**LAND OF GREEN GINGER - MARCOMMS APPROACH**

Land of Green Ginger is a project of Hull 2017. While we want it to inhabit its own world and carry a story which people can delve into as a 360 degree fiction, there are also benefits to “claiming it” this time round.

We need to find an approach which doesn’t prevent people from getting immersed in the fiction, but doesn’t rely on keeping it absolutely watertight and removed from Hull 2017.

**Parallel Campaign**

People can access the story from two different sides.

1. **The Green Ginger Fellowship**

If people hear about the Fellowship and / or see something about Land of Green Ginger which connects it to the Fellowship then they go through that web presence and / or facebook page. Here they enter the story in a pure way.

This would be driven by the live events, by the PR activity, by some of the marketing, by social media.

Question still remains how this pathway links back to City of Culture.

1. **City of Culture**

If people go looking for the Land of Green Ginger on our website, they would find a page…

*There once was a land that nobody believed existed. And every day people passed by it or around it or over it or through it, but never once saw it or felt it or heard it or knew any person or thing in it. Until, one day, the land revealed itself…*

Have you heard about the discovery of a secret underground vault filled with packing cases? (Links to images and articles).

Have you read about the Felowship who are investigating this series of unexplained Acts of Wanton Wonder?

Follow the story at [www.landofgreenginger.org.uk](http://www.landofgreenginger.org.uk)

Have you seen traces of the Land of Green Ginger? (Show the mark). Report them to the Fellowship.

ACT 1: SEVEN ALLEYS

[links to event page for Seven Alleys]

Seven Alleys, by Periplum – part of Land of Green Ginger

Copy

Event Details [if we want to go really pedestrian]

ACT 2: NOBODY NOSE

[these would only be added when appropriate - I.e. when we'd done the heralding for that act and / or wanted a wider audience to be able to access more information. it wouldn't blow our cover on everything right from the start]

Etc.