

We Made Ourselves Over

Audiences

Our vision for engagement

We Made Ourselves Over mixes the potential and reach of digital, with the immediacy and thrill of participatory performance. The project will take to the street and online, drawing on the best of science fiction, cinema, new technology and gaming to access new audiences for Hull City of Culture: locally, nationally and internationally.

For Blast Theory, audiences are at the centre of the work. We combine deep, highly immersive forms of engagement that are innovative and, on occasion, risky, with seductive and succinct modes of address that draw audiences from being onlookers and spectators to becoming participants, interlocutors and protagonists. We reflect deeply and sensitively on the ethics and aesthetics of participation: who has agency within a work, who is heard and how can we make that meaningful to each individual?

Participation and inclusion are at the heart of the audience development plan for *We Made Ourselves Over*. Relationships will be nurtured throughout the life of the project; contributing to the voice of the final work and creating advocates for the public programme of the event.

Business Director, Kirsty Jennings, will take overall responsibility for delivery of the audience development plan, in partnership with the artists. Artist Ju Row Farr will lead in building creative conversations with audiences across the project, working in coordination with a dedicated Community Liaison Officer based in Hull to establish and grow relationships with groups in the city.

PR will be led by an independent consultant with Blast Theory Trustee, Ben Vickers – an expert in marketing from Bloomberg – providing oversight.

A Marketing Officer, supported by a Marketing Assistant, will undertake the day-to-day implementation of the project's social media strategy to reach audiences nationally and internationally. This social media strategy will address an international audience, framing the ideas raised by the project within a context of global concerns, creating stories that reflect on our common fate and enabling conversations through the project blog and social media.

For us, these conversations are part of the work itself. We want audiences to be excited by the project; to engage with the artwork, to reflect on it and be changed by it. We want them to talk about it with others and with us. We want to provoke rich dialogues around the work that extend the reach and deepen the impact of the work.

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Engagement targets

Activity	Description	Target	Success criteria
Project website	<ul style="list-style-type: none"> - Telling the story of the project over 18 months - Inviting engagement with the project team - With reciprocal links to partners in Hull and beyond - Marshalling social media posts and material from project's social media channels - Providing a single coherent channel to subscribe to updates about the project - Presenting the legacy of the project 	<ul style="list-style-type: none"> • 120,000 visits • 80,000 unique visitors 	<ul style="list-style-type: none"> • Website analytics show targets are met.
Social media campaign	<ul style="list-style-type: none"> - Sharing media from creative development and provoking conversations on Twitter, Facebook and YouTube - Building on existing social media channels from Hull City of Culture and other partners - Sustaining and building relationships with participants from the research and production process. - Involving audiences in production challenges and creating anticipation. - Publishing production stills, video clips and visual design assets. - Directly engaging active social media users within diverse sectors from academia to gaming, in conversations about the work. - Making call outs for participation in workshops 	<ul style="list-style-type: none"> • Combined Twitter reach of 200,000 followers • Reach of Facebook posts: 50,000 views 	<ul style="list-style-type: none"> • High engagement using the project hashtag • People sharing activity from the event • People creating new content using the hashtag • New audiences reached • People showing a deep engagement with the project through the quality of comments and feedback.

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	<p>and films</p> <ul style="list-style-type: none"> - Promoting the launch and public event - Sharing media from users' participation during each stage of the public event. - Instigate project hashtag 		
Research partnerships	<ul style="list-style-type: none"> - Introducing leading experts and academics in the fields of architecture, planning, technology, climate change and economics to the project. - Developing conversations that contribute to project workshops and engage local people in thinking about Hull in a global context. - Engaging experts to talk about and share the project across their own networks and advocate for the project at a national and international level. 	<ul style="list-style-type: none"> • Deep relationships with 5 leading experts and academics • 3 peer reviewed research papers • Dissemination at 5 conferences 	<ul style="list-style-type: none"> • Research partners sharing project via social media. • Engaging academic partner in study of the project • Coverage in an academic journal or publication
Workshop call out	<ul style="list-style-type: none"> - A call out to schools, youth and community groups across the city. - Introducing the core concept for the project. - Developing relationships with key staff at schools and in community groups to advocate for the project. - Inviting participation at project workshops - Creating awareness and excitement about the project among a broad constituency. 	<ul style="list-style-type: none"> • 10 Secondary schools • 3 youth groups • 3 community groups • 1 over 60's group 	<ul style="list-style-type: none"> • Successfully recruiting workshop participants from diverse locations. • Staff in schools and community groups subscribing to project website and Blast Theory social media.
Workshop participation	<ul style="list-style-type: none"> - Four intensive workshops providing a deep engagement with the project. - Introducing local people to material and ideas developed with research partners. - Developing local voices within the project from 	<ul style="list-style-type: none"> • Deep engagement with 80 workshop participants 	<ul style="list-style-type: none"> • Workshop participants share project social media posts on their own networks • Participants subscribe to

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	<p>different age groups and diverse backgrounds.</p> <ul style="list-style-type: none"> - Connecting participants from neighbourhoods across the city. - Inviting participants to share their experiences of the workshops and perspectives on the project among their communities and social networks. - Building relationships for participation at later stages of the project. 		<p>project website</p> <ul style="list-style-type: none"> • Feedback gathered via forms and informal interviews.
Film production call out	<ul style="list-style-type: none"> - A call out for participation in the filming and production. - Sharing project 'teasers' including visual assets for the films, script snippets and concepts - Developing more concrete anticipation of specific stories ideas - Creating excitement around 'filming a science fiction movie' in your neighbourhood. - Inviting residents to nominate and document potential locations - Inviting residents to participate in the cast. 	<ul style="list-style-type: none"> • 10 Secondary schools • 3 youth groups • 3 community groups • 1 over 60's group • University media and drama courses • Local media production companies 	<ul style="list-style-type: none"> • Successful recruiting of cast members and volunteers • Sharing and discussion of potential locations
Filming	<ul style="list-style-type: none"> - Participation through casting and shooting in neighbourhoods around Hull. - Recruiting volunteers to assistant on production, and engage onlookers. - Engaging with onlookers on location during filming to create awareness and anticipation of the project. - Building conversations about the ideas of the project and sharing details about the public event. 	<ul style="list-style-type: none"> • Up to 50 from local communities to appear as cast in the films. • 500 onlookers engaged on location during filming 	<ul style="list-style-type: none"> • People sharing media and posting about shoot • Subscriptions to project website.

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Platform and interactive testing	<ul style="list-style-type: none"> - A call to individuals across Hull to preview and test the interactive call system in their local phone box - An international call out to smartphone users to Beta test the preview release of the app - Building anticipation around the public event - Skill sharing in digital production with testers 	<ul style="list-style-type: none"> • 100 local testers for phone boxes • 100 Beta testers for the smartphone app 	<ul style="list-style-type: none"> • Sharing and social media posts about preview release of app and phone box
Press campaign	<ul style="list-style-type: none"> - A preview screening and press event held in Hull - Focusing on the first film launch and countdown to synchronised phone boxes and face to face encounters. - Promotion of films - Disseminating production stills of Hull in 2097 - Driving participation in phone box interactions via promise of face to face encounters 	<ul style="list-style-type: none"> • 50 press and VIPS to attend launch event • 5 features in local press • 3 feature/editorials in national press • 1 feature in international press 	<ul style="list-style-type: none"> • Targets for press coverage are met
Films – online	<ul style="list-style-type: none"> - Publishing of five films on YouTube over ten weeks - Co-ordinated with online press and social media campaign - Building online conversations around each film - Driving audiences to explore further by downloading the smartphone app. 	<ul style="list-style-type: none"> • 125,000 views in total • 25,000 per film 	<ul style="list-style-type: none"> • YouTube targets met • Analytics demonstrate engagement with films • People sharing and commenting on films
Films – local screenings	<ul style="list-style-type: none"> - 30 screenings at locations around the city - Engaging groups and participants from development process and revisiting locations from filming - Co-ordinated with calendar of local events to maximise visibility, for example. Hull Fair during 	<ul style="list-style-type: none"> • 3000 viewers • 100 per screening 	<ul style="list-style-type: none"> • Records of audience at locations meet targets • People sharing screenings via social networks

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	October local marketing and targeted social media		
Phone boxes	<ul style="list-style-type: none"> - Synchronised calling to phone boxes across the city - Accessible 24/7 from any white phone box - Inviting participants to contribute and share their responses to the dilemmas posed within films - Co-ordinated with local press campaign 	<ul style="list-style-type: none"> • 3000 interactive calls via phone boxes 	<ul style="list-style-type: none"> • Meeting call targets • Call logs show long engagements with calls • Recordings of contributions from participants show deep engagement with the project
Smartphone app	<ul style="list-style-type: none"> - A smartphone app inviting participants to interact with five episodes released over ten weeks. - Co-ordinated with online press and social media campaign for five films. 	<ul style="list-style-type: none"> • 15,000 interactive video plays via 3000 app downloads 	<ul style="list-style-type: none"> • Download targets are met • App analytics show downloads and interactions with videos • Reviews and ratings from app stores
Face to face encounters	<ul style="list-style-type: none"> - Inviting deep participation via face to face encounters in electric vehicles around the city - Acting as an advert around the city for the project and as a reward for participation. - Co-ordinated with local press campaign 	<ul style="list-style-type: none"> • Up to 1000 encounters over five weekends 	<ul style="list-style-type: none"> • Video recording of encounters show deep engagement with the project by participants
Finale	<ul style="list-style-type: none"> - Co-ordinated with a national press campaign - Providing an opportunity for focused engagement with a new public - Inviting participants from development process including research partners and local communities 	<ul style="list-style-type: none"> • 1500 attendees 	<ul style="list-style-type: none"> • Attendance by participants from development • Attendance by strategic partners and VIPs.