**LOGG marketing, digital and comms – rough timeline (Dec 2016)**

**Pitch to media**

* Katie, Elizabeth, Chris and Alix pitch the idea of LOGG to the BBC, HDM and any other relevant media organisations in the city.
* Mid-January

**Initial heralding**

* A media moment where the crate(s) are revealed or uncovered for the first time.
* Probably city centre.
* Crates have a graphic or logo printed on the side, some reference to an address on the Land of Green Ginger (?) and they might have an unusual quality – like vibrating or making a sound.
* Part of a live moment and photocall.
* Around March.

**Archivists or experts revealed**

* Alongside the initial heralding moment, we reveal this mysterious but playful organisation of archivists, brought in to examine and interpret these objects.
* Their name, website and social media are all announced.
* Website is a simple blog format – based on a Tumblr or Wordpress blog – where they share some mysterious company information. This site is predominantly used to share updates about their work in photos, short videos and blogs. Including:
  + X-rays of the crates.
  + CCTV clips of the crates acting unusually when noone is around.
  + Carbon dating of the wood showing that it’s hundreds of years old.
  + Historical (edited!) photos with similar crates being loaded off a ship.
  + Updates about the archivists’ work throughout the year, as they respond to each project as it happens.
  + Keeping the story going in between the live events.
* Social media will be used to share these stories from the website, as well as respond in real-time to the live events. Social media also gives the press something to share and embed in their own stories.
  + Planning to use Twitter (easier to embed for the media) and Facebook (where much of our audience is). Instagram too if we can!

**First project heralding**

* A crate appears, in the area where a project is happening.
* Some information is printed on the side that alludes to an address, possibly a date and time.
* The design or aesthetic of the crate makes some reference to the project too – a motif, sound or smell. How is it delivered and taken away? There are opportunities here to start referencing the project it relates to and indicate to people that it will be happening nearby.
* A media moment and an opportunity for the archivists to examine and explore the object. Do they take it away?

**Local marketing activity – first project**

* Similar to the Tiny People activity in the pilot (the footprints and tiny clothes distributed locally) some local marketing activity can begin that responds to the heralding and themes in the project.
* Opportunity for media to cover this and archivists might pick up on it too.

**First event**

* Some media activity and updates from the team of archivists – starting to link the heralding and the live event.

**Response to the first event**

* Archivists and potentially the media look back on the first event and try to interpret it. It would be really useful if we have an object or artefact that the archivists can take away from the live event to explore and examine online, to keep the story going.

**Second heralding**

**(etc…)**

**Final event**

* Activity reaches some kind of crescendo – hopefully with outdoor event featuring parade and giants…!

**Final archivist activity**

* Need some way to bring their work to a close. Maybe the events themselves, the crates or the artefacts they get from the events combine in some way to form a solution or answer. The final event is the final piece of a complex puzzle for them.

**Book**

* In whatever form this takes, we share the story of the project in a new book.
* Winter 2017.