

# PR with a Dash of Fun!



Ready for another dose of wit and entertainment in your inbox?  
Welcome to the Mika Mondo Newsletter - your monthly PR compass  
with a lively twist!

**This month's subject:**  
**Fun and Innovative PR Campaigns that Made Headlines**

In the ever-evolving world of public relations, it's not enough to simply get your message out there - you've got to captivate your audience, turn heads, and make waves. In this edition, we're bringing you three standout PR campaigns from 2022 that did exactly that. Each one not only achieved their goals, but also engaged their audiences in fun and innovative ways. Let's dive in!

[Airbnb.org brings Art to live](#)

**PR Lion in Gold**  
**Category: Creative**



**Performance PR Campaign**  
**Agency: Leo Burnett, Chicago (USA)**  
**Client: Art Institute of Chicago**  
**Product: Art exhibition**  
**Campaign: Van Gogh BnB**  
**Concept: To draw attention to the major exhibition of Vincent van Gogh at the Art Institute Of Chicago, the famous painting "The Bedroom" was recreated and offered as accommodation on the accommodation platform Airbnb. Interested parties could thus live in a certain way in a painting by Van Gogh. The coverage was correspondingly great, the exhibition an even greater success than it would have been anyway.**

## Penguin Random House's Unburnable Book

**In response to increasing book bans, Penguin Random House released an "unburnable" copy of Margaret Atwood's acclaimed novel, The Handmaid's Tale. Designed with heat shield foil pages, nickel wire binding, and high-temperature adhesives, this unique campaign stood as a symbol for the freedom of expression. The book was auctioned off at Sotheby's with proceeds going to PEN America, an organization dedicated to protecting free speech.**



## [Iceland's Out-Horse Your Email Campaign](#)

**Iceland's tourism board used an unconventional approach to attract tourists in their "Out-Horse Your Email"**



campaign. They built a giant working keyboard big enough to hold a horse, and taught the horses to "handle" tourists' emails. This lighthearted and memorable campaign was aimed at encouraging people to disconnect from work and enjoy their vacation in Iceland.

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## Helpful PR links

Links for PR Creators:

### How to build creative PR campaigns

[Zapier](#): This comprehensive guide offers step-by-step tips for creating memorable PR campaigns, from the initial brainstorming stage to the final idea validation.

Creative Brief Template and Examples

[Xtensio](#): Xtensio offers a free creative brief template and examples to help you define your campaign goals, target audience, message, and more.

[PR Couture](#): PR Campaign Planning Guide: This planning guide from PR Couture provides a detailed roadmap for developing a successful PR campaign, including a downloadable campaign planning template.

So, there you have it - three groundbreaking PR campaigns that pushed the boundaries of creativity and impact. We hope these examples inspire you to think outside the box and spice up your own PR strategy. Remember, a PR campaign is not just about spreading the word - it's about creating an experience that resonates with your audience.

Warmest regards,

The Mika Mondo Team

[Wanna talk? Just book here](#)

Mika Mondo by PIABO PR GmbH  
Markgrafenstr. 36, 10117, Berlin

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