



IMAGINE EXHIBITIONS

HARRY POTTER™: THE EXHIBITION

Harry Potter™: The Exhibition was created and developed in partnership by Warner Bros. Discovery Global Themed Entertainment and Imagine Exhibitions.

The experience features authentic movie props, costumes, and interactive displays based on the beloved film franchise. To help support, Imagine

Exhibitions tasked First Ascent to design and launch a new website with the technical foundation and marketing capabilities to bolster ticket sales across numerous locations worldwide.

Scope of Work

- Website Copywriting, Design, and Development
- Marketing Strategy
- Email Marketing
- Analytics & Reporting



Discover iconic behind-the-scenes moments from some of your favorite Harry Potter™ movies for a celebration of the film-making magic.

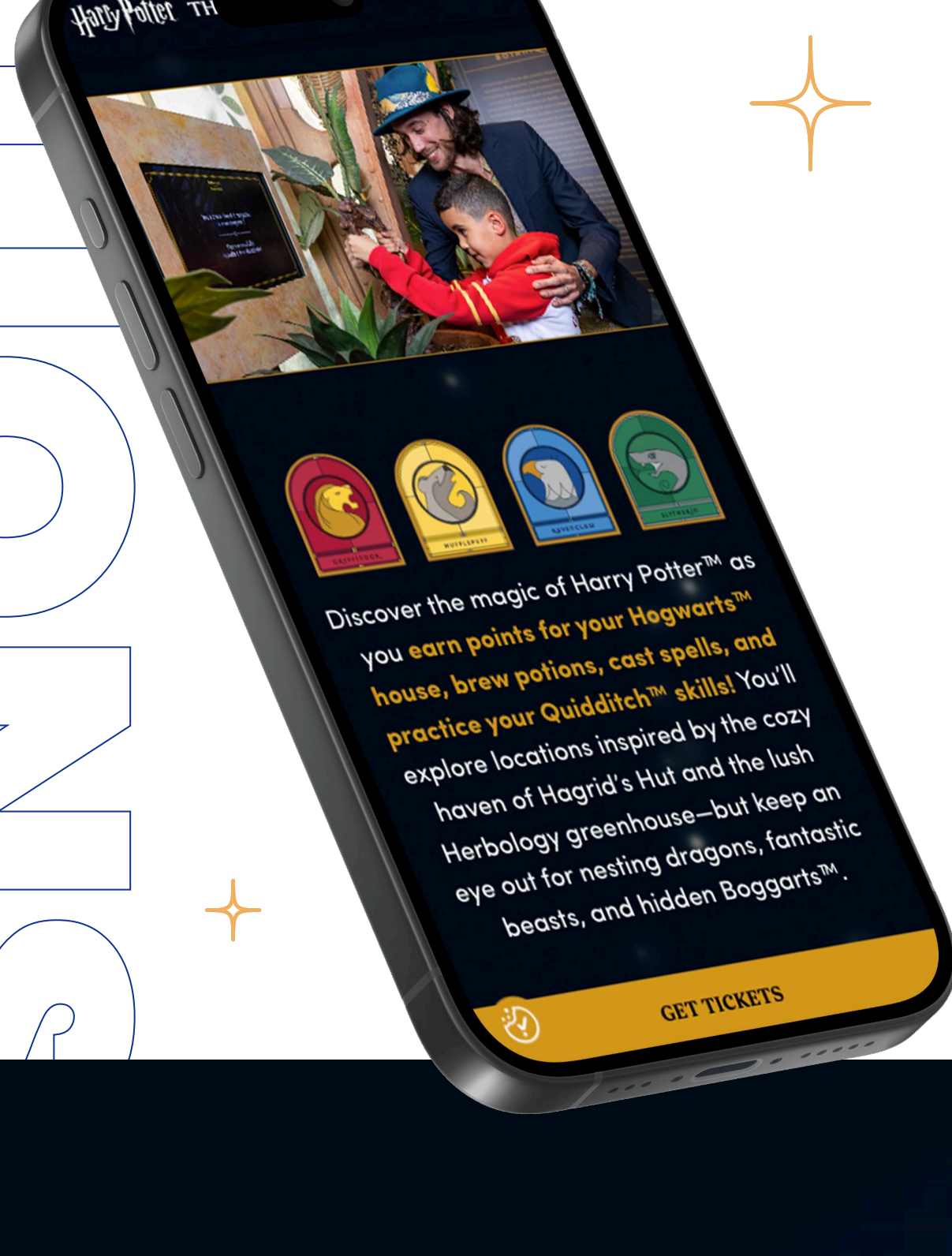
GET TICKETS

A CELEBRATION OF FILM-MAKING MAGIC

Our goal was to create an online journey that complimented the exhibition. We led the effort to rewrite and redesign creative assets, handle translations across multiple languages, build individual pages for each new location launch, and secure the site a top ranking in online searches.



MILLIONS OF FANS



MILLIONS OF FANS REACHED

By the end of 2023, traffic to the exhibition website garnered 12.1 MILLION pageviews. Our partnership with Imagine Exhibitions has expanded into helping with the development and execution of email campaigns, which achieve an average open rate of 57% and exceed the industry benchmark.

115%
INCREASED
WEB TRAFFIC

14M+
EMAILS SENT

57%
AVERAGE
OPEN RATE

