

PRSF NMB

Budget

- 9k total – marketing, digital, design and print
- Potentially less if production costs run over. 20% contingency is £1,800 so minimum working budget is **£7200**.

Phases

1. Now (pre-Christmas) to late January
2. Pre- and during onsale period – late January to mid February
3. Onsale to the event – mid February 2017 to 30 June
4. During event – 30 June - 2 July 2017

Key messaging / selling points

- Brand new compositions from leading artists
- In Hull before it goes to Southbank
- Good local link – inspired by residencies

Audience

- Regional 'BBC 3 listeners' – open-minded, contemporary, classical and jazz music fans. National audience likely to go to London instead.
- Local live (non pop) music fans. Might otherwise attend City Hall classics, Jazz Festival and music at Truck.
- Each artist's own (niche) audience. Note some considerably bigger than others.
- Distinct theme / genre audiences – see below.

Artist themes

- Awaiting confirmation from Liam / Martin Atkinson, but a first go would include:
 - Folk
 - Contemporary classical
 - Electronica

Digital activity with phases

- 1 – Website: write PRS page copy / synopsis:
<https://www.hull2017.co.uk/whatson/events/prs-foundations-new-music-biennial/>
- 1 – Create image and update event page

- 1 – Editorial content: artist written feature: Sam Lee interview - introducing residencies and NMB
- 2 – Onsale ticketing
- 2 – PR and editorial: announcement news story before onsale
 - 'Get tickets next week'
- 2 – PR and editorial: 'Tickets available now' news story
- 2 – Social media and website content (landing pages) around onsale
- 2 – Paid social: ads directing regional audience (by interest broadly, not specific genre) to NMB event page on 2017 site
 - Potentially a carousel ad, if we have several event pages.
 - **£100**
- 2 – Co-ordinated onsale social media activity with Southbank (?), PRSF and all artists
- 3 – Editorial content: artist playlists with intro linking to NMB
 - x 4
 - Inspiration, most-listened to tracks, etc.
 - Need to think which artists are most suitable and could amplify this content to their own social media following or other audiences.
 - One artist from each genre group
 - **Free**
- 3 – Editorial content: filmed artist features x 2
 - One residency – follow artist visiting the city
 - One non-residency – eg. GoGo Penguin in rehearsal, process of writing... link to Kirchin too (*Abstractions of the Industrial North*)
 - Preferably artists with broader appeal and greater national / international profile
 - **£1000**
- 3 – Paid social: boost artist features and other editorial content to genre-specific audiences
 - **£300 (£50 per post)**
- 3 – Display ads: **£500** across one or two targeted publications
 - The Wire?
 - TBC

Draft total digital spend: £1900

Questions...

- Is this a 'festival' of smaller events, each with their own event page?
- Should we ticket this as a weekender event - get a wristband?
- Or we sell X number of tickets per event (50% capacity?) before the show, and the rest are for weekender wristbands?
 - How do Southbank usually manage this?