**Land of Green Ginger marcomms**

**11 May 2016 Danish 2**

**Present:** Katy, Liam, Elizabeth, Martin, Phil, David, Rachel

**Minutes**

**The storyline**

There is both a creative (artists) and informative (stakeholders) narrative that needs to be told. Martin is slightly less worried about the latter conversation because that can always happen behind closed doors. Phil brought up the fact that the stakeholders are actually a key audience and perhaps they want to be a part of the magical experience as well though.

Martin’s worry: unnoticed work this year? Phil says the magic is the retelling of the story through documentation in all its forms

Another of Martin’s worries: the storyline framework is dangerously close to patronising, with #4 being the most problematic. Katy says that it needs reworking and Phil says that the purpose of the narrative is more administrative and curatorial than public-facing in that there is a whole series of marketing objectives hidden within the storyline. It’s an exciting tool to create clues within a layered message. LOGG is not necessarily a project that needs specific signposting. Katy’s view is that it would be nice to have a page in the brochure where people aren’t exactly clear about what’s happening, with that being the starting point of piquing people’s interest and wanting to learn more. The media will also be a part of the team in conveying the LOGG message.

**Visual Identity**

* Needs much more than any other project
* Could potentially be led by an illustrator; however who holds the creative aesthetic? The only way to unify this story is to have it be led by comms but with Katy writing a brief for them to follow. Roles and responsibilities need to be outlined early.
* Katy needs to produce a brief in which Marcomms can respond
  + Start with the artist brief and make it more marcomms-oriented.
  + We can afford to be obscure in the brief
  + The storyline can be the starting point for creating a timeline

**The mystery:** Do we intend to give an answer to the why?

* History Centre archive can potentially provide those answers.
* Consumer behaviour: people go through the city to get anywhere else. This can be used in LOGG via the street… could we discover something under the street that connects to the archive? Basically this is the original concept of the ‘discovery’ part of the project, which we’ve decided is still a great idea and will need to explore more as a way of announcing the project somehow.

**The website**: too bespoke; better to trickle through our own.

* Delivery will start to generate stuff, for example continuous storify which will last forever
  + Moments created/planted
  + Choose the bits we re-share
  + Plant a character and build a fake profile. Keep them separate from Hull 2017 (aka their own FB, Twitter, google accounts, etc.) then interview them. ‘Overheard in Waitrose’ plant.

**The Brief**

Need to lock some things down, e.g. the number 7 in the initial concept – is this still a go? Then we can rule things out later, but it’s better to lock them down initially. Where do those concepts take us? We can build a mind map in which to create a mysterious marcomms framework.

Start with Launch and then move on

What’s in Katy’s head so far: the end of the story, the book, etc. Brain-dump it all onto a piece of paper and then we’ll go from there!