

Contact Name:	Malcolm Joslin
Submission Date:	30.11.16

## MARKETING & COMMUNICATIONS PLAN: NOT FORGOTTEN TOWN

### Project Overview

“Not Forgotten Town” (working title) will be a short music-based film about the city of Hull, with three key features.

First, the music will be an updated version of the song “Forgotten Town” which was a hit single for The Christians in the late 1980’s. It was written by Hull-born Henry Priestman, about the state of the country at the time (the North especially), which particularly affected his home town. Henry has agreed to rewrite and update the song to reflect the vibrancy of today’s Hull.

Secondly, the film will feature the people and work of local community groups from the local area. Thirdly, the film is also expected to include clips submitted by amateur and professional creatives from the local area. This work is also expected to raise the profile and awareness of the Humber Film network which has been created as a hub to develop local talent in all areas of the making of video and film.

**Overall Project Budget: £28,300**

**Marketing Budget: £750**

### Objectives

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

<b>Objective 1</b>	Target 500,000 views of Not Forgotten Town video via social media.
<b>Objective 2</b>	Achieve national media coverage for the Not Forgotten Town song and the two local singers.
<b>Objective 3</b>	To have 500 additional contacts to Humber Film.

### Key Selling Points

(Why should people choose to attend your event over everything else that is going on at the same time?)

<b>Selling Point 1</b>	It is a great song and video about the transformation of Hull and people will be able to see Hull from some new angles.
<b>Selling Point 2</b>	Easily watchable via social media and therefore accessible to all.
<b>Selling Point 3</b>	Learn about the work of many local community groups supported by the accompanying documentary.

### Target Audience

(Who do you see as your key audiences? Try and include an audience that you would like to develop in here)

<b>Audience 1</b>	Music lovers across the UK and Europe (aged 16 - 70).
<b>Audience 2</b>	Creative people in local area with interest in video and music (aged 16 - 70).
<b>Audience 3</b>	General population from local area who can influence attitudes and opinions (aged 16 - 70).

### 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)

<b>Location 1</b>	Across the United Kingdom
<b>Location 2</b>	Europe
<b>Location 3</b>	Hull, East Riding and the Humber area

### Competition

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

I am not aware of any other local music-based videos being produced in this time frame.

### 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).

<b>Activity Type</b>	<b>Details</b>	<b>Budget</b>
<b>Print</b>	No	
<b>Distribution</b>	Not applicable, using social media	
<b>Direct Mail</b>	Not applicable	
<b>Paid- for Advertising</b> - Online - Radio	Not applicable	
<b>Social Media</b>	Social media will form the basis of our marketing activity. The current intention is to release 'teaser' adverts on social	

	<p>media during December and early January, in the build up to the launch event, each showing a short clip of one of the community groups involved in the product.</p> <p>The event is likely to be broadcast live on social media platforms,  <a href="https://www.facebook.com/HumberFilmCreativeCommunity/">https://www.facebook.com/HumberFilmCreativeCommunity/</a>  <a href="https://twitter.com/HumberFilmCom">https://twitter.com/HumberFilmCom</a>  <a href="https://www.instagram.com/humberfilmcreative/">https://www.instagram.com/humberfilmcreative/</a>  as well as being made available from the time of the launch via social media channels previously built up by Humber Film <a href="http://www.humberfilm.com">www.humberfilm.com</a>. Humber Film personnel have previously achieved just under 200,000 views for previous work shared through social media, and therefore consider that the predicted 500,000 views for the new work is realistic given the increased profile. We will increase posts on social media, in the build up to the launch event, in order to gain as many views as possible.</p> <p>To support the “Not Forgotten Town” film, a documentary film will also be available via social media. This will tell the story behind the revised song as well as giving a more detailed insight into the work of the featured community groups.</p>
Other	<p>The film and song will also be distributed through the national music channels using existing contacts provided by the artists.</p> <p>The film will also be made available for any other events organised by the City of Culture team and via their own communications channels if appropriate.</p> <p>Through “word of mouth” using the networks of the community groups who participate and by media interviews</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	No - additional support provided “in kind” by a member of the Humber Film network		

## 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?	Yes - aimed at local and national TV, radio and newspapers as well as national music business contacts. The PR will also give some hints about the new song and film and publicise the launch date.	Mid-January
Has the press release been submitted for approval to the Hull 2017 team?	Not yet available	

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

Date	Activity	Detail	Deadline
09/01/2017	Draft Press Release	Prepare press release to send to the Hull Daily Mail prior to the project starting in January.	13/01/2017
16/01/2017	Issue Press Release	Assuming successful filming of closing scene, issue press release with confirmation of release date of video	20/01/2017
15/02/2017 (TBC)	Promotion of video launch event	Key people to be available for media interviews on day of video launch event	15/02/2017

## Launch Event

To coincide with, and to publicise the launch of the video on social media platforms, a launch event will be held which is expected to take place at Kardomah94 in mid-February. Due to limited capacity, it is likely that this will be by invitation only, with invites to key media contacts, appropriate Hull 2017 staff as well as those who have made or contributed to the making of the video including musicians, technicians, volunteers (including Hull 2017 volunteers) and representatives of community groups. The video will also be showed at the same time to selected community groups in their own areas,

and attendance at these events will be limited to those involved in these groups. As mentioned above, the prime purpose of these launch events is to generate profile and publicity for the activation of the social media links.

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Humber Film logo supplied to Hull 2017 team	
Have you supplied video content for use of the Hull 2017 team?	Final video and accompanying documentary not yet complete	February

### 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
28/11/2016	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	02/12/2016
15/01/2017	Filming of final sequence	Grand finale involving orchestra, choir and community representatives	15/01/2017
15/02/2017 (TBC)	Launch event for video	See 'launch event'	15/02/2017 (TBC)

### Evaluation

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

Primarily from the number of views, likes and comments of the video and documentary. Other methods will include the number of references or reports in the media and the number of attendees at the launch events at Kardomah 94 and community areas. Finally, any sales and streaming figures for the song.

Sign Off

Name	Job Title	Signed	Date	Email
Malcolm Joslin	Executive Producer	M Joslin	30/11/2016	malcolm@strategyengage.com
Melissa Page	CCP Marketing Lead	<i>mpage</i>	13/12/2016	<a href="mailto:Melissa.page@hull2017.co.uk">Melissa.page@hull2017.co.uk</a>
Cheryl Oakshott	CCP Coordinator	<i>COakshott</i>	13/12/2016	<a href="mailto:Cheryl.oakshott@hull2017.co.uk">Cheryl.oakshott@hull2017.co.uk</a>