

# White Cube gallery draws “sell-out” crowd with MMS

## Business need

To **invite** journalists, curators, and art collectors to the opening night of a Gavin Turk exhibition at Jay Jopling’s art gallery White Cube, in a **way never done before** and with **visuals**.

## White Cube



## The solution

Incentivated implemented an **MMS (picture message) broadcast** which was sent to 1,000 journalists, curators and art collectors.

The **four-slide MMS** included pictures of the art and details of the location and time.

## Results

- An impressive “sell-out” crowd was on hand for the showing
- The exhibition gained coverage in national newspapers including front page of The Independent

