

MEMO

To: Ad Club
From: The Boston Globe
Date: Friday, March 24, 2023
Re: Hatch Awards 2023 – Experiential Live or Virtual Event Written Summary

In commemoration of its 150th anniversary, The Boston Globe launched a year-long campaign to honor its sesquicentennial and honor the role it has played in the city's rich history. The multifaceted campaign – which was titled "*The Boston Globe: Serving Our Community For 150 Years*" – commemorated the importance of a century and a half of impactful local, independent journalism and its service to Boston and beyond. The showpiece was a stunning, outdoor art exhibit in one of the city's most dynamic locations.

The interactive exhibit, which was on display for three weeks in Boston's Seaport, was highlighted by large-scale, 8'x5' photos that guided thousands of daily visitors through important, historical events covered by the Globe, stressing the outlet's commitment to the community and service. Each photo contained a QR code that brought them to accompanying Globe articles and photos, demonstrating why local, independent journalism has always been so vital.

Set up in a high-traffic public park, just off the banks of Boston Harbor, it consistently drew throngs of visitors who took a long, intriguing walk through the city's and newspaper's histories, all in the matter of a few dozen steps.