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## MARKETING & COMMUNICATIONS PLAN: TURN AND FACE THE STRANGE

### Project Overview

Our city has always been home to rule breakers, game changes and history makers, with Hull-born rock legend Mick Ronson amongst the most famous of the lot. But just how well do you know his story? In a project led by Hull writers and theatre makers, Garry Burnett and Rupert Creed we dig a little deeper to uncover the untold tale of how a working class boy from Greatfield Estate challenged social norms to champion a new music and social culture. Hear the real stories from the family, fellow musicians and fans of how Mick Ronson became a rock legend, in this multi-media extravaganza comprising storytelling, archive footage, live music, personal photographs and memorabilia.

**Project Budget: £10,000**

**Marketing Budget: £725**

### Objectives

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

<b>Objective 1</b>	Engage a minimum of 50 people in the story gathering sessions.
<b>Objective 2</b>	Engage a minimum of 600 people to attend our performances.
<b>Objective 3</b>	To raise awareness of Mick Ronson's Hull roots and his role as an innovative musician, composer and producer.
<b>Objective 3</b>	To use our marketing activity as a leverage to secure financial support from sponsors.

### 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>	The world premiere of the story behind the rise of an internationally acclaimed rock guitarist from Hull will appeal to both national and local audiences.
<b>Selling Point 2</b>	The largely untold element of Mick Ronson's origins on Greatfield Estate and his unlikely progression to rock-stardom will appeal to local audiences in particular.
<b>Selling Point 3</b>	The multi-media nature of the show including live music, audio testimony, personal photos and film archive, which will appeal to a wide audience.

### 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>	A local audience of Ronson fans, those with a connection to his life and work, musicians of all ages, and those interested in music, local and social history.
<b>Audience 2</b>	A national audience of Bowie/Ronson fans and musicians.
<b>Audience 3</b>	An audience (that we wish to develop) drawn from residents from East Hull, and Greatfield Estate in particular, where Mick Ronson grew up.

### 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>	Across Hull including Greatfield & Preston Road Estates and surrounding area through printed distribution, and on local media: TV, newspapers, radio and Facebook (Hull 2017).
<b>Location 2</b>	Nationally through social media, BBC promotion, City of Culture social media channels and networks.
<b>Location 3</b>	Internationally through social media, City of Culture marketing, specifically their social media channels.

### Competition

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

- Project leads have fixed performances in mid-August with prior discussion with City of Culture staff to avoid clashes with other target audience relevant events - in particular avoiding LGBT 50, Humber St Sesh, Preston Rd Carnival, and East Park Veterans Weekend.
- Performance dates clash with Tribfest at Sledmere House (Aug 17-20).
- Football season starts 13th Aug - fixtures not published until June.
- Local Rugby League teams not yet showing fixtures for August.
- To date, no major sporting events listed locally.

### 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).

<b>Activity Type</b>	<b>Details</b>	<b>Budget</b>
<b>Print</b>	Promo materials design 1000 x ds 'get involved' A6 postcards 100 x A4 colour posters	<b>£725</b>

	250 x Programmes	
Distribution	<p>To music &amp; arts venues in city and region Community centres, shops, takeaways etc. in East Hull and targeted streets in the city - with support from Hull 2017 volunteers.</p> <p>Music, Arts venues &amp; Heritage venues to include Hull Museums &amp; Galleries, Hull History Centre, Hull Box Office, Hull Truck, Hull Central Library &amp; Branch Libraries, Fruit &amp; Fruit Area galleries &amp; traders, Adelphi, Kardomah 94, Polar Bear.</p> <p>Community Centres to include Freedom Centre, St Stephens Neighbourhood Centre, Greatfield Hub, Ings Library, Bilton Grange Community Centre, Orchard Centre, Gipsyville &amp; Lonsdale Centres.</p>	No cost - delivered via project team and volunteers
Direct Mail	3 x newsletters to project participants & sponsors	£75 total - within budget for miscellaneous expenditure.
Advertising - Online - Radio	Free promotion via local radio, BBC, Hull Daily Mail. Paid advertising not viable within budget	No cost
Social Media	<p>Weekly postings to dedicated TFS FB page - <a href="https://www.facebook.com/groups/1868755410035821/">https://www.facebook.com/groups/1868755410035821/</a></p> <p>With linked postings to FB The Mick Ronson Club - <a href="https://www.facebook.com/groups/488317961255687/">https://www.facebook.com/groups/488317961255687/</a></p> <p>And postings as often as possible to Hull Local History &amp; Culture Facebook sites.</p> <p>The team intend to develop a Twitter handle and subject to team time and resources will extend postings to Instagram &amp; YouTube.</p>	No cost - delivered via project team
Other	Piggyback promo at Holy Holy gigs, Bowie Convention, Radio 1 Weekend, Humber Street Sesh	No cost - delivered via project team

**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).

Further sponsors to be approached Jan-May 2017. All sponsors to be credited in the show programme. Any major sponsor to be included in future marketing communications, but not secured at present date.

**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	1.2.17
Has the press release been submitted for approval to the Hull 2017 team?	To be actioned	27.1.17

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

Date	Activity	Detail	Deadline
	See the key dates for roll-out section.		

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	To be actioned	30.1.17
Have you supplied video content for use of the Hull 2017 team?	Not for project launch. Video content anticipated for show promotion.	

## 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
January 2017	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	27/01/17
End of Jan	Project & launch promo materials design & print.	'How to get involved' postcard- call out to participate in story sharing with launch event details + first Greatfield Story Session	30/1/17
February 2017	Project Promo materials design, print & distribution Launch Event Promo	As above	30/1/17
1/02/2017	Project & Launch Event Promotion	Press Release Social Media promotion City of Culture website Invites to attend launch event Postcard Distribution across city Local Radio promo from Feb 6 <sup>th</sup> Launch Event Feb 17 <sup>th</sup>	1/2/17, then ongoing through Feb
Feb-April 2017	Ongoing promo of story sessions and updates on project including participant 'teaser' stories  We are planning for tickets to go on sale for the event as soon as systems are set up and not later than the first week in March	Through local media and social media	As above

May 2017	Show promotion	Poster & flyer design, print & distribution Local & social media promotion	May 31- ongoing to Aug 19
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**Evaluation**

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

We will monitor the success of the marketing campaign by:

- 1) Attendance at launch event & public story sessions
- 2) Participant level - story sharing (ie number of people recorded & contributing materials)
- 3) Social Media hit-rate, response levels & comments
- 4) Bookings for performances / attendances for performances
- 5) Recording participant age profile, gender & postcode via recording sheet monitoring data

**Sign Off**

Name	Job Title	Signed	Date	Email
Rupert Creed				
Melissa Page	CCP Marketing Lead	<i>mpage</i>	26.1.17	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>Cheryl Oakshott</i>		Cheryl.oakshott@hull2017.co.uk