

Contact Name:	Tony Rheinberg / Jill Howitt
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## MARKETING & COMMUNICATIONS PLAN: FOUNTAIN17

### Project Overview

Art and industry combine to celebrate the 100-year anniversary of Marcel Duchamp's controversial Fountain and the 200-year anniversary of British ceramic manufacturers, Armitage Shanks.

Led by Ideal Standard UK, Hull School of Art and Design, and Hull's arts community, Fountain17 invites established and emerging artists to produce new works inspired by Duchamp's most notorious 'Readymade' for a series of regional and national exhibitions.

An artist renowned for distorting everyday objects to alter viewers' perceptions of the familiar, Duchamp's work breaks all tradition to challenge beliefs about what, exactly, is art.

**Project Budget: £39,000**

**Marketing Budget: £13,000**

### Objectives

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

<b>Objective 1</b>	To have 1,500 people visit our Hull exhibitions in April and May 2017
<b>Objective 2</b>	To gain national coverage in press, radio, on line reaching x 100,000+ people. This will include specialist publications
<b>Objective 3</b>	Specifically target a broader audience for Fountain17, especially from the school, prison and community groups that we are working with

### 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>	Unique exhibition with a very broad range of exhibits, talks and live performance across diverse media. Involves emerging and well-known artists.
<b>Selling Point 2</b>	Duchamp enthusiasts will be drawn to the exhibitions. On a broader level we will exploit the opportunity for quirky one off events and surprises
<b>Selling Point 3</b>	Can be viewed at different levels of engagement. It will appeal to Duchamp enthusiasts, encourage enquiry and debate and be provocative and fun

## 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>	Broad Hull community interested in arts
<b>Audience 2</b>	National Artist, Architect and Interior Design communities
<b>Audience 3</b>	School, college and community groups

## 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>	Hull, Beverley - 15 mile radius
<b>Location 2</b>	Northern cities - Leeds, Manchester. London
<b>Location 3</b>	Schools, Universities, Art galleries

## Competition

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

- Exhibition runs from April 1<sup>st</sup> to the end of May
- Opening night or day is to be confirmed
- Planning a high profile event in previous week with an artist which has the potential to be newsworthy

## 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	DL info leaflet. DL is 1/3 <sup>rd</sup> A4, which has the potential to fold out however, this may change according to the best solution.	£500
	Personal invites to artists, students Ideal Standard, Hull college employees.	FOC
	We are looking at printing 1000 A2 posters, but this is to be confirmed.	£500
	Exhibition catalogue - potentially A4. We are looking at the catalogue having 120 pages, but this may change. We are looking at printing 2000 copies.	£5,000

<b>Distribution</b>	Local and regional art Galleries throughout the North east and North west. Schools, colleges and universities. Through mailing list. We will distribute by post and by hand.	£100
<b>Direct Mail</b>	E mail campaign to art groups, schools, Riba regional membership. Every 2-3 months emails will be sent. A maximum of 3 emails will be sent to each audience.	FOC
<b>Advertising</b> - Online - Radio	Paid-for advertising will include: Press launch PR focused events	Ideal Standard budget
<b>Social Media</b>	Twitter: @fountain2017 - HSADECOND Followers: 289 Target: 500  Instagram: fountain2017project - HSADECOND  Facebook: Fountain17 Likes: TBC Frequency of posts will be 2-3 a month leading up to the exhibition. When it is the exhibition there will be daily posts.	FOC
<b>Other</b>	Exhibition set up Press release Press launch Video coverage Fountain 17 website announcements	£6,400 FOC £500 FOC

**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).

Sponsor, partners or funder details	Name	Job Title	Email Address
	Ideal Standard Hull school of Art Arts council	Marketing	<a href="mailto:trheinberg@idealstandard.com">trheinberg@idealstandard.com</a> <a href="mailto:jhowitt@artdesignhull.ac.uk">jhowitt@artdesignhull.ac.uk</a>

**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	February 2107
Has the press release been submitted for approval to the Hull 2017 team?	Not yet but will be	January 2017

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

Date	Activity	Detail	Deadline
		See Separate Plan	

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Yes, but we will send through more (Launch, trial, artists visit)	Mid November
Have you supplied video content for use of the Hull 2017 team?	Not yet but we are producing one	Mid November

### 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
	<b>See Separate Plan</b>		

### Evaluation

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

Evaluation for the Fountain 17 project will fall into three main categories:

- Conventional data capture using hard copy questionnaires and quantitative monitoring of exhibition visitor numbers, press coverage (number of articles, audience readership), social media coverage, website activity and other media coverage etc.,
- Participatory events - including recorded interviews, dialogues and other 'happenings'
- Critical reflection event at the end of the year with written legacy commentary and conclusions

Name	Job Title	Signed	Date	Email
Tony Rheinberg	Fountain 17 Marketing lead	<i>Tony Rheinberg</i>	31.10.16	trheinberg@idealstandard.com
Melissa Page	CCP Marketing Lead	<i>mpage</i>	15/11/2016	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>COakshott</i>	15/11/2016	Cheryl.oakshott@hull2017.co.uk

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