

Contact Name:	Les Motherby
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MARKETING & COMMUNICATIONS PLAN: TIGER RAGS

Project Overview

A public exhibition of player worn Hull City kits and memorabilia will tell the story of the club's visual identity & its integral place in Hull culture. A collaboration between amateur collectors, the Hull City Supporters Trust (HCST) and the Streetlife Museum, the project will explore the city's connection to the colours black and amber!

Celebrating how football brings together people from all backgrounds, supporters will be encouraged to share reminiscences evoked by a collection of black & amber garb. Former players will describe what wearing club colours meant to them, and workshops will be held for children to design new kits.

Project Budget: £1,356

Marketing Budget: £321

Objectives

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

Objective 1	Have a minimum of 20000 local people attend our event.
Objective 2	Attract people who would not normally visit museums, and appeal to people who are currently facing socially exclusion, such as people with visual impairment, or the BME community.
Objective 3	Encourage interaction, inviting attendees to share their reminiscences of past club kits (with audio/video recordings and social media comments).

Key Selling Points

(Why should people choose to attend your event over everything else that is going on at the same time?)

Selling Point 1	Never before have privately owned collections of player worn club memorabilia been publicly exhibited, this may only be a one-time experience.
Selling Point 2	Hull City have a large fan base and will bring in audiences from the young to the old.
Selling Point 3	Free event that has appeal to parts of all societal demographics (age, gender, ethnicity).
Selling Point 4	The exhibition is timed to coincide with start of football season.
Selling Point 4	It is the only sport related project in the Creative Communities Programme.

Target Audience

(Who do you see as your key audiences? Try and include an audience that you would like to develop in here)

Audience 1	Hull City Fans across Hull, East Riding, nationally and internationally.
Audience 2	Fans of football and local sport (regardless of team affiliation).
Audience 3	Families - the event appeals to children (through the kit design workshops) and the elderly (through people having them opportunity to see how the kit has changed from their era as well as offering the opportunity to think about how the football club has changed).
Audience 4	People across Hull and East Riding who may not normally attend sport exhibitions, but are interested to visit due to the project being part of the Hull 2017 programme.

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)

Location 1	Families living in HU1-20 area.
Location 2	Across the UK - Hull City fans who live outside of the local area but are likely to visit city.
Location 3	People who attend sporting events at the KCOM stadium. We will target each of these locations and audiences through distributing posters, as well as online through Hull City's website, HCST social media channels and my own social media channels.

Competition

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

No, event is 'drop-in', and open/accessible throughout the week.

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).

Activity Type	Details	Budget
Print	200 A3 and A4 posters for distribution @ pre match meeting places (pubs, community centres) and launch invites	£92

Distribution	These will be distributed by ourselves.	0
Direct Mail	None	0
Advertising		
• Online		0
• Radio		
Social Media	<p>Implementation of social media marketing plan encompassing</p> <ul style="list-style-type: none"> - Twitter (https://twitter.com/HullCityKits) - Facebook (https://www.facebook.com/hullcitykits/) - Instagram (https://www.instagram.com/hullcitykits/) - YouTube (https://www.youtube.com/channel/UCPwakxllaqRWksgiPUclCEA) <p>The Hull City Supporter's Trust will be sharing our content, via Twitter (@hullcityst) and Facebook (https://www.facebook.com/HullCitySupportersTrust/).</p> <p>Social media content will be updated 3 times a day during the exhibition (which runs for 3 months) to advertise the exhibit, but also to stimulate conversation with followers, with posts about past kit design, kit manufacturers and their technologies. Social media accounts will be updated a minimum of once a day from June 1st as the exhibition nears.</p> <p>Beginning in February, a tie in with the Caffeinated coffee kiosk will begin to build 'hype' ahead of the exhibition. A tailor's bust prominently displayed will have a new Hull City shirt on it each week, with social media followers encouraged to 'collect' shirts by photographing them (hopefully as they buy coffee and support a local trader) and sharing the images on platforms such as Instagram and Twitter, which we will then share.</p>	0
Other	<p>Prepare a press release for local newspapers and target demographic newsletters.</p> <p>Press release and interviews with all local radio stations. Event publicised on Hull City websites including our own. Radio Humberside and Hull Kingston Radio have already agreed to invite a project representative onto regular sports shows.</p>	£0

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).

	Name	Job Title	Email Address
Sponsor, partners or funder details	To be confirmed		

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	01/06/2017
Has the press release been submitted for approval to the Hull 2017 team?	Still to be prepared.	15/05/2017

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

Date	Activity	Detail	Deadline
June	Press Release	Prepare press release to send to the Hull Daily Mail and all local print media prior to the project starting in July.	01/06/2017
June	Press Release	Prepare press release to send to Radio Humberside, Viking FM and all local radio media prior to the project starting in July.	01/06/2017
June	Media calls/appearances	Appear on sports shows on local radio/TV.	30/06/17
03/03/2017	Launch event	Local media and delegation from club invited.	03/07/2017

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Project poster art and wordmarks already supplied. Supplementary images to be supplied.	15/05/2017
Have you supplied video content for use of the Hull 2017 team?	Video content yet to be finalised.	01/06/2017

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
December	Marketing and Communications Plan	Complete the plan and return to the marketing lead at Hull 2017	03/01/2017
01/03/2017	Social media output increase to raise awareness and 'build hype'	Through all social media channels.	01/03/2016
01/04/2017	Invites to launch		01/04/2017
01/05/2017	Prepare press releases		07/05/2017
01/06/2017	Issue press releases		01/06/2017
01/06/2017	Distribution of printed advertising		01/06/2017
15/06/2017	Media appearances	Radio/TV	15/06/2017
03/07/2017	Launch event	Streetlife museum	03/07/2017

Evaluation

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

The monitoring will be multifaceted, we will save published articles, record feedback from people who attend event and share this online, monitor growth of social media interaction and gather attendance figures from Streetlife museum.

Sign Off

Name	Job Title	Signed	Date	Email
Les Motherby				
Melissa Page	CCP Marketing Lead	<i>mpage</i>	<i>24/1/17</i>	Melissa.page@hull2017.co.uk
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