**Land of Green Ginger marcomms**

**11 May 2016 Danish 2**

**Present:** Katy, Liam, Elizabeth, Martin, Phil, David, Rachel

**Agenda**

**The Land of Green Ginger story:**

1. There was once a...

place that no one believed existed.

1. And every day...

People passed by it or through it or under it or over it or into it but never once saw it or felt it or knew any one person or thing in it.

1. Until one day...

the place revealed itself to the people.

1. And because of that...

the people started to believe and behave in all sorts of weird and wonderful ways. They wanted to leave work and play and wonder and be part of this amazing world.

1. And because of that...

the people had to stop their neighbours & friends from disappearing in to the land.

1. And ever since...

everyone waits for the next time Land of Green Ginger will appear, but for now their world is a little more like it.

**Marketing**

* Develop a visual identity (brand) specific to LOGG
  + Using the story to build the brand, and using the brand to tell the story
  + Needs to consist of subtle clues
* Next level of programming/marketing deadlines? Sensitivity to what the needs will be in Aug/Sept and the ability to move quickly

**Communications**

* Programme announcement: using the story to do something that doesn’t give it all away. Perhaps something that tells the first two parts of the story
  + Film requirements

**Digital**

* LOGG website:
  + Cost and resource
  + How it fits within the digital vision while having its own creative identity