

Contact Name:	Scott King
Submission Date:	28/10/16

MARKETING & COMMUNICATIONS PLAN: TREVOR KEY'S TOP 40

Project Overview

Original covers by influential music photographer Trevor Key will be displayed in a record rack-style exhibition that charts his greatest achievements.

Born in Hull, Key's experimental creative approach saw him develop progressive photographic techniques that revolutionised the industry, with his cover for Mike Oldfield's debut album, 'Tubular Bells', going on to become amongst the most iconic and acclaimed work ever produced. Its ensuing success sparked collaborations with a collection of legendary 70s and 80s artists, from Joy Division, Sex Pistols and New Order, to Wham! and Phil Collins.

Curated by Scott King, this exhibition will showcase famous sleeves and hidden gems from Key's creative discography, in a celebration of his life and work.

Project Budget: £9,000

Marketing Budget: Up to £1,000

Objectives

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

Objective 1

We would like to 'acquaint' the people of Hull with Trevor's work. We are aiming to have upwards of 2000 visitors.

Objective 2

We want to remind the broader public (nationally and internationally) of Trevor's influence on music sleeve packaging/photography throughout the 70s/80s and early 90s.

Objective 3

We want people to feel welcome at our show - that it is 'art for all' and we would like them to get involved (e.g. - be interviewed and filmed talking about their favourite records sleeves/albums - to paint a picture of themselves through a love of music).

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

Trevor's work is known to many - e.g. when the Royal Mail issued it's 'classic album covers' stamps in 2010, two of the ten album covers included in the set featured Trevor's work.

Selling Point 2	Our event is 'art' but it is art for everyone - it is art for all. We hope that everyone can relate to this work in some way.
Selling Point 3	Trevor was from Hull and attended the local art college. He is a good role model for local kids aspiring to do photography/art/design. The project will encourage people to be proud of Trevor's invention and influence.

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	The local community of all ages - especially music fans.
Audience 2	A national audience of photographers/designers/musicians and music fans.
Audience 3	An international audience of photographers/designers/musicians and music fans.

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	We are going to target online audiences. We have been promised some support by Creative Review magazine. Their online audience is worldwide and enormous (1 million+ followers on Twitter).
Location 2	We would also like to 'target' local arts and music venues (e.g. Fruit, Adelphi, university etc.).
Location 3	We would also like to 'target' local record shops, art students, all students (e.g. the university). Anywhere there is an interest in either art(s) or music is a good target for us.

Competition

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

To be confirmed when we have dates and venues.

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	Postcard reproductions of Trevor's work (if possible) - alternative design if not.	£300 (max)

	<p>We would like to produce 500-1000 postcards, depending on cost.</p>	<p>Volunteers to distribute if possible.</p>
<p>Distribution</p>	<p>The above to be left in music venues/bars/shops promoting the show</p>	
<p>Direct Mail</p>	<p>We have no direct mail plans.</p>	
<p>Advertising - Online - Radio</p>	<p>We would like to organize interviews on local radio to promote the show, if possible. We do not intend to pay for advertising.</p>	
<p>Social Media</p>	<p>We are relying on a network of well-known fans (of Trevor's) to Tweet/Instagram about the show - Inc. Bob Stanley of St Etienne, Wolfgang Tillmans ShowStudio etc. We intend to post a sleeve/work every other day throughout the duration of the show(s) - we will start a new 'TK's Top 40' Instagram account. We will request all posts use: #TrevorKeysTop40</p>	
<p>Other</p>	<p>We plan to use personal contacts in the national press and I have already spoken to Creative Review who are planning a feature on Trevor's work for their January 2017 edition. Personal contacts include: Alexis Petridis at Guardian, Ian Harrison at Mojo, Patrick Burgoyne at Creative Review, Luke Turner at The Quietus, Will Hudson at It's Nice That.</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	We have no additional sponsors		

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?	We have no plans to submit a formal press release as are attending to use personal contacts at various magazines/websites.	On-going
Has the press release been submitted for approval to the Hull 2017 team?	No, please see above.	

What are the key milestones with regards to communications? Do you have any media calls/workshops planned?

Date	Activity	Detail	Deadline
Jan/Feb/March 2017	Opening of first show	We will write an overview of Trevor's career as a press release available in the exhibition: an edited version of this could also double as a press release for local and	Jan/Feb/March 2017

national press (to send to people we do not know personally).

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	<i>We have now sent you x6 very hi-res images for use in print media.</i>	<i>31 October 2016 (we hope to send you hi-res images for print).</i>
Have you supplied video content for use of the Hull 2017 team?	<i>No, but we are willing to do this if given further instruction and have or can generate suitable material.</i>	<i>Nov. 2016</i>

Key Dates for Roll-Out

(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).

Date	Activity	Detail	Deadline
31/10/2016	Marketing and Communications Plan	Complete the plan and return to Hull 2017	31/10/2016
	We intend to submit the above as requested, by 31/10/2016.		
Jan/Feb	Launch show	National/international press	31/01/17
		We would like local press each time.	01/04/17
April-Dec	We hope exhibit across four Hull venues in 2017	We would hope that Hull City of Culture team will aid us with local press contacts. We are happy to do interviews.	

Evaluation

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

We would monitor the success of our media campaign primarily in how much press coverage we could get. We are confident that we can get some national/international press. We would also ask these same people (Creative Review, The Quietus etc.). if they would Tweet about the show - they normally Tweet about anything they have written about - so we could then evaluate our success in the number of re-tweets ... and of course the number of visitors we get to the show. We would keep a 'visitor's book' at the show, as is normal gallery practice, in which people can comment. We can ask the volunteers working at our show to monitor the number of visitors - and we plan to 'video interview' those who are particularly passionate about certain sleeves - we can set up a YouTube account for this and monitor the views. We will also set up a Trevor Key's Top 40 Instagram account - on this we will post Trevor's sleeves - and - hopefully, 'never seen before' images from Trevor's archive.

Sign Off

Name	Job Title	Signed	Date	Email
Scott King	Curator		24/10/16	info@scottking.co.uk
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