4ART Holding AG Communication Campaign Summary: MOSAIX Launch 2024

This comprehensive report outlines the multi-channel outreach campaign for the MOSAIX product launch by 4ART Holding AG. The campaign successfully leveraged strategic events, partnerships, and digital marketing to generate significant awareness across global art markets.

Campaign Timeline and Key Milestones

The MOSAIX platform represents a significant evolution in 4ART's mission to digitize and secure the art world. Launched in Q4 2024, the campaign was strategically executed through the following key milestones:

Google Campus Zurich Launch Event (October 28, 2024)

The official unveiling of MOSAIX took place at the prestigious Google Campus in Zurich, establishing the product's technological credibility through its partnership with Google and Gemini AI[1]. This high-profile event served as the cornerstone of the campaign with several noteworthy elements:

- Presentation by Kai Zeh, CEO of 4ART Holding AG, positioning MOSAIX as "The Art World In Your Hands"[1]

- Demonstration of Google Gemini AI integration, showcasing features including real-time artwork valuation, dynamic curation of art exhibits, and intelligent content moderation[2]

- Announcement of the MOSAIX Beta launch roadmap, with Public Beta in Q1 2025 and Global Release in Q2 2025[1]

The event effectively highlighted the platform's unique value proposition in addressing key challenges in the art market:

- For artists: Increasing visibility and engagement in a market where they typically produce only 1-3 content pieces compared to influencers' 30-60[1]

- For buyers: Providing authentication, investment evaluation, and secure transactions among 1.5-2 million direct art sellers[1]

- For the community: Creating trusted connections in a previously fragmented information landscape[1]

Miami Beach Art Exhibition (December 2024)

Following the initial launch, 4ART maintained momentum with a significant presence at the Miami Beach art exhibition in December 2024, strategically timing the appearance during one of the art world's most internationally recognized events[1]. This engagement allowed for:

- Live demonstrations of the MOSAIX platform to art collectors, gallery owners, and artists
- Exhibition of digitally secured artworks using 4ART's authentication technology
- Hands-on engagement with the platform's virtual gallery features

Strategic Partnership Announcement with Foundry Michelangelo

The campaign also highlighted a significant partnership with Foundry Michelangelo for digitizing and securing the assets of Michelangelo[3]. This collaboration demonstrated the platform's capability to work with historically significant collections and world-famous artists.

Multi-Channel Communication Strategy

The campaign employed a diversified channel strategy to maximize reach:

Event-Based Marketing

The in-person events served as content generation hubs for broader distribution. The Google Campus event particularly showcased the technological innovation behind MOSAIX, emphasizing the AI-powered features enabled through the Google partnership[1][2].

Digital and Social Media

Following 4ART's established user acquisition strategy, the campaign allocated resources across:

- Social Media (30% of user acquisition effort): Content highlighting the MOSAIX interface, user testimonials, and event highlights[2]

- PPC Marketing (25%): Targeted advertising focusing on art market stakeholders including artists, collectors, and gallery owners[2]

- SEO (20%): Content optimization around art authentication, digital art security, and NFT marketplace topics[2]

- Content Marketing (7.5%): Thought leadership articles and use case demonstrations[2]

Partner Amplification

The campaign leveraged partnerships to extend reach:

- Google/Gemini: Technology integration and co-marketing opportunities[1][2]

- Foundry Michelangelo: Content featuring digitized masterpieces[3]

- Previous partnerships with Munich RE and Hasenkamp Logistics provided additional credibility and amplification channels[2]

Target Audience Segmentation

The campaign effectively targeted multiple stakeholder groups within the art ecosystem:

- **Artists**: Focus on visibility, value growth, and connecting with potential buyers[1]

- **Collectors**: Emphasis on authentication, portfolio management, and investment value[2]

- **Gallerists/Exhibitors**: Highlighting virtual exhibition spaces and global reach capabilities[1]

- **Logistics/Insurance Providers**: Demonstrating process efficiency and security features[2]

Market Context and Positioning

MOSAIX launched against a backdrop of significant market opportunity:

- Global art market valued at approximately $65 billion annually[2]

- 30% of traded artworks affected by fraud through counterfeits or unproven origin[2]

- $15-20 billion market segment remaining underserved by digital solutions[2]

The campaign positioned MOSAIX as the comprehensive solution addressing these challenges through its authenticated digital art registry, virtual exhibitions, and secure transaction capabilities.

Projected Reach and Engagement

Based on 4ART's market positioning and strategy documents, the campaign was designed to achieve:

- Direct event engagement with approximately 300,000+ 4ART App users through push notifications[4]

- Extended reach exceeding 1,000,000+ impressions through coordinated social media activities[4]

- Initial onboarding of artist communities through the "Professional" tier of art promotion services[4]

Conclusion

The MOSAIX launch campaign from October through December 2024 successfully established the platform as a significant innovation in the art market through strategic events, partnerships, and multi-channel marketing. The coordinated approach leveraged 4ART's existing technology credibility with new Google Gemini AI integration to create substantial industry attention.

As MOSAIX continues its rollout according to the established roadmap (Public Beta in Q1 2025, Global Release in Q2 2025), the foundation established by this initial campaign provides strong positioning for continued market adoption and user acquisition through 2025.