

**Campaign:** Amaya Collection by Sotheby's  
*Sotheby's first Evening Sale of Indian Art and the first single-owner collection of Indian Art to be offered internationally since 2000*



**Summary**

There are only so many ways to write about an art auction, and only limited media to announce the sale of significant artworks. In the every day world, it is the value fetched by art at auctions that becomes the defining moment.

The Amaya sale was a landmark single owner sale by Sotheby's that achieved record prices in the sales of modern and contemporary South Asian art. The sale was successful due to the caliber of the collection but also largely because of a meticulously executed communication campaign. The sale was announced during peak time in Indian Art calendar in a uniquely controlled manner where exclusives were granted to the most effective news outlets that featured the story with maximum impact nationally. Several impactful opportunities with effective PR put Sotheby's and it's new team back and center on the map in the Indian space.

In January 2013, the PR consultancy was commissioned by Sotheby's to publicise their first Evening Sale of Indian Art and the first single-owner collection of Indian Art to be offered internationally at Sotheby's since 2000. It was the auction of Amrita Jhaveri's collection of modern contemporary Indian Art to be held in New York on March 20, 2013. The consultancy was tasked with creating a publicity blitzkrieg in India ahead of the scheduled New York auction. A PR strategy hinged largely on pre-publicity was drawn up to aid interest and participation in the auction. The top team of Sotheby's including the Chairman was visiting New Delhi, India to announce the forthcoming auction with a preview of select works from the collection in the city, on the sidelines of the 6<sup>th</sup> edition of India Art Fair.

**PR objectives**

- Draw attention to the forthcoming auction of Indian art among Indian art collectors
- Create awareness of Sotheby's and its knowledge and access to the best Indian art

**Target audience**

- Media - Business & luxury titles, art titles, art writers and senior columnists
- Influencers – Indian art collectors, gallerists, artists & art aficionados

**Challenges**

- Very limited time (less than a month) to plan and secure prominent attention for the key announcement and international visitors during the India Art Fair (supported by main competitor – Christies)
- The arts media would be largely concentrated at the exhibition venue, with pre-scheduled meetings with international artists, gallerists while Sotheby's exhibition was at another location

**PR strategy**

PR was the singular driver for promoting the auction. Working in close consultation with senior editors and writers, key art media and influencers, prominent visibility was secured for the forthcoming sale; agenda setting interviews were organised for the team visiting India from January 31-February 2 during the India Art Fair 2013 to earn features on Sotheby's and media attention was obtained for the preview of select works of the auction.



The pace was set by an exclusive story with India's no.1 business daily, The Economic Times, on the forthcoming auction valued at US\$ 7 million by the Luxury & Art Editor, timed carefully to appear on the day