**TUVALU 06-11-17: MARKETING CAMPAIGN**

**KEY FOCUS OF MARKETING MESSAGES**

* Unique event – live score, audience interaction
* Accessible, DIY, inclusive, familiar venue
* Part of a national cinema conference (This Way Up)

**TARGET MARKETS**

* Emerging talent – young film makers, producers, musicians
* Students (HE/FE)
* Alternative/Indie music audience
* Core indie cinema audiences
* Socially active young urbanites
* Experimental music/jazz cross over attenders
* This Way Up delegates
* School parties (via Into Film – matinee)

**METHODOLOGY:**

Live Cinema will coordinate a portfolio of activity designed to promote Tuvalu appropriately and effectively bearing in mind the target audience, venue and nature of event.

The campaign will be built around a portfolio of local partnerships and respond to local opportunities and landscape.

Key images will create a striking visual brand for the event which will be consistent across web, social media and physical print.

**KEY PARTNERS:**

* Hull 2017
* This Way Up
* Hull Independent Cinema
* Hull Truck
* University of Hull
* Film Hub North

**CAMPAIGN ELEMENTS:**

**Print:**

Live Cinema UK will generate bespoke print (flyers and posters) and commission distribution across key sites in Hull.

 **Partner Brochures/Promotion:**

Where practicable Tuvalu will be referenced in appropriate seasonal print, primarily Hull Truck and Hull Independent Cinema.

**Social Media & Grass Roots Connections:**

Coordinating local messages across PR, social media and print the Tuvalu message will be pushed across local grassroot networks and connect these to wider reviews and coverage. Primary techniques will be Facebook boosts and twitter.

**Academic Contacts:**

Through our academic and research partners in Higher Education the project will exploit peer to peer endorsement via academic networks to build awareness and interest amongst the university community.

**National Press**

The distinctiveness and uniqueness of event will be pitched to nationals for arts diary pieces and included in all listings services via PA.

**Film Networks:**

Live Cinema UK will deploy its extensive contacts across its own networks and the Film Audience Network to embed the Tuvalu message into regional infrastructure engaging organisations such as Screen Yorkshire, Reel Solutions, Goole Junction, Create in Scarborough, York City of Media Arts, Sheffield Doc/Fest, Leeds Film and Beverley Film Society.

**BUDGET:**

|  |  |  |
| --- | --- | --- |
| **Item** | **Cost** | **Notes** |
| Print | £200 | Designed in-house |
| Distribution | £250 | Based on FACE WY rates |
| Paid advertising | £150 | HIC brochure |
| Facebook ads | £200 |  |
| Contingency  | £200 |  |
| **Total** | **£800** |  |

**TIMELINE:**

|  |
| --- |
| August |
|  | Secure slots in HIC, Hull Truck and 2017 print |
|  | Promotion coordinated with TWU |
|  | Finalise announcement schedule & ticket release, coordinating with Hull truck, TWU and Hull 2017 |
| September |
|  | Print designed |
|  | Outreach to universities/freshers fairs |
|  | Partnership development and outreach |
|  | Promotion in partnership with TWU |
|  | Academic networking activated |
|  | Film networks activated |
| October |
|  | Print distribution |
|  | Social media campaign activated |
|  | National media releases |
| November |
|  | Local press & media work |
|  | Event delivery |