



Wright Museum – 40th African World Festival (Detroit, MI)

How SCPM Media helped the Wright Museum's premier cultural festival drive record engagement and attendance through paid digital campaigns.

737.5%	114.6%	6,717
Google CTR Above Platform Average	Facebook CTR Above Platform Average	Total Conversions

Overview

The Wright Museum's premier cultural festival celebrated its 40th anniversary in July 2023, attracting tens of thousands of attendees. Aubrey Dunbar's role (at a previous agency) involved managing the festival's paid digital campaigns across multiple channels.

Approach

A curated collection of 64 images from the previous year's festival was sorted to select family-friendly, community-centered visuals for launch. Campaigns were executed across Google Search, Google Display, Facebook/Instagram, and Facebook remarketing, with creative refreshes scheduled throughout the run.

Results

Google and Facebook emerged as the top drivers of website traffic. Google campaigns achieved a click-through rate 737.5% above the platform average, while Facebook reached 114.6% above average CTR, resulting in 6,717 total conversions. The festival's 40th anniversary event broke attendance records, marking one of the most successful years in its history and reinforcing the Wright Museum's cultural impact in the community.

"I was proud to work on this campaign, generating positive results for both the museum and the community."

– Aubrey Dunbar