

MARKETING & COMMUNICATIONS PLAN: 105+dB

Project Overview

In an increasingly decentralised world, how do we articulate and retain our identity? For many, football provides the perfect arena to congregate and express passion, unity and pride. 105+ decibels (dB) is the volume at which our individual voices are lost in the crowd.

This new, large-scale installation will transplant the awesome wall of noise and energy found in Hull's football crowds into a new location, where it can be playfully explored and appreciated. This new work by Invisible Flock is designed as a mass piece of public art, using a total of 36 speakers and creating a truly unique piece of sonic architecture. Immerse yourself in the sound and stillness, and hear the beautiful game as you never have before.

Project Budget: £9,500

Marketing Budget:

Objectives

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

Objective 1	To engage Hull football fans in the recording of the match by producing some live chants specific to the recording
Objective 2	To encourage a percentage of the audience to the installation from the football club
Objective 3	To successfully communicate the themes explored through the project to new audiences

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	It is a unique event created in Hull by the people of Hull, it is a chance to hear their voices articulated as a mass
Selling Point 2	It is a project that will create a sense of ownership of place in a location in the centre of town - the crowd recorded will invite an audience to be a part of a unique moment created by sound only

Selling Point 3

It is a project that will connect participants and audiences to previous iterations in Lille and Ghent, giving a sense of being a part of a larger international community through a shared experience

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 football fans
Audience 2	An experience for all ages
Audience 3	

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	KCOM Stadium
Location 2	
Location 3	

Competition

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

Considering the duration of the presentation of the work there are frequent opportunities over a week to see the work. However the holiday period may be inhibitive to audiences availability.

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
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Print	<i>i.e. 2 sided A6 postcards x,1000 for distribution @ XYZ</i>
Distribution	<i>i.e. Post leaflets through every house in the HU3 area</i>
Direct Mail	<i>i.e. Produce a letter inviting the local community to the next event</i>
Advertising - Online - Radio	<i>i.e. Contact the local radio station to ask them for advertising rates</i>
Social Media	<i>This will be our main route to connecting with audiences for recording</i> - Twitter - Facebook - Instagram - YouTube - Flickr
Other	<i>Targeting supporters clubs and fostering relationships. Plus the club itself</i>

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			

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?		
Has the press release been submitted for approval to the Hull 2017 team?		

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

Date	Activity	Detail	Deadline
	Press Release	Prepare press release to send to the Hull Daily Mail prior to the project starting in January.	14/12/2016
7.11.16	Recording the match	Building up to match day - event communication via social media, relationships with supporters club	26.11.16

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?		

Have you supplied video content for use of the Hull 2017 team?

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
21/11/2016	<i>i.e. Marketing and Communications Plan</i>	<i>Complete the plan and return to marketing lead at Hull 2017</i>	31/10/2016

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 measure success of campaign via the relationships formed with the supporters club, fans and the club. The recording of the match will be one of our main focusses and we will be looking at the success of the chants recorded.

Sign Off

Name	Job Title	Signed	Date	Email
Catherine Baxendale	Company Director			
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