DOC N ROLL HULL 2017

MARKETING PLAN

PR

Liaise with Hull 2017 marketing and communications team to create a press release.

Liaise with Hull 2017 director of comms to facilitate interviews with film directors and Doc’n Roll programming team, via Corner Shop PR.

Hire student and regional music specialists Pomona PR to focus on reaching audiences in the surrounding town and cities, including Leeds, York and Sheffield.

SOCIAL

Create Facebook events for each screening and boost their reach via locally targeted sponsored adverts, approximately £30 spend per event.

PRINT

Design poster for the film festival.

Print 300 posters - distribute via Hull Independent Cinema’s marketing teams.

Design programme

Print 3000 programmes - distribute via Hull Independent Cinema’s marketing teams.