**Land of Green Ginger**

**Marcomms Meeting**

**23 August 2017**

Present: Laura, Katy, Chrissie, Maddie, Chris, Alix, Elizabeth

**Minutes**

People are being a lot choosier about what they go to now that we are halfway through the year. However, we’ve still been getting the numbers at events despite only doing highly localised marketing, but now we need to start using the Hull 2017 channels so that we have a substantial audience for Macnas.

What is the goal beyond increasing audiences? Is it because we know that we want the next events to be well attended or is there another reason?

* Will be difficult to know for Thor’s audience numbers. The same for Davy but will be able to accommodate more people over a longer period. We will need to drive audiences to that one especially because it’s right on the edge of the city and doesn’t have a captive audience at all.
* Partly about profiling, claiming ownership of the success of the projects so far.
* There are other ways of aligning GGF and Hull 2017, something as easy as promoting a blog written by Antony on the Hull 2017 channels.

Teaser trailer: should be made vaguer so as not to make it dated. Or we make it in the same tense?

* could be branded as Hull 2017, but subtle-y so that can be shared from some of our channels. This one won’t go out of date, and can be used for the rest of the year to draw audiences in.
* Timescale: we’ll need to book somewhere, maybe at the uni for as soon as possible. \***Chris** to book in ASAP
* \***Chrissie** to contact Russ Litten

Story so Far video

* won’t be branded as Hull 2017. Serves its purpose until three weeks’ time when it will become out of date.

Digital

* GGF website needs a tidy up
* Once we have the film does all the acts become defunct? We could swap the story out and replace it with the film.
* Difficult to glean a summary of what’s happened from the social we’ve done so far, which is why we’ve created the Story So Far film.
* Need to be able to point people somewhere that’s consistent, which will help decide how we push it.

Interim marketing plans

* ‘Acts of Wanton Wonder are coming’ billboards. Really simple signposting so needs to say Land of Green Ginger. GGF website URL.
	+ GGF don’t reference that this has happened
	+ Boothferry Road and Springbank West billboards
* Show specific door drops specifying that it’s an act of wanton wonder
* City centre distribution can be done by volunteers. More difficult to do in the neighbourhoods.
* Deadline: 11 September to go up for end of September. Social stuff can be tied in at the same time as the print.

Press

* Difference between national and local: national isn’t about drawing people to events whereas local is.
* Will need stats and quotes to push the national story such as numbers of people who’ve turned up to events. Would be good to have some nice things from M&E, like engaging the top 10% unengaged around the city.
	+ \***Elizabeth** to share transcribed interview with Alix from Saturday.
	+ Now seems the right time to do this. Then can pick the story up again with the book as a nice follow up from the end of the live period.
	+ We have more to say now and are more comfortable with admitting that it’s a Hull 2017 project, using Katy as an interviewee as well as one of the artists. Joshua would be very articulate.
	+ **\*Alix** to chase Corner Shop about this
	+ **\*Maddie** to chase for M&E stuff
* Season 4 Press Release.
	+ LOGG not included in it as of yet. In order to talk about this publicly, we need to have more clarity about the relationship between the GGF and Hull 2017. Katy’s now open about it being more open. But still need to sense check.
	+ **\*Maddie** to send a bit of copy to include in the press release today.
* Locally.
	+ We need another catch up with Hull Daily Mail and BBC.
	+ **\*Chrissie** to arrange.
	+ **\*Katy, Chrissie and Maddie** to map out what needs to go in for the rest of the year before this meeting.
* Target audience for the next projects:
	+ Project VEAR is now called *Re-rediffusion’s Voice Park*
	+ Need to do number crunching on Davy’s, however it will most likely take place from the afternoon through to evening. Possibly doing bookable time slots on weekends. Confirmed title: *Micropolis*.
	+ 35-40,000 for Macnas but we haven’t been through ESAG with this one. So can do a big fanfare for this project. One-day city centre on a Saturday. Katy would like it to be called *Green Ginger Unleashed* but haven’t confirmed it with the artist yet
	+ The most important thing is how we can get people to come back from specific areas we’ve done projects in before. Door drops to those neighbourhoods in the very least.