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MARKETING & COMMUNICATIONS PLAN: THE FEMALE GAZE

Project Overview

Kingston Art Group invite you to join them on a creative journey, exploring the unique and diverse perspectives of Hull's fantastic female artists. The Female Gaze is a brand new exhibition coming in March 2017, which celebrates the work of women as artists and innovators in this unparalleled and evolving city. Each creation will act as a stimulus for public debate, posing questions about artistic intent, creative endeavour, and the portrayal of art through the eyes and minds of Hull's female visual artists.

Project Budget: £4,120

Marketing Budget: £1,010

Objectives

(Outline up to 3 key objectives that you want to achieve through marketing activity)

Objective 1	To raise awareness of The Female Gaze exhibition.
Objective 2	1000 visitors to the gallery over the course of the exhibition (local, regional and national).
Objective 3	Engaging five educational institutions with the exhibition via a dedicated talk or workshop.
Objective 4	Promote the exhibition to 1000 contacts at a local level and 500 at a national level.
Objective 5	To use social media accounts to broaden the audience. 200 new active Twitter followers and at least 100 via a Facebook page.

Key Selling Points

(Why should people choose to attend your event over everything else that is going on at the same time?)

Selling Point 1	This is the first time an all women's group art exhibition has taken place in Kingston Art Group, and the art of women is currently highly underrepresented both nationally, and at a local level.
Selling Point 2	Whilst taking place at the same time as WOW festival, it will compliment the other activities taking place and present a local, grass roots dimension to the International Women's Day celebration.
Selling Point 3	The exhibition and associated activities will inspire a future generation of artists, as well as women who work in male-dominated work environments or highly competitive fields.

Target Audience

(Who do you see as your key audiences? Try and include an audience that you would like to develop in here)

Audience 1	Schools, colleges, higher education institutes
Audience 2	Members of the public
Audience 3	National and local galleries and art groups
Audience 4	National and local women's/gender related groups
Audience 5	Voluntary and community sector organisations

Target Locations

(Where do your target audience hang out? What's the best way to reach them with marketing activity? Add more locations in if you feel relevant)

Location 1	The intention is to reach a wide range of Hull's community - not simply in areas where citizens are already engaged, but also where people are from underrepresented backgrounds or do not regularly engage with art (if at all). To reach these audiences we are establishing a database of contacts and going out into the community to speak to those who run community groups. These contacts will be used as ambassadors for promotion of the exhibition and associated activities via e-flyers, social media, posters and hard copy.
Location 2	In addition to the local residents, we would also be keen to engage a regional and national audience by exploiting both WOW Festival's networks and contacts, but also our appointed curator who worked for Yorkshire Museums and Galleries, and toured one of David Hockney's exhibitions. We would like to work collaboratively with contacts at WOW and the Feminist Library to promote our project as widely as possible, and feel this will be successful as WOW is likely to also attract those who are outside the City. Collaborative promotion and effective PR is key for this.

Competition

(Is there anything happening locally that would impact on the attendance at your event?)

- We are in the process of liaising with other galleries and museums to establish what is taking place locally.
- Currently liaising with WOW Festival to ensure we are working collaboratively, rather than independently.
- Contacting other Creative Communities' projects and venues in the area to establish what is taking place throughout March at that time, and in the area.
- Cross-referencing the City of Culture calendar of events.

- The project team is putting together a calendar of external activities taking place during March to ensure opportunities for promotion and collaboration are maximised and threats that could reduce engagement are mitigated.

Marketing Activity

(Thinking about who your target audiences are and where they hang out, list the tools under the headings below that you will use to communicate your selling points. You don't have to use them all but give as much detail as possible including costs against the ones you choose).

Activity Type	Details	Budget
Print	Design Flyer x 200 Postcard Sized Posters x 100 A4&A5 Programmes x 200 A5	Design within marketing consultant's fee. £100 £50 £300
Distribution	Distribute electronic and hard copies of flyers/programmes to community centres, groups, arts organisations and businesses throughout Hull (and send electronically nationally). Display posters throughout Hull.	This will be carried out by volunteers and artists from the group. Free
Direct Mail	Use the KAG mailing list for marketing the exhibition and associated activities. We will personalise the emails for activities and keep the email simple and straight to the point (grab attention, provide information about the exhibition, where to go for further information and call to action). This will also be sent out via the database of contacts currently being compiled within the group.	Free
Social Media	Twitter @FemaleGazeHull Facebook TBC	Including within marketing consultant's fee.

	<p>We aim to be tweeting around 3 times a day minimum (plus engagement) and a Facebook post once each day at least.</p> <p>Through the Twitter account it is hoped that the exhibition will reach a wider audience and reinforce the work of other women's/gender groups both regionally and nationally.</p> <p>Our social media accounts will also be coordinated with KAGs to maximise impact.</p>	
Other	<p>A press release contact list is being produced, we will then send press releases to these contacts. These contacts will be followed up closer to the time to encourage coverage.</p> <p>Also intend to utilise the City of Culture's calendar of activities and disseminate information to contacts/websites for promotion with copy outlining ways in which they can promote via social media, email or on their website.</p>	<p>Included in marketing consultants fee.</p>

Additional sponsors/funding partners that need to be declared

In addition to Hull 2017, are there any sponsors, partners or funders who need to be mentioned? Do their logos have to be included on marketing communications? (Please include details below, including names, job titles and email addresses).

	Name	Job Title	Email Address
Sponsor, partners or funder details	Wykeland, who support Kingston Art Group (KAG) by providing Gallery space, and the KAG logo.	Speak to Matt Midwood who deals with MarComms and promotion at KAG	mjmidwood@gmail.com

Media

(Consider how you are going to use the media to advertise your project)

Activity	Detail	Deadline
Are you going to submit a press release and send it to the media?	Yes	1st Feb 2016, with follow up press communication closer to the private view, and promoting subsequent activities
Has the press release been submitted for approval to the Hull 2017 team?	No	A draft will be completed and sent to both KAG and City of Culture for approval in January 2017.

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	The Female Gaze graphic has recently been designed and can be supplied to City of Culture team in required formats.	Please contact The Female Gaze team with the requirements and the graphic can be shared for use on website.
Have you supplied video content for use of the Hull 2017 team?	Potentially create short videos to celebrate and promote the work of artists.	TBC

Key Dates for Roll-Out (Subject to Change)

(Creating a plan of key dates will allow you to keep track of what needs to happen, when this should happen and what your deadlines are if you're going to meet these goals).

Activity	Audience	Channel	Responsibility	Deadline
Initial meeting with artists to discuss expectations and ideas for show.	Participating artists	F2F	JR to organise.	18 th September
Get participating artists' details of website, contact details and social media accounts.	n/a	Email	CR and participating artists	1 st October
Request artist's biographies from each of the participating artists	n/a	Email	CR	Receipt of artist profiles by 1 st October
Explore potential contacts to deliver activities throughout exhibition	n/a	Email and F2F	CR and JR	Throughout October 2016
Contact Yorkshire Museums and Galleries curator Caroline Krzesinska to discuss exhibition.	n/a	Email	CR	20 th October 2016
Email Marketing at KAG (Matt Midwood) to discuss best way to utilise social media and existing channels of communication.	KAG Committee	Email	CR	21 st October 2016
Attend WOW Festival initial meeting to discuss expectations and ideas.	n/a	F2F meeting	CR and JR	13 th October 2016
Meet with Lisa Wedger, Educational Programme Coordinator at The Warren to discuss promotion and collaboration	The Warren	F2F	CR	31 st October 2016

Attend Paul Rego lecture and liaise with lecturer to discuss possibility of talking at event.	n/a	F2F	JR	31 st October 2016
Contact Madeline at WOW Festival to plan meeting discussing possible collaboration and publicity.	n/a	Email	CR	31 st October 2016
Set up Twitter and Instagram account	All	Twitter and Instagram	CR and JR	3 rd November 2016
Stakeholder mapping - write a list of contacts to promote show to and establish relationships with	n/a	Communicated at next FG meeting.	CR and JR	3 rd November 2016
Produce event calendar to map other events (currently known) taking place throughout March 2017.	n/a	Google calendar which can be shared.	CR and JR	4 th November
Meet with Caroline Krzesinska to discuss best practice and promotion of exhibition.	n/a Internal Document	F2F	CR and JR	4 th November
Mock-up of social media 'cards' for Facebook, Twitter and The Female Gaze e-flyer/programme.	Online social community. Must be accessible	Social media	CR	5 th /6 th November 2016
Create contact/network/stakeholder list for artists to add to at November meeting.	n/a Internal Document	n/a	CR	5 th /6 th November 2016
Draw up agenda for the November meeting - to discuss: image to represent show, curator, useful contacts, marketing strategy, activities and volunteers.	Participating artists	Email	CR and JR	7 th November 2016.

Second meeting of artists (with attendance of KAG committee rep)	Participating artists	F2F	JR	11 th November
Collate image gallery of artists at work.	n/a Internal Document	n/a	CR	20 th November 2016
Finalise list of contacts	n/a Internal Document	Shared Excel spreadsheet	CR and JR	20 th November 2016
Find out from key contacts and partners of any deadlines for inclusion in newsletters etc.	n/a Internal Document	Add to shared Excel spreadsheet.	CR and JR	Throughout December 2016
Develop social media cards for all artists	Online social media community (subject to approval by artists)	Social media	CR	Throughout December 2016
Attendance at KAG monthly meeting to report back to group	Members of Kingston Art Group	F2F	CR/JR	6 th December 2016
Third meeting of artists	Participating artists	F2F	JR	TBC December 2016
Social media campaign strategy	Online social media community	Social media	CR	December 2016
Plan activities based on event calendar	n/a internal document	Google doc	CR	End of December 2016
Confirm activities taking place throughout exhibition and opening times/dates.	City of Culture, KAG and participating artists	Online doc	CR and JR	First week in January 2017

Produce programme of activities and dates.	City of Culture, KAG, curator and artists	Electronic copy	CR and JR	First week in January 2017
Liaise with media.	Media/public	Press release of activities	CR	w/c 9 th Jan 2017
Disseminate electronic and hard collateral to promote show.	Charities, local and national groups, educational institutions	Electronic and hard copies	CR	Throughout end of Jan and whole of February 2017
Publicise exhibition and associated activities throughout this period via social media	Social media online community	Social media	CR and JR	4 th - 26 th March 2017
Send direct emails about specific events and activities	Activity specific audiences, e.g. schools	Email and phone	JR	4 th - 26 th March 2017
Reminder email re last week of show	Local and national contacts through mailing lists and social media.	Email and social media	CR and JR (and KAG/City of Culture)	20 th March 2017

Evaluation

(How are you planning to monitor the success of your campaign? Please include a statement of intent - no more than 100 words)

The project will be evaluated through recorded verbal testimonials from visitors and comments in the visitors' book. At the end of activities, evaluation forms for those in attendance to rate the event will be disseminated. Social media reach and analytics will be recorded, as well as press and media engagement.

Sign Off

Name	Job Title	Signed	Date	Email
Julia Roach/Chloe Roach	Project Manager / Marketing Consultant	Julia Roach Chloe Roach	21/11/16	Julia@marl.karoo.co.uk info@chloeroachart.com
Melissa Page	CCP Marketing Lead	<i>mpage</i>	24/11/16	melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>COakshott</i>	24/11/16	cheryl.oakshott@hull2017.co.uk