**CAMPAIGN PLAN: EVENT / FESTIVAL**

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| **Name** | Assemble Fest |
| **Start Date** | 03.06.17 |
| **End Date** | 03.06.17 |

**Overview**

For one day only on Hull’s Newland Avenue, Assemble Fest transforms the most unlikely of places into pop-up performance spaces. Watch as the avenue comes alive as flashmobs, interactive shows, music, art and dance erupt in a variety of the area’s independent venues, from delis to hairdressers.

Supported by Newland’s local and international traders, the festival features new site-specific works from Hull’s burgeoning theatre companies and family-friendly activities along the street. Make sure you see it first at Assemble Fest.

**Performances**

Each show will be around 30 minutes long and performed five times throughout the day.

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| --- | --- | --- |
| Act | Description | Location |
| Indigo Moon | Puppetry | Nofretete |
| Brick by Brick | Tech | The Piper |
| She Productions | Gender politics | World of Wonder (Hull Community Church) |
| Theatre on the Edge | Wedding breakfast celebrating the decriminalisation of homosexuality | Trinity Methodist Church |
| Bellow | The audience pick stories from a menu and are served their stories with their food. | Larkin’s |
| Hull Carnival Arts, Bandanarama, Mambo Jambo | Community intervention crazy chase | Promenade starting outside Super Value |

Tickets, which cost £20 for a day pass and £3.50 for an individual ticket go on sale 24 April.

Closing event

Our Street, Our Stage from 7:30pm at Clothes Factor’s car park

Free activities

Two hubs at the Rosebery Gardens and Clothes Factor’s car park, plus activity in businesses and along the avenue: musicians, magicians, flea circus, face painting, drawing sessions, unicycling guides

**Project Team**

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| --- | --- | --- |
| **Organisation** | **Name** | **Department** |
| Hull 2017 | Marketing Lead | Rachel Crowe |
| Hull 2017 | Digital Lead | Beth Watson |
| Hull 2017 | Comms Lead | Alix Johnson |
| Hull 2017 PR agency | Media & comms | Sara Sherwood |
| Creative Partner | Festival Director | Madeleine O’Reilly |
| Creative Partner | Producer | Bex Phillips |
| Creative Partner | Marketing Manager | Rich Sutherland |

**Campaign Objectives**

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| --- | --- |
| **Objective 1** | Raise awareness of the festival in general |
| **Objective 2** | Raise awareness of the commissioned theatre companies |
| **Objective 3** | Drive visits to the website and social media channels |
| **Objective 4** | Encourage pre-sales |
| **Objective 5** | Raise awareness of our funders |

**Measurable Goals**

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| --- | --- |
| **Goal 1** | Attract an audience from outside the city |
| **Goal 2** | Sell 400+ tickets |
| **Goal 3** | Raise £2,000 through crowdfunding |
| **Goal 4** | Generate national, industry and local media coverage |

**Target Audience (include geographic as well as demographic)**

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| --- | --- |
| **Audience 1** | Existing audience (Hull and East Yorkshire - general public) |
| **Audience 2** | Existing audience (Arts and theatre professionals) |
| **Audience 3** | New audience (London) |
| **Audience 4** | Influencer audience (Bloggers and popular social media accounts) |

**Campaign Structure: Phases**

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| --- | --- | --- |
| **Phase** | **Period** | **Purpose** |
| Phase 1 | 20 March 2017 - 23 April 2017 | Building awareness (pre-sale) |
| Phase 2 | 24 April 2017 - 26 May 2017 | Ticket sales and building interest |
| Phase 3 | 27 May 2017 - 03 June 2017 | Core campaign period |
| Phase 4 | 04 June 2017 - 11 June 2017 | Follow up / Audience development |

**PROJECT BACKGROUND**

**Partner Supplied Synopsis**

*Assemble Fest is a vibrant one-day festival that takes place across businesses and public spaces on Newland Avenue from 10am. It presents a fantastic programme of six theatre shows performed five times each, as well as over 20 free activities, performances and events for all ages. These include street acts, music, family workshops, craft activities and more.*

*This year, the festival is also holding a one-off free evening event called Our Street Our Stage. This will celebrate the wonderfully diverse area of Newland by recreating moments from its forgotten heritage, such as its origins as green fields, its connection to Hull Pals, the Sailor Home’s Whitsun Carnivals and the old Monica Cinema.*

**About the Company / Creative Partner**

*Assemble Fest is run by a team of arts professionals, both local to the city and from other locations.*

**Key selling points of festival**

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| --- | --- |
| **1** | Variety of shows by local independent theatre companies |
| **2** | Free family activity |
| **3** | Bringing together a diverse community for a shared event |

**SWOT Analysis**

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| --- | --- |
| **Strengths** | Unique, contained area, eclectic, affordable, easy to access |
| **Weaknesses** | Possibility of not raising awareness to the extent that all shows will sell out |
| **Opportunities** | Wider marketing engagement throughout Hull as well as further afield |
| **Threats** | Range of other activity taking place that weekend |

**Agreed Shows to Upsell or Cross-Sell (Pre- or -Post)**

|  |  |
| --- | --- |
| **1** |  |
| **2** |  |
| **3** |  |

**Comms & Positioning**

*Insert some strategic thinking around:*

* *How we will position the show*

It is a celebration of homegrown talent on one of Hull’s most diverse and independent streets.

* *Which media titles we will be targeting*

Local: Hull Daily Mail, Yorkshire Post, BBC Look North, ITV Calendar, BBC Radio Humberside, Viking FM, KCFM

National: The Guardian, The Independent

Industry: The Stage

* Push the accessibility, affordability, range of activity and openness of the community. Also an opportunity to shop, drink and dine in a relaxed area of the city.
* *Supported by 2017 and ACE*

**High-level budget (\*CONFIDENTIAL\*)**

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| --- | --- |
| **Total Project Cost** | £XXX,XXX |
| **Hull 2017 Contribution** | £XXX,XXX |
| **MarComms Allocation** | £4,600 (including £600 from Newland Garage) |

*Contractually Creative Partner is responsible for the marketing and digital promotion, and media relations, of the project.*

**DELIVERY PLAN: PHASE 1 “AWARENESS BUILDING”**

20 March 2017 - 23 April 2017

**Budget Allocation**

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| --- | --- |
| **Overall MarComms Allocation** | £4,600 |
| **Allocation to Phase [X]** | £1,260.45 |
| **Additional Contribution(s)** | £ |
| **Phase [X] Image Creation / Branding** | £600 |
| **Phase [X] Print** | £247.95 |
| **Phase [X] Advertising** | £ |
| **Phase [X] Digital Activity** | £100 |
| **Phase [X] Experiential** | £ |
| **Phase [X] Photography or Film** | £50 |
| **Phase [X] Venue Dressing / Partner Recognition** | £ |
| **Phase [X] Distribution (posters to shops, flyers door to door)** | £262.50 |

**Approach**

*Outline the approach that has been agreed for this phase*

* *Weekly blog posts*
* *Daily social media management*
* *Creation of crowdfunder video and page (video supplied gratis by Eon Visual Media)*
* *Facebook advertising for crowdfunder*
* *Design of 28-page programme*
* *10,000 A5 flyers (distributed door-to-door across Hull, Cottingham and Beverley)*
* *Local media coverage - Hull Daily Mail and BBC Radio Humberside*

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Resource / Lead** |
| Branding | Flyer, poster, 28-page programme | Rich Sutherland |
| Print Collateral | 10,000 x A5 flyers, 500 x A3 posters | Rich Sutherland |
| Online | Website always live, tickets on sale from 24 April | Rich Sutherland |
| Social Media | Daily updates, photos and sharing of blog posts | Rich Sutherland |
| Email Marketing | 2017 newsletter | Beth Watson |
| Editorial | 2017 news section | Beth Watson |
| Direct Mail | Yes - to residents of Newland Avenue area | Madeleine O’Reilly |
| Outdoor Advertising | Not yet |  |
| Print Advertising | N/A |  |
| Radio Advertising | N/A |  |
| Digital Advertising | Ongoing Facebook adverts | Rich Sutherland |
| Other | N/A |  |

**Media Opportunities (Phase 1)**

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| --- | --- |
| **Press** | <http://www.broadwayworld.com/uk-regional/article/Hull-Unveils-Theatre-and-Performance-Programme-for-2017-20160922>  <http://www.thesaint-online.com/2017/02/36-hours-in-hull/>  <http://www.hulldailymail.co.uk/the-25-festivals-coming-to-hull-for-city-of-culture-2017/story-30166114-detail/story.html>  <http://www.hulldailymail.co.uk/traders-say-hull-2017-buzz-in-city-centre-means-avenues-are-quieter-than-ever/story-30287062-detail/whatson/story.html> |
| **April** |  |
| **Event** |  |

**Photography & Filming Plan**

Rehearsal and production shots supplied by Hull2017, overseen by Beth Watson.

**Key Dates / Timeline**

|  |  |
| --- | --- |
| **15.14.17** | Photoshoots for 6 x companies down Humber Street (James Mulkeen) |
| **25.05.17** | Photoshoots for Team AF down Humber Street (James Mulkeen) |
|  |  |

**DELIVERY PLAN: PHASE 2 “TICKET SALES”**

24 April 2017 - 26 May 2017

**Budget Allocation**

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| --- | --- |
| **Overall MarComms Allocation** | £4,000 |
| **Allocation to Phase [X]** | £2,351.73 |
| **Additional Contribution(s)** | £ |
| **Phase [X] Image Creation / Branding** | £225 |
| **Phase [X] Print** | £1,410.23 |
| **Phase [X] Advertising** | £ |
| **Phase [X] Digital Activity** | £200 |
| **Phase [X] Experiential** | £ |
| **Phase [X] Photography or Film** | £ |
| **Phase [X] Venue Dressing / Partner Recognition** | £ |
| **Phase [X] T-shirts** | £516.50 |

**Approach**

*Outline the approach that has been agreed for this phase*

* *Weekly blog posts*
* *Daily social media management*
* *Facebook advertising for shows*
* *Local media coverage - Hull Daily Mail and BBC Radio Humberside*

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Resource / Lead** |
| Branding | Complete | Rich Sutherland |
| Print Collateral | Already distributed | Rich Sutherland |
| Online | Tickets on sale from 24 April | Rich Sutherland |
| Social Media | Daily updates, photos and sharing of blog posts | Rich Sutherland |
| Email Marketing | AF fortnightly campaigns to 800+ subscribers | Rich Sutherland |
| Editorial |  |  |
| Direct Mail | Continuation to residents of Newland Avenue area | Madeleine O’Reilly |
| Outdoor Advertising | Not yet |  |
| Print Advertising | N/A |  |
| Radio Advertising | N/A |  |
| Digital Advertising | Ongoing Facebook adverts | Rich Sutherland |
| Other | N/A |  |

**Media Opportunities (Phase 2)**

|  |  |
| --- | --- |
| **Press and 2017 editorial** | <http://www.hulldailymail.co.uk/assemble-fest-gathers-unique-ideas-for-hull-2017-performance-in-newland-avenue/story-30292340-detail/story.html>  <https://www.hull2017.co.uk/discover/article/assemble-fest-returns-stellar-line-2017/>  <https://www.hull2017.co.uk/discover/article/assemble-fest-street-stage/>  <https://www.hull2017.co.uk/discover/article/mumbler-family-guide-may-half-term-holidays/> |
|  |  |
| **Event** |  |

**Photography & Filming Plan**

Rehearsal and production shots supplied by Hull2017, overseen by Beth Watson.

**Key Dates / Timeline**

|  |  |
| --- | --- |
| **Throughout May** | Multiple photoshoots - Rehearsal shots for 6 x companies and OSOS |
| **14 May** | Video shots of OSOS rehearsals for 2017 video |
| **16 May** | Video interviews with 6 x companies down Newland Avenue |

**DELIVERY PLAN: PHASE 3 “CORE CAMPAIGN PERIOD”**

27 May 2017 - 03 June 2017

**Budget Allocation**

|  |  |
| --- | --- |
| **Overall MarComms Allocation** | £4,000 |
| **Allocation to Phase [X]** | £792.34 |
| **Additional Contribution(s)** | £ |
| **Phase [X] Image Creation / Branding** | £ |
| **Phase [X] Print** | £ |
| **Phase [X] Advertising** | £ |
| **Phase [X] Digital Activity** | £100 |
| **Phase [X] Experiential** | £ |
| **Phase [X] Photography or Film** | £ |
| **Phase [X] Venue Dressing / Partner Recognition** | £692.34 |
| **Phase [X] Other** | £ |

**Approach**

*Outline the approach that has been agreed for this phase*

* *Weekly blog posts*
* *Daily social media management*
* *Facebook advertising for shows*
* *Distribution of 28-page programme by Hull2017 volunteers*
* *T-shirts, street banners, pavement signs, printed maps collected from printers*
* *Local media coverage - Hull Daily Mail for OSOS (organising with Mike Berriman)*

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| --- | --- | --- |
| **Name** | **Description** | **Resource / Lead** |
| Branding | Complete | Rich Sutherland |
| Print Collateral | Complete | Rich Sutherland |
| Online | Tickets on sale from 24 April | Rich Sutherland |
| Social Media | Daily updates, photos and sharing of blog posts | Rich Sutherland |
| Email Marketing | AF fortnightly campaigns to 800+ subscribers | Rich Sutherland |
| Editorial | Hull Mumbler article on 2017 website | Rachael Smith |
| Direct Mail | Programme to Newland residents by 2017 volunteers | Louise Brown |
| Outdoor Advertising | Banners put up at end of street | Rich Sutherland |
| Print Advertising | N/A |  |
| Radio Advertising | N/A |  |
| Digital Advertising | N/A |  |
| Other | N/A |  |

**Media Opportunities (Phase 3)**

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| --- | --- |
| **Press** | Final piece in Hull Daily Mail on Our Street Our Stage: Organised by Mike Berriman |
|  |  |
| **Event** | Kofi Smiles reporting at the shows |

**Photography & Filming Plan**

Rehearsal and production shots supplied by Hull2017, overseen by Beth Watson.

**Key Dates / Timeline**

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| --- | --- |
| **w/c 29 May** | Collect banners, pavement signs and T-shirts |
| **31 May** | Social media advertising ends |
| **2 June** | Collect Our Street Our Stage booklet |

**DELIVERY PLAN: PHASE 4 “FOLLOW UP”**

04 June 2017 - 11 June 2017

**Budget Allocation**

|  |  |
| --- | --- |
| **Overall MarComms Allocation** | £4,000 |
| **Allocation to Phase [X]** | £135 |
| **Additional Contribution(s)** | £ |
| **Phase [X] Image Creation / Branding** | £75 (evaluation document) |
| **Phase [X] Print** | £ |
| **Phase [X] Advertising** | £ |
| **Phase [X] Digital Activity** | £ |
| **Phase [X] Experiential** | £ |
| **Phase [X] Photography or Film** | £ |
| **Phase [X] Venue Dressing / Partner Recognition** | £ |
| **Phase [X] Fee for Marketing Assistant (2 days)** | £160 |

**Approach**

*Outline the approach that has been agreed for this phase*

* *Weekly blog posts*
* *Daily social media management*
* *Facebook advertising for general festival and free activity*
* *Removal of all street signage*

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| **Name** | **Description** | **Resource / Lead** |
| Branding | Complete | Rich Sutherland |
| Print Collateral | Complete | Rich Sutherland |
| Online | Final blog post | Rich Sutherland |
| Social Media | Fortnight of post-event activity | Rich Sutherland |
| Email Marketing | Final “thank you” email campaign | Rich Sutherland |
| Editorial | N/A |  |
| Direct Mail | N/A |  |
| Outdoor Advertising | N/A |  |
| Print Advertising | N/A |  |
| Radio Advertising | N/A |  |
| Digital Advertising | N/A |  |
| Other | N/A |  |

**Media Opportunities (Phase 4)**

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| --- | --- |
| **Press** | Follow-up Hull Daily Mail piece |
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**Photography & Filming Plan**

Finished videos and photography from the event supplied by Hull2017.

**Key Dates / Timeline**

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| --- | --- |
| **w/c 5 June** | Design and delivery of evaluation document |
| **w/c 5 June** | Fortnight of social media activity, documenting the festival |
| **w/c 5 June** | Final email campaign, thanking people for their support |

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| --- | --- | --- |
| **APPROVAL** | **SIGNATURE** | **DATE** |
| Marketing Lead: XXX |  |  |
| Digital Lead: XXX |  |  |
| Comms Lead: XXX |  |  |