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MARKETING & COMMUNICATIONS PLAN: FUZZFEED

My Pockets has worked making films with teenagers for over 15 years. We have documented the first days of young refugees arriving in England, we have animated the imaginations of children who wondered if they could teach a worm to Tango and we have told the stories of teenagers in Tottenham after the 2011 riots.

We make our films by teaching teenagers to use cameras, record sound, direct, edit and write. We then support them in making films about their own lives.

This way of working has created remarkable, authentic, funny and moving films that have won multiple domestic and international awards. Our work has been screened as festivals all over the world and broadcast on TV. In 2008 we were invited to Downing Street in recognition of our work inspiring young people to be creative.

Project Overview

From the makers of the BBC show, Fuzzbox, which drew critical acclaim, Fuzzfeed is a new viral comedy that combines documentary with puppetry to deliver an entertainingly honest portrayal of adolescence.

Featuring a cast of 12 cheeky, lip-syncing puppets, all based on young people from Hull, the series of short films will use real recorded conversations that capture the trials and tribulations of teenage life in the city of culture. Expect banter, backchat and bravado aplenty, as well as a handy insight into the seemingly impenetrable teenage psyche!

Overall Project Budget: £20,000

Marketing Budget:

Objectives

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

Objective 1	We want to create a funny, lively and interactive You Tube channel primarily aimed at young people aged 13-23.
Objective 2	We want the channel to gain 10,000 You Tube subscribers by 2018.
Objective 3	We want to make content production sustainable for the channel by: Selling merchandise of the puppets and show Becoming a You Tube partner Crowd funding future episodes Hiring the technique and production to organisations that want to promote events, products and services.

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	That Fuzzfeed is very funny and can therefore appeal to all audiences.
Selling Point 2	That Fuzzfeed responds to its fans and to things going on in the wider world.
Selling Point 3	That Fuzzfeed is a teenage eye view of Hull 2017.

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	Young people in Hull, Yorkshire and the rest of the UK aged 13 - 24 who watch comedy on You Tube.
Audience 2	Parents of teenagers who relate to the conversations they hear from their own kids.
Audience 3	People interested in seeing and hearing sideways thoughts and humour about Hull 2017.

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	Our audience is online. We will target those who are using social media and You Tube to find content, and then sharing this content with friends. The audience can be reached by online influencers and by their own social networks.
Location 2	Our audience is every teenager in Hull. These young people can be targeted in the city's schools and youth groups. We will visit these places with the puppets and promote Fuzzfeed in the physical world. We will ask the young people to promote the channel and give them badges and stickers to help with this word of mouth support.
Location 3	Our audience is in the street. We will film some of Fuzzfeed in the streets and when we do we will use the interest from passersby to engage people in following the channel and sharing.

Competition

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

Our competition is all the other content on You Tube from around the world that young people can access and engage with. Cutting through this competition and making our channel visible is our biggest challenge.

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	We will print business card sized flyers that will contain an image from the show, the Fuzzfeed URL and an instruction to subscribe on You Tube. We have explored flyer prices and we can purchase 5000 for £50. Initially, we will print 10,000 for a total cost of £100.	10,000 @ £100
Distribution	We will hand these cards out to teenagers and anyone we meet who is interested in the show.	Free
Direct Mail	We have an established email list of over 500 people. We will mail this list at key points during the project.	Free
Paid-For Advertising - Online	We will spend a proportion of our marketing budget on advertising on Facebook and Instagram.	£500
Promotion in Schools	We will visit schools with the puppets, meet young people and tell them about the project. We will encourage them to subscribe to the You Tube channel. Have selfies with the puppets and give them cards and badges.	Free
Social Media	Facebook - @fuzzfeedshow Instagram - @fuzzfeedshow Twitter - @fuzzfeedshow You Tube - www.youtube.com/channel/UCfGr55ugA2z1Qy1vxTqYRWQ We will post on social media a few times a week and we will increase this on the build up to the launch of the You Tube films. We will also pass images and videos to young people who are taking part so they can upload as well.	

	We aim to upload a film every two weeks, possibly on a Friday, but we will experiment to find the best upload day or time.
	We will approach the Evening Standard to write about the show. We will also approach the Hull Daily Mail, Yorkshire Post, Mustard and the national newspapers.
Other	We will also use the cast and our audience to promote the channel online. We want to open up the promotion of Fuzzfeed to young people interested in digital marketing and support them in learning how to promote a You Tube channel. We will also have focus groups, to support our marketing activity, with young people involved in the project to discover sites they visit and where adverts should be placed.

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	There are no other funders for the project at the moment.		

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 will submit a press release to our media connections. We will give the press access to our process of making the films.	1/1/2017
Has the press release been submitted for approval to the Hull 2017 team?	No, but we will submit it when we write it.	January

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

Date	Activity	Detail	Deadline
1/1/2017	Launch of first film.	Send press release Send out to email list Social Media Campaign	7/1/2017
1/3/2017	Launch of the next 4 films.	Send press release Send out to email list Social Media Campaign	1/3/2017
Ongoing	Continuing rolling communications as the project responds to events and to it's audience.	Social Media and press	Rolling Deadline

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Yes, we will submit more once the puppets have been made.	
Have you supplied video content for use of the Hull 2017 team?	No, however we will do this once we start shooting and the puppets have been made.	

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).

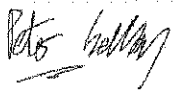


Date	Activity	Detail	Deadline
21/10/2016	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017.	31/10/2016
1/1/2017	Project Launch	Communications for the launch of first film.	1/1/2017
1/3/2017	Fortnightly uploads.	We hope to upload a new film every two weeks. As each film is uploaded we will use the press and social media to promote it.	1/3/2017 and all year.

Evaluation

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

The key measure for the measurement of the success of our project will be the level and amount of engagement our audience has with it. We will measure this in You Tube views, You Tube subscriptions and social media follows. But will also, perhaps more importantly, look at how people are engaging. We will monitor the amount of comments, the amount of passion our audience has for the project and the level of enthusiasm for it. We will also interview and document the effect of the project on the young people who have helped us make it.

Sign Off

Name	Job Title	Signed	Date	Email
Peter Snelling	Director		17/11/2016	peter@mypockets.co.uk
Melissa Page	CCP Marketing Lead		28/11/2016	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator		30/11/2016	Cheryl.oakshott@hull2017.co.uk

