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| Contact Name: | Nye Parry |
| Submission Date: | 29.1.17 |

MARKETING & COMMUNICATIONS PLAN: PLAYING THE BRIDGE

Project Overview

Playing the Bridge will explore the sonic potential & hidden engineering of the bridge as it is turned into a giant musical instrument. Initiated by the architect of the bridge, Jonathan McDowell, the project draws parallels between the large steel plates & supporting girders that form the structure of the bridge & the music of the Javanese Gamelan percussion ensemble. Members of the community will be invited to become sound explorers, culminating in a live performance & audio-visual installation on the structure itself by the composer Nye Parry and artist Madi Boyd. By 'Playing the Bridge' participants & audiences will form a new relationship & think differently about a local landmark.

Overall Project Budget: £11,450

Marketing Budget: £300

Objectives

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

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| Objective 1 | Attract 15 regular workshop participants for Gamelan and Playing the Bridge workshops. |
| Objective 2 | Attract an audience of a minimum of 15 people for the Concert on Bridge. |
| Objective 3 | Attract an audience of 150 for Installation on Bridge. |

Key Selling Points

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

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|------------------------|---|
| Selling Point 1 | The project is unique for the Hull 2017 programme and it will appeal to a varied audience. |
| Selling Point 2 | Allows unique interaction with local landmark, through participation in "bridge percussion" workshop. |
| Selling Point 3 | Allows direct engagement with non-western musical tradition. |
| Selling Point 4 | Explores local landmark (Scale Lane Bridge) through specially commissioned multi-media artwork. |

Target Audience

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

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|-------------------|---|
| Audience 1 | Amateur musicians and music lovers with an interest in other musical traditions and/or unusual musical experiences/instruments. |
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| Audience 2 | Art/music enthusiasts interested in installation and local issues. |
| Audience 3 | Festival audiences wanting unusual experience. |
| Audience 4 | Hull and East Riding Residents who want to experience something different and/or are interested in the project. |

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)

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| Location 1 | Hull music service, Gamelan lists, Music Listings. |
| Location 2 | We will target art and music enthusiast through music and arts listings. |
| Location 3 | As above as well as including event listings on Hull 2017's website, issues press releases to the Hull Daily Mail and distributing posters. |
| Location 3 | We will target Hull and East Riding residents through Hull Concert venues including Albermarle Music Centre, Universities (Hull and Northern England) as well as through social media. |

Competition

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

No

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 | Poster for display in bridge windows (this refers to a single large format poster for display at the venue) | 100 |
| Distribution | Email lists: Hull music service, Northern Gamelan Network, Hull University Music, (Workshop leader L Rugg to action) | 60 |
| Direct Mail | | |
| Advertising - Online - Radio | Sound and Music listings, Northern Gamelan Network, North-East music listings sites (eg. On the case music, Gigs North East). | 50 |

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|---------------------|---|
| | <p>6 inserts Hull Daily Mail, 1 insert in the Grimsby Telegraph, 1 week in the Scunthorpe Telegraph & uploaded to www.hulldailymail.co.uk x2 occasions</p> |
| <p>Social Media</p> | <p>Facebook: www.facebook.com/PlayingTheBridge/ Twitter via Hull Music Services @HullMusicHub</p> <p>We will update our Facebook page regularly leading up to our workshops and installation.</p> |
| <p>Other</p> | <p>Send press release to:</p> <p>Architecture in the Nationals</p> <ul style="list-style-type: none"> • Guardian • FT Life & Arts • Times <p>Arts and Culture</p> <ul style="list-style-type: none"> • BBC Arts • Telegraph • Independent • Wall Street Journal • Huffington Post <p>Design Press</p> <ul style="list-style-type: none"> • Archdaily • Architect • Architects' Journal • Architectural Review • Architecture Today • BD • Blueprint • Building • Bustler • Design Week • Designboom • Dezeen • Disengo • Frame • Icon • Its Nice That • Monocle • Nowness • RIBA J • The Spaces |

- Urban Realm

Matter Architects have donated the services of their PR consultant to handle this

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 | Hull University | Lecturer in Music Technology | m.barnard@hull.ac.uk |
| | York University | Director York Gamelan | neil.sorrell@york.ac.uk |
| | Hull Music Service | Head of Music Service | chris.maynard@hullcc.gov.uk |

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? | Press releases will be sent ahead of the concert and installation in March. National press and radio arts features will be contacted via producers and media desks. | End January 2017 |
| Has the press release been submitted for approval to the Hull 2017 team? | Not at this time. The final draft of the press release is being prepared by Matter Architects PR consultant Robert Fiehn-Architectural Communications who is helping with press liaison. This should be ready by 30 January 2017. | |

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

| Date | Activity | Detail | Deadline |
|----------|------------------------|---|---------------|
| 30/01/17 | Press Release | Advertise Performance and Installation | February 2017 |
| 30/01/17 | Press Release Approval | Send the press release to the Hull 2017 team for approval | February 2017 |

| Activity | Detail | Deadline |
|---|---|---------------|
| Have you submitted images using the correct format (JPEG, high resolution)? | Yes, however new images have been created since and will be submitted with the press release. | February 2017 |
| Have you supplied video content for use of the Hull 2017 team? | | |

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 |
|---------------|-----------------------------------|--|--------------|
| 20/11/16 | Email lists | Recruitment for Gamelan workshops using established email lists e.g. Northern Gamelan Network, Hull Music Services | In progress |
| December 2016 | Marketing and Communications Plan | Complete the plan and return to | January 2017 |

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|------------|--|--|---------------|
| | | marketing lead at Hull 2017 | |
| 15/12/2016 | Email lists/Music services website/other community organisations | Identify organisations to approach to find potential participants in "bridge percussion" weekend workshops | February 2017 |
| 15/01/17 | Email lists/Music services website/other community organisations | Mail out to recruit for workshops | 15/01/ 2017 |
| 15/02/17 | Press release/ Poster information at site concert and installation promotion | Advertise Performance and Installation | 15/02/17 |
| 25/02/2017 | Bridge workshops | 2 day workshop at the bridge | 25/02/2017 |
| 26/03/2017 | Concert on bridge | Concert with Gamelan and bridge percussion, at 2PM | 26/03/2017 |
| 14/03/2017 | Poster print deadline | Single poster for display on Scale Lane Bridge | 14/03/2017 |
| 28/03/2017 | Installation begins | | 28/03/2017 |
| 31/03/2017 | Installation opening event | | 31/03/2017 |
| 01/04/2017 | Installation runs 3 days per week throughout April | Friday, Saturday and Sunday opening. | 01/04/2017 |
| 01/05/2017 | Installation ends | | 01/05/2017 |

Evaluation

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

- Feedback will be gathered from workshop participants through the Facebook page and blog.
- We will monitor how our social media community grows via through the number of likes and comments.

- Audiences at performances will be given questionnaires to evaluate both their satisfaction with the event and how they heard about it.

Sign Off

| Name | Job Title | Signed | Date | Email |
|-----------------|--------------------|------------------|----------|--------------------------------|
| Nye Parry | Artist | | | |
| Melissa Page | CCP Marketing Lead | <i>mpage</i> | 10/02/17 | Melissa.page@hull2017.co.uk |
| Cheryl Oakshott | CCP Coordinator | <i>COakshott</i> | 10/02/17 | Cheryl.oakshott@hull2017.co.uk |

