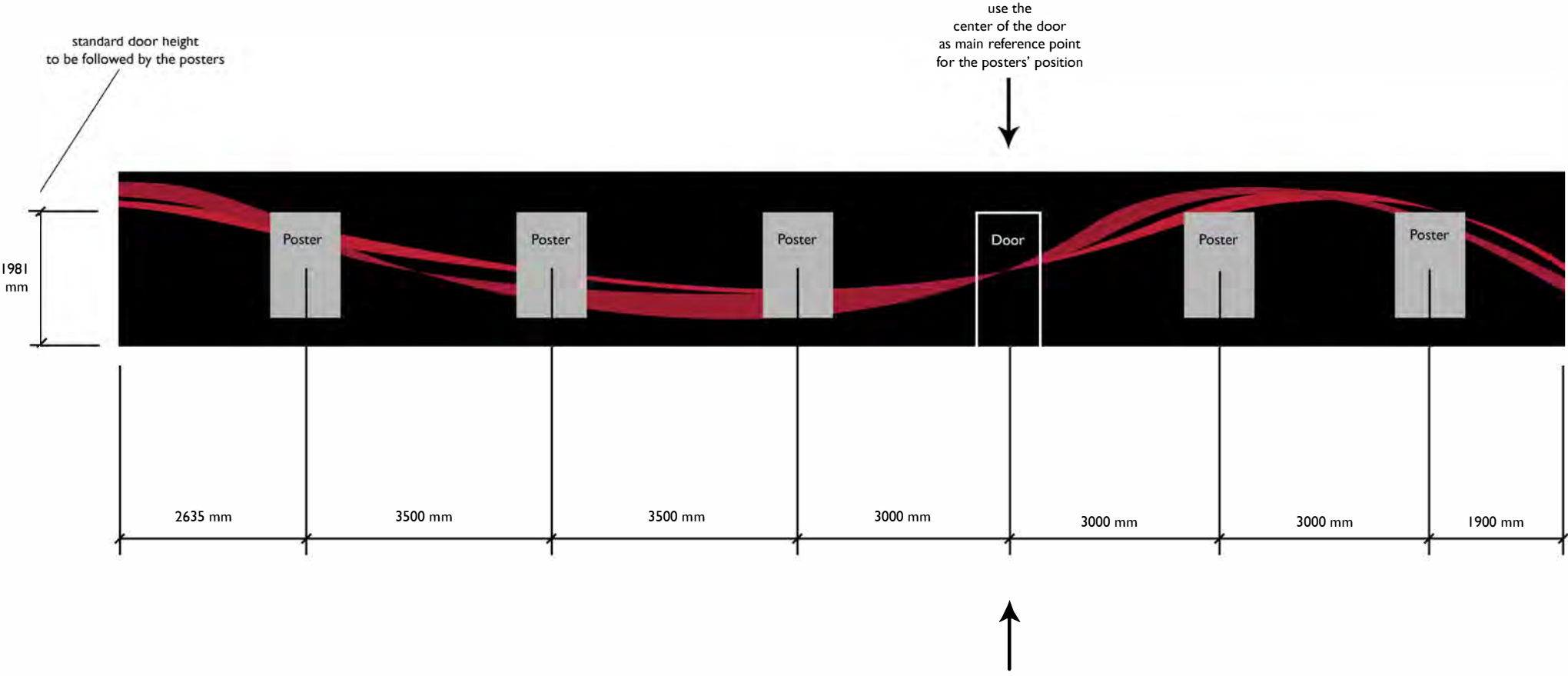


ROYAL ALBERT HALL HOARDING

Posters positions on Wall E (wall toward the RAH)

The dimentions are calculated from the centre of the 4sheet Posters
(so to be independent from the frame external tickness)

Scale 1:10



Hoarding Wall with posters and middle door



MORE VIEWS FROM THE STREET





designer: Sara Teramo