**TURNER PRIZE 2017**

**Campaign Objectives**

Objective 1 - Ensure the exhibition is well attended, bringing in local, regional, national and international audiences.

Objective 2 - Engage a diverse audience with the exhibition and related content – not just the usual audience we would expect to attract.

Objective 3 - Gain positive media coverage for the Prize, the Ferens, Hull 2017 and Hull as a destination.

Objective 4 - Share engaging content to contextualise the Prize, and give diverse audiences access to an ostensibly inaccessible exhibition – reach those people who would never normally visit the Ferens (reposition the gallery in the minds of the public)

Objective 5 - Support and highlight our broader visual arts learning and engagement programme.

**Target Audience (include geographic as well as demographic)**

Audience 1 - Regional visual arts audience, max 2hr drive time: attend exhibitions in Leeds, Manchester, York, Huddersfield, Lincoln & Hull

Audience 2 - National visual arts audience, overnight stay (London, Midlands, Derry, Glasgow, Edinburgh - those with direct transport links into the city)

Audience 3 - International arts audience – visiting Hull with the Turner Prize exhibition either the main or one of the main reasons for visiting.

Audience 4 - Curious local audience – shoppers, families, passing through town or making a quick trip to the gallery

Audience 5 - Existing Ferens audience

Audience 6 - Press

**Campaign Structure: Phases**

Phase Period Purpose

Phase 1 - 1 April – 25 April Building awareness (pre-announcement). Setting the scene + campaign development.

Phase 2 - 25 April – 31 June Continuing campaign development, once shortlist announced on 3rd May

Phase 3 - 1 July – 25 September Teaser activity and campaign build up. ‘It’s coming soon…’

Phase 4 - 26 September – 31 November Live activity: ‘Now open’

Phase 5 - 1 December – 8 January 2018 Final wave: ‘Last chance to view’

**Campaign strategy:**

**April - June: Pre-campaign - 'Setting the scene/ building the story'**

- Campaign development: building the style/ positioning of the Turner Prize 2017 - creating unique identity and specific messaging

- Developing audience plans for the event - working closely with HCAL

- Nb. We are looking at compiling a summer mag to highlight festival season in the city - particularly our jam packed schedule of activity happening in September. The Turner Prize 2017 will be featured in here editorially. Content to be pulled together post-3rd May so we can include the shortlisted artist info.

**July - Sept: Teaser activity - 'It's coming soon...' (building an appetite and  developing the audience)**

- Tactical marketing campaign to local, regional and some national audiences (paid for activity) including: outdoor advertising, transport hubs, press, radio, specialist publications and online advertising. Also a PR push and social media/ editorial contributions via the Hull 2017 website and social media channels.

- Direct marketing/e-marketing activity: Using data from the Ferens to communicate about the event to their existing audience.

- Utilising links with existing funding partners and creative partners to help promote the event as widely as possible - some of the partners have reach into Europe as well as nationally.

- Nb. The 'Tell the World' Season Guide will be launched in August, of which Turner Prize will be a big feature.

**Sept - Nov: Live activity - 'Now Open'**

- Tactical marketing campaign (paid for activity) including: outdoor advertising, transport hubs, press, radio, specialist publications and online advertising. Also a PR push and social media/ editorial contributions via the Hull 2017 website and social media channels.

- Utilising links with existing funding partners and creative partners to help promote the event as widely as possible - some of the partners have reach into Europe as well as nationally

**Dec - Jan: Final wave of activity - 'Last chance to view'**

- Tactical marketing campaign (paid for activity) including: outdoor advertising, transport hubs, press, radio, specialist publications and advertising

**Campaign reach and media:**

With regards to the actual geographic areas to cover to reach our audiences (identified above), we're going to focus our efforts predominantly in the following areas:

Hull

Leeds

York

Harrogate

Sheffield

Doncaster

Manchester

Liverpool

Newcastle-Upon-Tyne

We will however also be reaching out to engaged audiences further afield where and when the budget allows.

We will explore media space options for the following:

Airports: Humberside/ Leeds-Bradford

Rail Stations: In the areas cited above  - but concentrating on those in the Yorkshire area

Press: In the areas cited above - but concentrating on those in the Yorkshire area

Specialist arts publications (Visual arts audience): The Crack, Aesthetica, The Skinny etc

Radio: Capital Yorkshire?

Outdoor advertising (48-sheets/6-sheets/digital sites): In the areas cited above  - but concentrating on those in the Yorkshire area

Web advertising: The Vice / Guardian Online/ etc.