**CREATIVE BRIEF: Hull Comedy Festival 10 Year Anniversary**

**Background:**

Hull Comedy Festival is one of East Yorkshire’s largest ticketed festivals. It was founded by eskimosoup’s Managing Director as a personal challenge, though has flourished into an annual feature that will celebrate its 10th anniversary in 2017.

In recent years the festival was handed over and run by independent promoters and in 2015 handed to two local comedians for the foreseeable future as volunteers.

Hull Comedy Festival aims to :

* Promote internationally renowned comedians in Hull.
* Provide an opportunity for local people to perform, promote, host and enjoy Hull Comedy Festival without financial and other barriers.
* Make it an attractive destination nationally for comedy fans and appeal to those from nearby cities.
* Engage and inspire all kinds of audiences by presenting new and established comedians.
* Appeal to risk takers who will take a chance on seeing someone new or unknown.
* Develop large audiences for future years.
* Remain a presence in the city throughout the year, at flashpoints.
* Create projects and opportunities for Hull Comedy Festival to become a vehicle to achieve social benefit.

**Description:**

Design, artwork and print of a mini-brochure to be handed out over the festival 2 – 22 November and a few weeks prior, folding out to a minimum of an A3 sized map (size tba), folded down to A5 (tba) featuring all the host venues, timings schedule and description of each performance / artists (recommendations required for format).

Printed on uncoated stock, 130gsm throughout.  
with fold out map  
Quantity – Approx. 10,000  
Point size of text – 10pt min. - 12pt (accessibility) – perhaps 11pt minimum for finer details if needed.  
  
The brochure will be in the Comedy Festival Brand colours outlined in the brand guidelines, and work well with Hull 2017 branding and Hull Comedy Festival logos. Some assets to incorporate funding and partner recognition.

The ‘image’ / visual identity is to develop the look and feel Hull Comedy Festival.

The design needs to be adapted for:

* Site Dressing and way finding signage for the events and venues
* Site Map of all venues / interesting landmarks and information on each comedian for the festival (mini-brochure)
* Comedy Festival website, Hull 2017 website, online media and advertising.
* Square version + image only (no text) with bleed for Hull 2017 website
* Various digital assets to be briefed in individually as / when they may be needed for specific online purposes, advertising etc.
* Short films that capture comedians and their work for use and sharing online

The Designs should:

* Use an imaginative and gripping technique to give a sense of the eclectic mix of comedians in the line-up.
* Understand the pioneering nature of some of the comedians taking part over the

festival as well as clearly stating the skills and talents of the more well-known comedians.

* Show the extent of activity happening over the festival
* Appeal to lovers of comedy as well as the risk taking audiences who will have a go at seeing a new name.
* Show of a Hull sense of humour in a non-self-deprecating way, but instead highlights pride in certain things that are typical to Hull.
* Need to be able to work with the Hull 2017 branding and possibly the branding of other partners.

**Deadlines**

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| **Date** | **Detail** | **Responsibility** |
| 21 July 2017 | Brief distributed to potential designers. | Jed/Gary/Martin/Marketing Hull 2017 |
| 31 July 2017 | Responses submitted by potential companies. | Assign an email address for responses. Happy to collate if you like. |
| Tuesday 1 August |  |  |
| Wednesday 2 August | Assign company/person to create the identity for Hull Comedy Festival. | Jed/Gary |
| Thursday 3 August | Contract successful party | Jed/Gary |
| Monday 7 August | Finalise all marketing materials and begin making mini guide. | Jed/Gary/Martin A |
| Tuesday 8 August | Secure poster positions: bus stops/billboards/other/etc | Jed/Gary/Marketing |
| Monday 21 August | Site dressing designed and sent to printers (banners, pull up banners, etc). Items that only require identity. | Jed/Gary/Designer |
| Wednesday 30 August | Mini Guide First Draft complete. | Jed/Gary/Designer |
| 30 August | Final season brochure release that this will be part of. | Hull 2017 |
| Wednesday 6 September | 2nd Draft Mini Guide | Jed/Gary/Designer |
| Friday 15 September | Mini Guide complete | Jed/Gary/Designer |
| Wednesday 20 September | Receive Site Dressing for City Hall | Jed/Gary |
| Friday 22 September | Final Poster design and external marketing designs | Jed/Gary/Marketing |
| Tuesday 26 September | Launch: Student Comedy Night | Jed/Gary/Martin |
| Monday 2 October | Posters up on poster sites secured until the end of the festival. | Jed/Gary/Marketing |
| Thursday 23 November | All marketing materials removed | Marketing |