

Bard on the Beach Awareness Campaign

Engaging audiences for Vancouver's signature festival

OVERVIEW

Bard on the Beach, Western Canada's largest non-profit Shakespeare Festival, set in Vancouver's Vanier Park with sweeping views of the mountains and sea, wanted to boost awareness of its seasonal performances and inspire new audiences to attend. The campaign targeted adults aged 25+ across the Vancouver area who are passionate about arts, theatre, and literature, and who value memorable cultural experiences.

APPROACH

Postmedia developed a content-driven campaign designed to showcase the festival's atmosphere, artistry, and cultural appeal. A custom feature story introduced the performances and drew nearly 4,000 readers — almost four times the industry benchmark* — with audiences spending an average of five and a half minutes engaging with the content*. To extend reach and strengthen visibility, the sponsored content was supported by Digital Out of Home placements across eight key venues, generating over 153,000 impressions and amplifying awareness in high-traffic cultural spaces. Complementary digital efforts, including social and in-feed advertising, achieved 151,000 social impressions, 57,000 in-feed impressions, and a total of 160,000 digital impressions. Overall, the campaign outperformed benchmarks, achieving a 0.66% click-through rate (vs. 0.09% industry benchmark*) and a 4.66% engagement rate (vs. 1.85% benchmark*).

CONCLUSION

By combining compelling storytelling with strategic digital amplification, Postmedia helped Bard on the Beach increase awareness and engagement across Vancouver's arts community. The campaign successfully connected audiences to the festival's unique live experiences and strengthened its position as a cultural highlight of the city.

160K+

DIGITAL IMPRESSIONS

5:32min

CONTENT TIME SPENT
Benchmark of 2.2min*

4.66%

ENGAGEMENT RATE
Benchmark of 1.85%*

*Benchmarks are industry averages.



"Partnering with Postmedia to launch our season has been wonderful. We worked with the team to create a plan the used all the tools at their disposal. We saw a 40% jump in sales over a weekend where we layered digital and in-paper custom content with brand awareness ads—to spectacular results."

Emma Lancaster
Director of Marketing &
Communications
Bard on the Beach