**Aims**

Brand – talking about the event and promoting the festival –

get women talking engaging with the festival and the debates:

about women’s equality and achievements in Hull, about the challenges that we’re still facing.

Thinkins – building attendance at Think in events

Feeding into Thinkins thoughts

Feeding into crafts/programmes?

Festival Building interest in the build up

Getting people attending the event

Getting people signing up to the event.

Content

Info about WOW

Testimonials to use in print/online - any known women i.e. celebrities, sportswomen, women from Hull who can offer support for the festival

Ways to interact – questions for the Think Ins – crafts call out – design competition – stalls call out?

Nominate Your Hull Hero/Remembrance Wall

Print

Flyer/Leaflet -

Public Thinkin’s –

The Festival Itself – Save the Date cards?

Other Promos Print

Question coffee cards – 3 questions to share with your friends.

Female empowerment cards - part of the flyers/initial brochure in form of perforated cards on flyers

Other Branded

Stickers

Mugs/Pens

Goodie Bags for Thinkin – Info from other groups, Stickers, coffee cards, link to website campaign, vouchers, save the dates, WOW Bradford?

Branded items **ready for mid-late Sept** - pull up banners for think-ins and for presence at other events - initial brochures/flyers  -tote bags/pens etc with inspirational quotes from women on

Digital Website

Think in Dates – Promotion –

Programme

Link to Social Media Campaigns

Contact Page

Social media - facebook/twitter/snapchat (younger audience?) -

Bake Off - can we jump on this over next few months? -

joint marketing with Bradford

Push interaction strands and potential link ups with

* Hull 2017 female artists/sportswomen/business women in the city?
* Untold Hull? – Womens Archive
* University – Gender – talks?

Sound Cloud – questions feedback - music?

Instagram –

Outlets

Freedom Festival

Presence at any roadshow type events - for example inflatable cube at Freedom Fest - presence at WOW Bradford

Window stickers for places that either - support the festival - are run by women

**Additional Ideas and Campaigns**

Hair dressers campaign

WOW Hair styles and cuts

to feed in to think ins and also potential additional activity with the WOW festival, campaign to get hairdressers across Hull to ask the think in questions and feedback to WOW, to have a platform at the festival itself, as additional promotion for the festival itself – word of mouth.

Hairdressers ask the three questions and can feed back to us

Hairdressers have a place within the programme.

Cuppa and a Chat

Coffee cards have a coffee with a friends and feed your answers in to win a …..?

Send us your Hull Heroines

Crafts – what can you do? What do you want to share?