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MARKETING & COMMUNICATIONS PLAN: FLY TO FREEDOM

Project Overview

Working with local community groups, mosaic artists belonging to the British Association for Modern Mosaics (BAMM) will create a piece of artwork featuring 100 bird-shaped mosaic pieces, which will be assembled to represent a flock of birds flying towards freedom.

Each of the birds will be created by Yorkshire-based BAMM members, community groups or individuals during five workshops. The project will give Hull residents the opportunity to discover mosaic art as well as participating in the creation of a professional piece of artwork. The artwork, will belong to the city & its people and will be permanently displayed in Hull Paragon Station.

Overall Project Budget: £8,600

Marketing Budget: £250

Objectives

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

Objective 1	We are aiming to have 10,000 people view the mosaic mural in Paragon Interchange.
Objective 2	Increase knowledge about contemporary mosaics, building on the tradition of mosaics in Hull from the Roman mosaics in the museum to the large 1960s mosaic on the BHS building.
Objective 3	Ensure optimal community participation through gaining a large uptake for the workshops.

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	The joyful and colourful mosaic mural celebrates the theme of flying to freedom and will enhance the daily commute of hundreds of people as well as welcoming visitors to the city.
Selling Point 2	Our participation in the City of Culture involves members of the public at the heart of our project. The workshops will enable people to participate in the making of a work of art for the city, to learn to make mosaics and then take that skill and confidence away with them.

Selling Point 3 Our mural can be viewed all the time so it will not have to compete with other time specific events in Hull. This also means our project is open and accessible to all.

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	We are targeting a wide audience for our workshops, representative of the Hull population. This includes people who would not necessarily participate in art activities - including children from more deprived backgrounds and their families, children with disabilities and their families, older people, multi-faith, various ethnic groups, LGBT community.
Audience 2	The national and international mosaic community.
Audience 3	Our target mural audience will be: <ul style="list-style-type: none"> a. Local people from across the City and the East Riding. b. Visitors to Hull, particularly those arriving through the station, the mural will welcome visitors and introduce them to what to expect in the city. c. Wider national audience: people across the country with an interest in mosaic.

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	Target locations for the workshops: <ul style="list-style-type: none"> a. Venues where the workshops will be run: Wansbeck School, Age UK, Hull Synagogue, Artlink. b. Support groups for children with disabilities. c. Shops/coffee shops along the Avenues. d. Museums and theatres e. LGBT Forum f. Churches/mosques/Sure Starts local to the workshop venues.
Location 2	The mosaic community is national and international therefore we will target them through social media. However, we want to encourage the community to see the art in situ and not just seen through the images on our social media pages.

Location 3

We want to target people across Hull and East Riding who may not normally view mosaics and art in general. This will include adults and children in schools, community centres, commuters and local shopping centres like St. Stephens.

Competition

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

Because of our unique location at the station with a large footfall every day it is unlikely that any one event will impact on ours.

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	We are not considering a large amount of printed marketing material, as a substantial amount of our marketing will be done through social media. However, a few posters advertising the workshops will be printed and displayed in workshop venues (specifically Artlink) and local shops. Size, cost and numbers to be confirmed.	
Distribution	The posters will be distributed by the team.	£0
Direct Mail	We will advertise workshops in Age UK, LGBT, Hull Art newsletters.	£0
Advertising - Online - Radio	No paid-for advertising is currently being considered.	£0
	We intend for a large amount of our marketing to be done through social media.	£0

Social Media

Facebook

Our Facebook page for our last exhibition at Harlow Carr has 2,500 likes
www.facebook.com/mosaicexhibition

Our new BAMB North Facebook page has 250 likes www.facebook.com/BAMB-North

The main BAMB site has 3,400
www.facebook.com/BAMB-British-Association-for-Modern-Mosaic

Pinterest

uk.pinterest.com/alisonhepburn/murmuration-of-mosaics-for-hull-2017

Twitter

www.twitter.com/bammnorth

Instagram

www.instagram.com/bammnorth

Our posts will be shared and retweeted by other artists and we will link the pages to other relevant sites. Our social media accounts have been up and running since October.

The dates of the workshops will be announced on our social media pages and Hull 2017 Fly to Freedom webpage. We will announce our progress on our social media.

We will have an official launch for the mural once it is in place and we will invite everyone involved both in the making of the work, general public and Hull 2017 staff.

Other

An initial article has been placed in the national magazine of The British Association for Modern Mosaic 'Grout', which will be published in February/March and will follow up with details in other publications and local newspapers as soon as there are more images to give them.

£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	We do not have any additional sponsors to be declared.		

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?	We plan to write a press release to Hull Daily Mail and other local papers once the workshops are completed in the second quarter of the year showing the work and announcing the launch.	September 2017
Has the press release been submitted for approval to the Hull 2017 team?	No	

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

Date	Activity	Detail	Deadline
August 2017	Press Release	Prepare press release to send to the Hull Daily Mail prior to the project launch.	September 2017

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	We are collecting images all the time on our Instagram page and on Facebook. These are available to the Hull 2017 team as high resolution files when they are needed.	Ongoing
Have you supplied video content for use of the Hull 2017 team?	Video has not been relevant so far but could be a fascinating addition if we film the installation itself. We do have some stop frame footage of two of the birds being made.	Ongoing

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).

Month	Activity	Detail	Deadline
Ongoing	Workshop Dates	Send workshop dates to Hull 2017 so our website page can be updated.	February 2017
January 2017	Update social media and Hull 2017	Fly to Freedom page with workshops dates	End of February 2017
January 2017	Contact all relevant organisation to be included in their newsletters	To advertise the workshops	End of February 2017
March 2017	Design, print and distribute posters	To be distributed at Artlink	End of March 2017

March 2017	Consider contacting Viking FM	To promote project and advertise workshops	End of March 2017
March 2017	Update social media channels with project progress	We will upload images of the birds and workshops, as well as posting about workshop activity	Ongoing
May 2017	Write an update article in Grout	This will take place in Summer ready for the autumn edition.	Around May 2017
August 2017	Press release	Write press release and send to Hull 2017 for approval.	September 2017

Evaluation

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

- Workshop attendances
- Number of birds completed by community group/individuals
- Feedback on social media
- Feedback from the people and institutions where we hold our workshops.
- Footfall through the station (numbers through Network Rail)

Sign Off

Name	Job Title	Signed	Date	Email
Corinne Feullatre				
Melissa Page	CCP Marketing Lead	<i>mpage</i>	27/02/17	Melissa.page@hull2017.co.uk
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