

Portrait of Britain

Winner of PPA
Digital Innovation
of the Year 2016





Case Study

Portrait of Britain is a nationwide photography exhibition curated by *British Journal of Photography*, the world's longest-running photography magazine, working in partnership with JCDecaux, the UK's leading outdoor advertising company.

This ambitious project was presented on an unprecedented scale, shown across more than 500 digital display screens in railway stations, airports, shopping centres and roadside environments across the country, reaching 20 million+ consumers, with an additional 5 million+ reached through earned media alone, making *Portrait of Britain* the most viewed exhibition ever held in the UK.

In December 2016, the *Portrait of Britain* campaign was honoured with the Professional Publisher Association Digital Innovation of the Year Award.

The Brief

The brief from JCDecaux was to deliver creative, non-advertising content for their digital screen network with the objective of addressing 'billboard blindness' and improving JCDecaux's brand image with UK consumers.

We proposed the *Portrait of Britain* concept, a groundbreaking, multi-venue photography exhibition celebrating the beauty and diversity of the people of Britain.



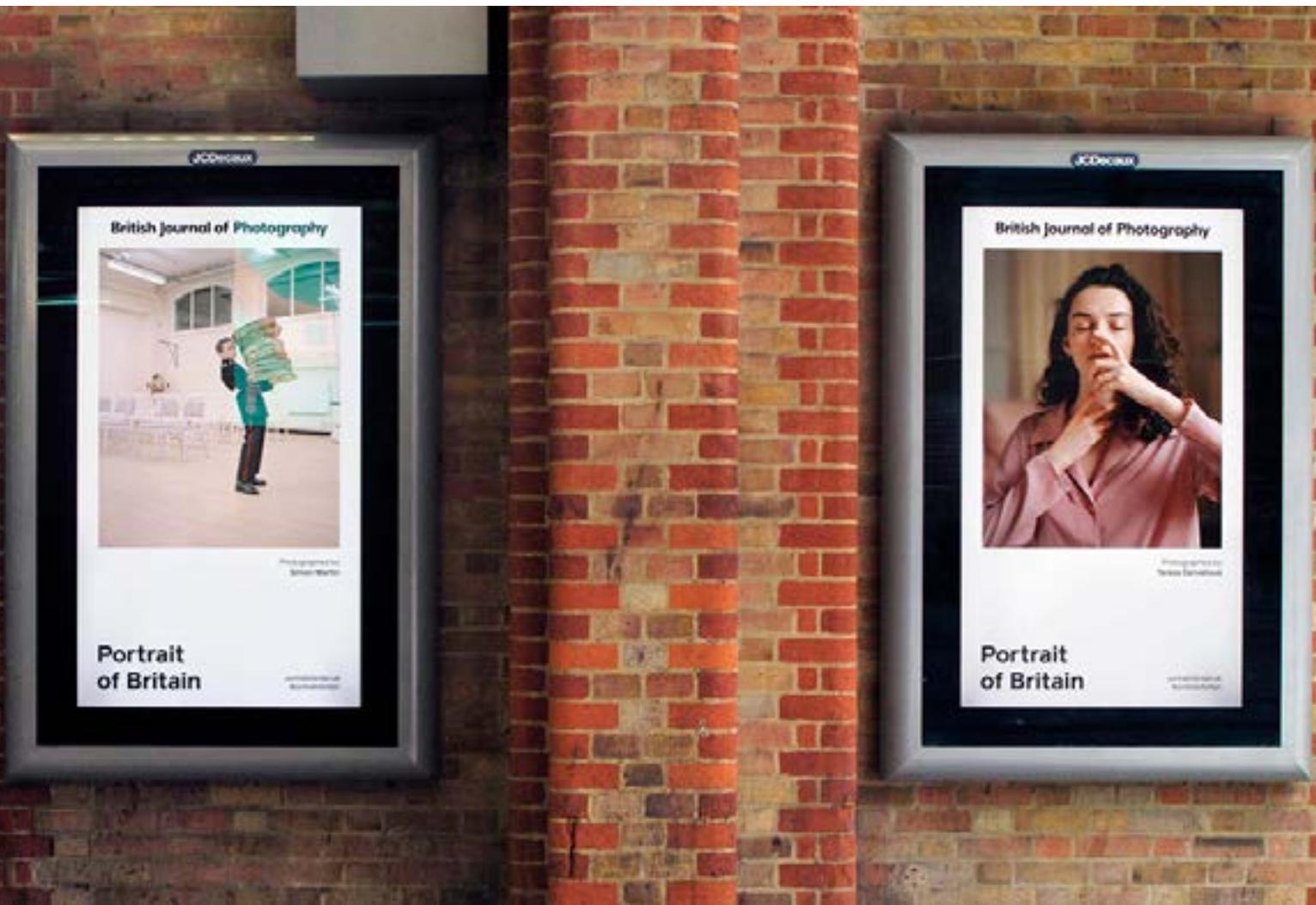


The Approach

We fulfilled the brief by creating the *Portrait of Britain* concept, providing the *British Journal of Photography's* stamp of credibility, and then seeding the project to our audience, inviting their participation. Our community of photographers contributed over 4,000 portraits, from which 100 winning photographers were selected, creating a truly exceptional body of visual content (see the gallery of winning images [here](#)).

The campaign was supported by a major cross-channel marketing campaign, including print and online editorial, social media engagement campaign and a special edition of *British Journal of Photography* magazine, revealing the selected images alongside long-form features on some of the world's leading portrait photographers.

Throughout the months of September and October 2016, Britons were confronted with beautiful and arresting images of themselves, in photographs presented across the length and breadth of the country, elevating everyday people to the status of public art.





“British Journal of Photography’s heritage, credibility in the photography world and passion for innovation made them the ideal partners for our Portrait of Britain initiative.”

Janet Guest, Editorial Director, JCDecaux



The Results

The *Portrait of Britain* campaign created an ongoing seven-month influencer engagement process, starting with thousands of participating photographers discussing and sharing portraiture during the three-month call-for-entries period, and culminating with social buzz around the winning images, with participation from photographers and their subjects (including a number of celebrities) and the public at large.

The result was an incredible level of social media engagement with our audience and beyond, and press coverage in over 50 major publications and media outlets, including the BBC (online and radio), *Time*, *The Times*, *Time Out*, *MSN*, *Mashable*, *Huffington Post*, *The Telegraph* and *The Independent*, among others.

Due to the phenomenal public reaction, after initially intending to display the exhibition on their screens nationwide for the month of September, JCDecaux extended the campaign by another month and also increased its planned media exposure by 110%, bringing in premium screens at Heathrow Airport and other locations. This equated to a multi-million pound equivalent media campaign, with an estimated 20 million+ UK consumers seeing the digital exhibition. JCDecaux has now engaged *British Journal of Photography* to build an even more ambitious *Portrait of Britain* campaign in 2017 and beyond.



Exposure via JCDecaux Digital Screen Network:

Cover (of population)	Reach	Impacts
40%+	20M+	480M+

Source: JCDecaux estimate

Press Coverage

Online Coverage	Estimated Coverage Views	Social Shares From Press
2.56B+	1.31M	3.2K

Source: Blah PR

See the full coverage report [here](#).

Social Media

Reach	Impacts	Engagements
4M+	12M+	320K+

Source: Estimates based on social media analytics from Facebook, Twitter & Instagram



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Clockwise from top left: *Maxi Jazz* © Benji Gordon; *Elizabeth - Cold Water Swimmer* © Paul Meyler; *Forever Boys: Jim* © Dylan Collard; *Harnaam Kaur* for #PROJECT60 © Brock Elbank.

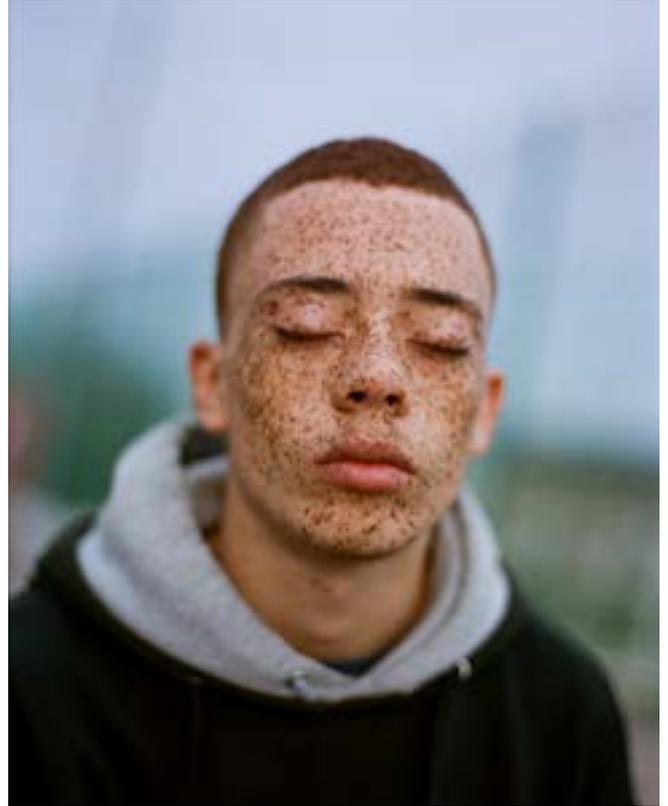




Clockwise from top left: *Beth Costerton* © Andrew Shaylor; *Professor Stephen Hawking* © Mark Harrison; *Lady Barbara Judge* © Jamie McGregor Smith; *Sunday Football* © Chris Baker.



Eva and Kyra, Merthyr Tydfil, 2015 © Tom Johnson.



Clockwise from top left: *Roger* © Chris O'Donovan; *Elliott* © Rosie Matheson; *Dancing Ken - The Minister of Happiness* © Nick Shand; *Wilhelmena, To & From the North Circular* © Matt MacPake.