

TURNER PRIZE

2017

Campaign positioning

We have identified a number of different audiences that we want to engage via our Turner Prize 2017 marketing campaign. Primarily, this is broken down into two key groups:

National Arts Audience – Already familiar with the prize and likely to be an "easy win" in one sense. However, our main obstacle with this group is that they are likely to be based out-of-town and therefore we need to persuade them to travel to visit the exhibition this year.

Local / Regional Visitors – Broadly speaking, this audience may be less familiar with the prize in general, but due to their geographic reach of Hull, they may be inquisitive to find out more. If they have never visited the Ferens Art Gallery before, now is their opportunity whilst the much coveted Turner Prize 2017 is in town.

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Key messages

National audience:

THE ART SCENE NEEDS A CHANGE OF SCENE – works for large cities, still retains the playful tone of Hull 2017. The real focus in this sentence is the word 'change'.

YOU NEED TO GET OUT MORE – could be used for placement in arts publications or train stations, basically where the thought of getting out of the city is more prominent.

JOIN A COMPLETELY FRESH CONVERSATION ABOUT ART – This is probably better suited to the niche artsy publications.

A sub copy line could incorporate "Join the conversation" and introduce a hashtag/ simple dates and venue detail placement. i.e. **Join the conversation #TurnerPrize2017**

Local audiences:

WHATEVER YOU THINK ABOUT THE TURNER PRIZE 2017, YOU'RE RIGHT – Makes the Turner Prize approachable – ignites discussion, everyone's allowed to have an opinion. Really fits in with the learning programme particularly.

A sub copy line could allude to the idea of learning i.e. **What will you learn at this year's Turner Prize?**

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Design Treatment

The creative concept we have developed for this year's Turner Prize heroes key copy lines as the main focus of the campaign. Centering around the idea of provoking a conversation and igniting discussion, we want to intrigue audiences about this year's prize via a series of strong statements.

We have explored introducing the Ferens logo treatment to highlight key words, but further conversations with HCAL and Tate would be needed to see if this were feasible.

Gradient

- Using soft focus gradient background in a suite of colours, so the words really take centre stage and stand out
- We explored two different palettes / colour treatments - pastel and bright
- Clear layout and ease of legibility
- A simple approach
- Artist names appear with lots of space around them and in alphabetical order
- Clear and direct call to action

LOCAL AUDIENCE:

WHATEVER YOU THINK ABOUT THE TURNER PRIZE 2017, YOU'RE RIGHT

Example of 6-sheet advertising in Hull City Centre and on arterial routes into the city.



Gradient - Pastel



Gradient - Bright

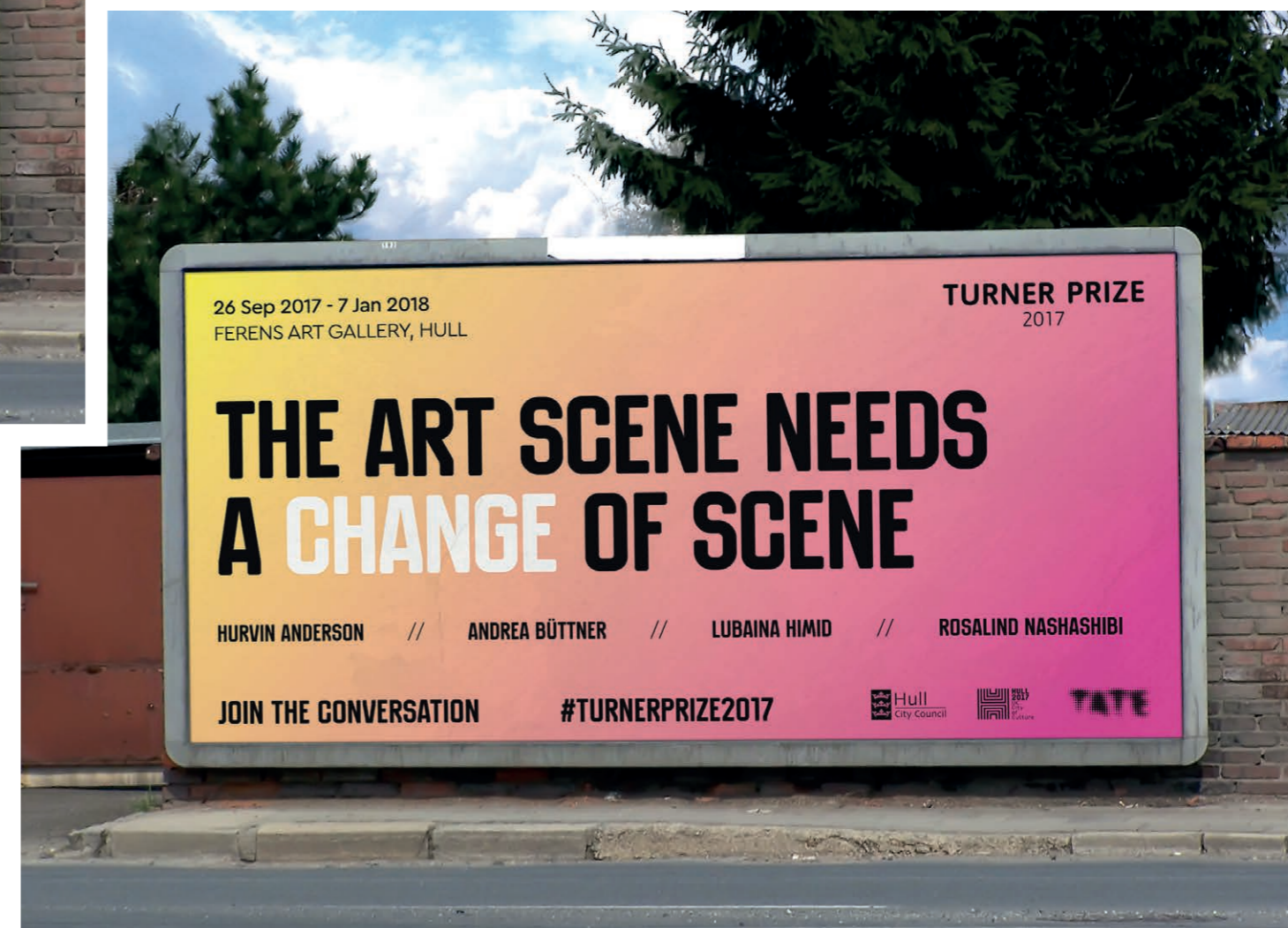
NATIONAL AUDIENCE:

THE ART SCENE NEEDS A CHANGE OF SCENE

Example of 48-sheet advert in another city like Leeds. This would be placed near a gallery or arts institution (Henry Moore / The Tetley) where relevant audiences are likely to spot it!



Gradient - Pastel



Gradient - Bright

NATIONAL AUDIENCE (LONDON SPECIFIC):

YOU NEED TO GET OUT MORE

This could be a particularly relevant message for London audiences, giving them a nudge to come to Hull this year. Or alternatively at key train stations: Liverpool, Leeds, Newcastle and Sheffield.

Example of placement would be in one of the more niche arts publications.



Gradient - Pastel



Gradient - Bright

NATIONAL AUDIENCE:

JOIN A COMPLETELY FRESH CONVERSATION ABOUT ART

For example, placement would be in a niche art publication i.e. The Skinny / Frieze



Gradient - Pastel

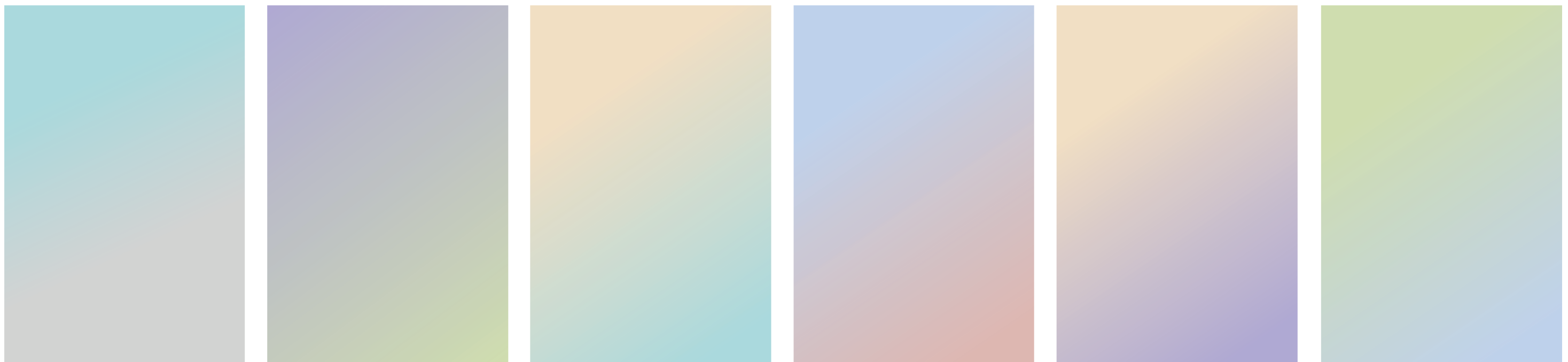


Gradient - Bright

Bright Palette



Pastel Palette



Pastel Artwork suite

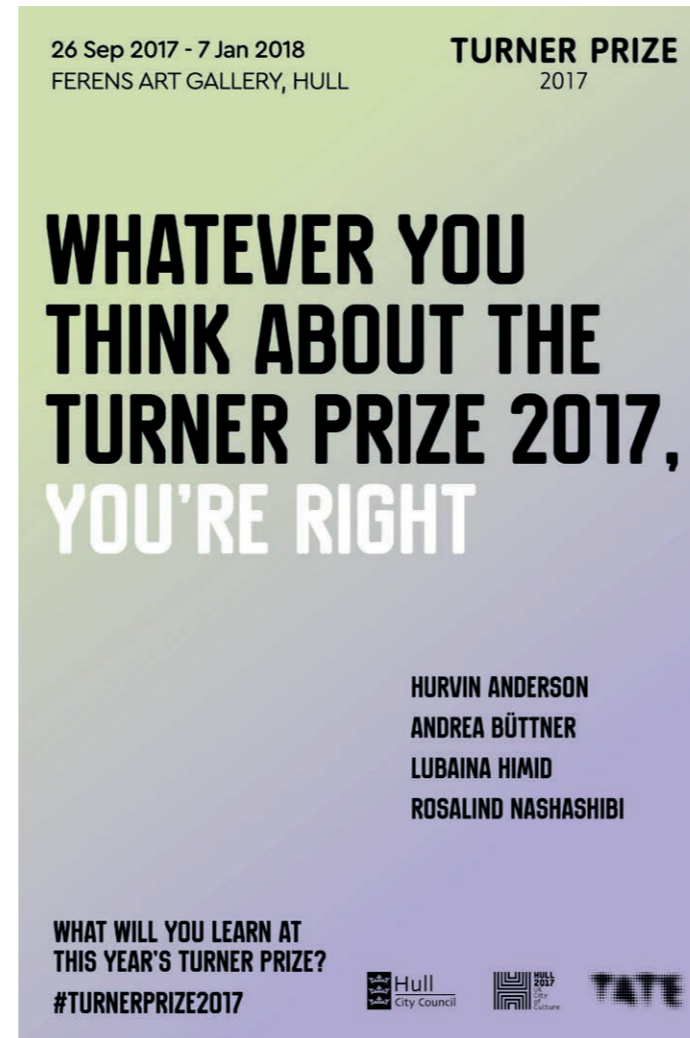
48 Sheet



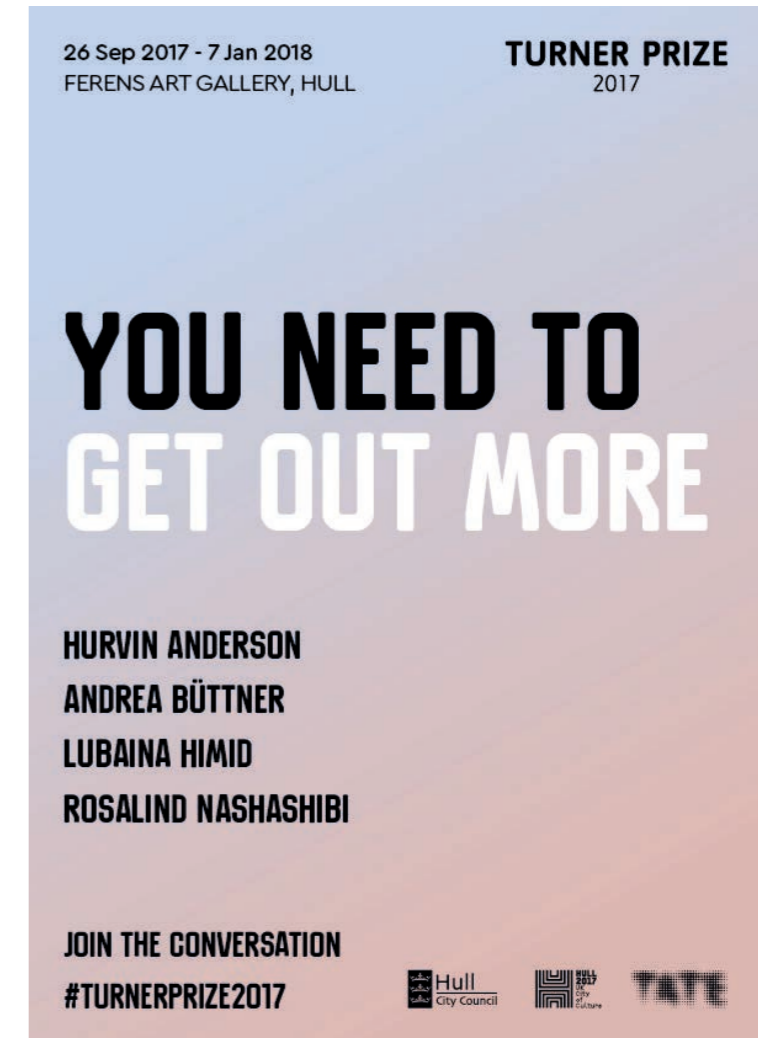
Advertisement



6 Sheet



A4 London



Bright Artwork suite

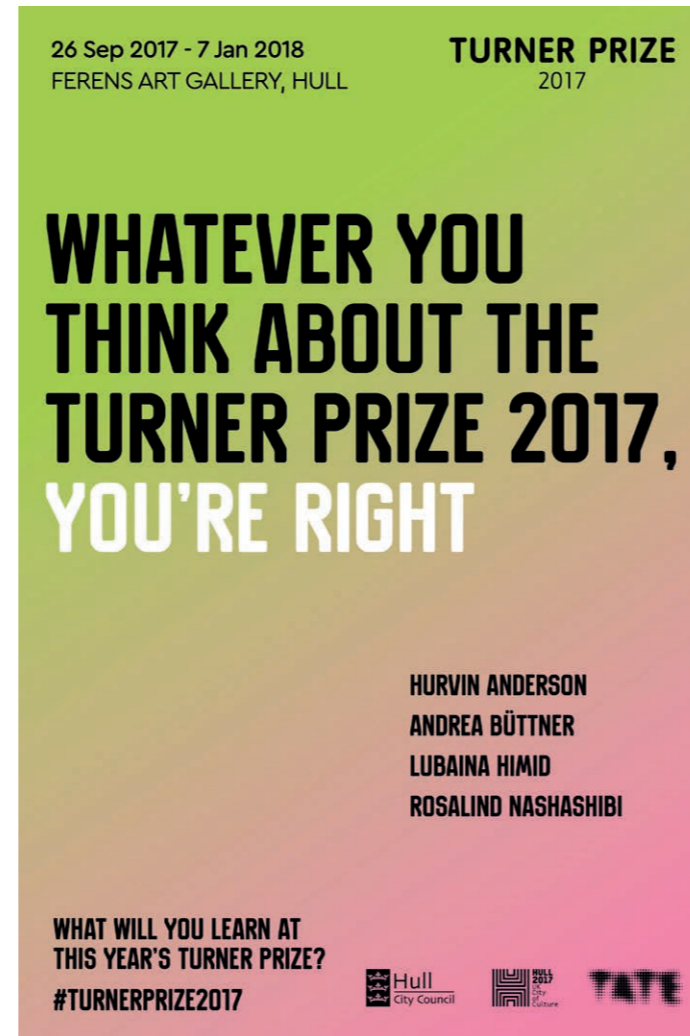
48 Sheet



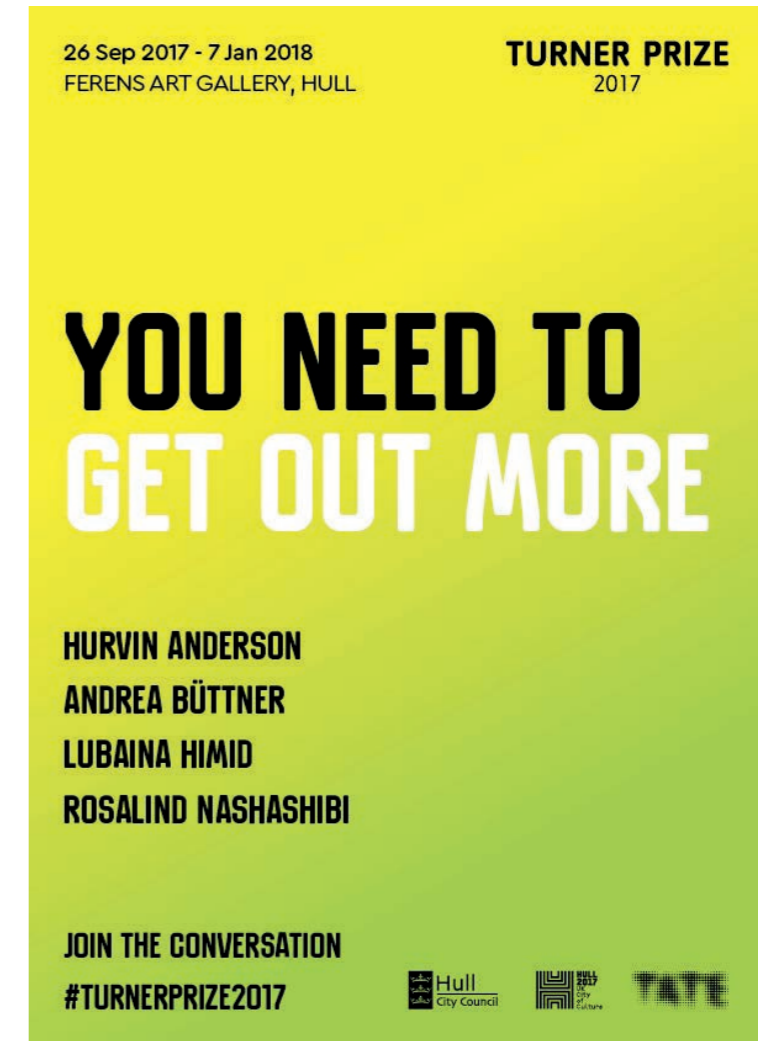
Advertisement



6 Sheet



A4 London



Artwork suite

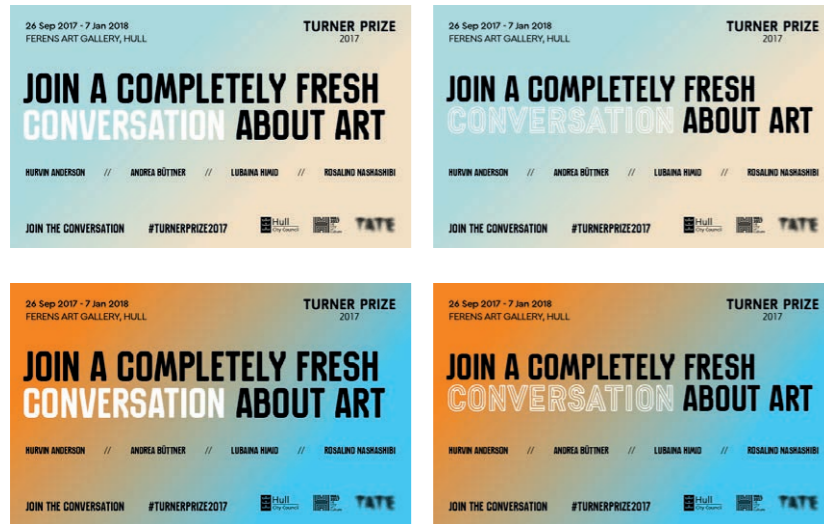
48 Sheet



6 Sheet



Advertisement



A4 London

