**LOGG – GREEN GINGER FELLOWSHIP – INTERIM MARKETING ACTIVITY**

**Media:**

**Hull Mag – September Edition**

Comes out 5th September

135mm h x 184mm w

Deadline to book ASAP and artwork Tues 29th August

½ page **- £350**

**HDM – w/c 11 September (**part of the HDM partnership)

Thursday 14th September

¼ page – 170mm h x 134mm w

Deadline Mon 11th September

**£400**

**HDM HPTO – w/c 11 September** (part of the HDM partnership)

HPTO – Wednesday 13th September (availability dependent on when we book)

Deadline Mon 11th September

**£500**

**Outdoor advertising 48-sheets:**

Nb. These are both West Hull based – fairly close by to where the next “acts” will take place

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| **JC Decaux** | 0088 Panel 1Boothferry Road, Junc North Road Hu4 6EXwc 25th Sept x 2 weeks | Mon 11th Sept | £500 |

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| **Primesight**  | Site 0359 panel 1Spring bank west adj Woodgatewc 25th Sept x 4 weeks | Mon 11th Sept | £470 |

**Press**

Anything more to be done from a behind the scenes angle? Pick up on conversations with nationals?

**Print:**

A4 single sided, 170gsm uncoated x 250 **£75**

A6 double sided - 350g uncoated x 2,500 **£132**

**Design for all of the above:**

Process Black (£125 for media + £125 for print) - **£250**

**Distribution by HBO:**

£170 for distribution of 200 A4 posters plus 2 x staff for 7.5 hours at £16 per hour [£240] to distribute the 1,500 flyers in the Pickering Park and Willerby area.

Total cost: **£410**

**Digital activity:**

**Teaser Trailer**

1-2min summary film based on essence of Season 4 brochure including existing footage and imagery from projects to date.

Aim – hook people into narrative and push to GGF

**The Story So Far film**

8 minute film of story to date – piece to camera with GGF actors and existing footage.

Shoot on Tues 22 Aug with cast.

Aim – update new followers on story to date. Also useful for partners, participants, volunteers, etc.

0.5 day shoot, 1.5 day edit.

**£1000 (probably more now two films)**

**Facebook paid ads:**

***Likes / reach campaign***

Extend reach of GGF Facebook page to following HU postcodes around the city centre: HU1, HU2, HU3, HU4, HU5, HU6, HU7, HU8, HU9, HU10, HU13, HU14, HU16

**£400**

***Boosted film***

Boost the Teaser Trailer film post

To postcodes above, or more targeted activity based on upcoming events.

**£300**

**Social reskin**

Update header photography on Twitter and Instagram using existing photography

**£0**

**greenginger.org content refresh**

Check all existing content up to date, including past or future tense (X project will…) excluding any news / blog content.

Ensure all images on greenginger.org/news are cropped consistently – all the same dimensions. Can be done with free image software eg. paint.net or GIMP

**£0**

**Potential targeted email via Hull 2017:**

September edition will be very Season 4 heavy – could LoGG be included?

Next edition not till 1 October

If separate email then specific outcomes to be discussed i.e. announcement of Macnas date, time, location, as there currently isn’t customer data for targeted LoGG email.