

PAINTING KLM'S 100 YEARS ANNIVERSARY

KLM



PROJECT

KLM's 100th anniversary event

TARGET AUDIENCE

Buenos Aires' citizens, tourists, Instagrammers, Instagram influencers

LOCATION

Buenos Aires, Argentina

SERVICES

Full event management, creative conceptualisation, stakeholder marketing, social media marketing

CHALLENGE

In October 2019, KLM became the first airline in the world to operate 100 years under its original name. To celebrate this important milestone, KLM requested MCI Argentina to design an experience that embodied their commitment to a more sustainable future for the aviation industry and the next generations of travellers.

SOLUTION

KLM selected the proposal of MCI Argentina to celebrate its centennial anniversary with a project that left a positive mark in the local community while promoting creative expression. Several local artists were called up to propose murals inspired by the anniversary's core values: sustainability, next generation, diversity, and celebration. After presenting their first project outline, nine artists were selected to perform their artwork in ten locations around the city of Buenos Aires. To MCI Argentina the task of fully managing the project itself, with our project managers present on-site to make sure that KLM's requests were respected in the final execution. Each mural was painted with photocatalytic, an ecological non-toxic paint that has the property of absorbing CO₂. To connect the real-life experience with the online world, the public was invited to join the campaign 'Painting the 100 years of KLM' by sharing their photos in front of the murals with the hashtags #KLM100 or #MuralesKLM. MCI Argentina ensured that the initiative generated high levels of engagement by leveraging the strong Instagram presence of the artists, the airline, and local travel influencers through hashtags, Instagram Stories and user-generated content.

RESULTS



9 ARTISTS



6 KG OF CO₂ ELIMINATED



788K POTENTIAL REACH



19K LIKES

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