WMOO: Live in Hull

Marketing copy

* To be used across all BT/Hull2017/KCOM communications and social media from w/c 18 September
* To be adapted for 10,000 printed flyers distributed across the city from w/c 18 September
* To be adapted for postcard distributed by volunteers at screenings

It’s 2097. The days of upheaval are over. A new resilience has taken hold.

And you must decide where we go from here...

**This October 1st**

*Across the city, a chorus begins, as every single phone box rings in unison.*

On Sunday, October 1st at exactly 2pm, every single phone box in Hull will ring in unison, announcing the arrival of the world of 2097 to the city. At the end of the line, a voice from 80 years in the future asks for your help - the future of the city is at stake and you must decide where we go from here.

Go to a phone box and pick up the call on October 1st to join those with the chance of coming face to face with characters from 2097 as electric vehicles descend on the city’s phone boxes to take a lucky few on an unforgettable ride in to the future.

**And Every Weekend In October.**

*2097 is coming to the streets of Hull.*

The story of the future is revealed in five astonishing science fiction films shot on location in Hull and in Aarhus in Denmark. You must help three young girls make a decision which will affect their entire city. Released online alongside five interactive episodes for smartphones, you can be the first to watch all five films at pop-up screenings in neighbourhoods across the city - from Hessle to Hedon - each Saturday and Sunday.

Or begin your encounter with the future at any one of the city’s phone boxes. Dial in at any time to talk to one of the rulers of the future city and have the chance to take an unforgettable ride in to the future. Each weekend, electric vehicles will descend on the city’s phone boxes to take a lucky few callers on a journey into 2097 and share their own vision of the future.

**Dial 50 2097 from your nearest phone box to begin.**

**Go to: *wemadeourselvesover.com* for pop-up screening locations and how to download the app.**

Key info about events through the month

***Sunday October 1st only***

Phone box Mass Call Out

* At 2pm, phone boxes across the city will ring in unison.
* This will happen just once in the month to signify the arrival of 2097 in the city.
* If you answer:
  + You have a 5 minute interactive phone call with HESSA – the main character from the films. (automated)
  + You’re given a task to reflect on the future.
  + You’re told that over the next month someone from 2097 will be roaming the city in an electric car.
  + You’re asked if you want to meet them.
  + If you agree, at the end of the phone call you will be invited to give your phone number to receive details of where and when to meet (based on the phone box location)
  + All people who give their phone number will be added to a VIP list and receive a call in the coming week.
  + Anyone local to Bransholme (the location for cars on Oct 1st – will be called immediately)

***Every weekend in October (including Sunday October 1st)***

Pop-up Screenings

* Pop-up screenings will run for up to 8 hours every Saturday and Sunday in October
* These vary from large scale public screenings in highly trafficked areas, to small scale screenings aimed at local residential areas
* There are nearly pop-up screening locations in total across the city
* Pop-up screenings will show all 5 films
* Additionally, the screening playlist may include:
  + Intertitles with the story so far or background about the film.
  + Eg. “Three girls have been asked to make a decision about the city.”
  + Provocations or questions related to the particular theme of the film.
  + Call To Action
    - Dial 50-2097 from any phone box to begin
    - Watch films online, download the app and social media / web hashtags
* Between 3-10 Hull 2017 volunteers will be at each screening (depending on the scale of the screening)
  + Their goal is to
    - Give out print material for the project and contextualise the films, the story and the process
    - Provoke conversations about the future
    - Push visitors to go to phone boxes
* Local screenings will be accompanied by letter drop to local residents giving the date and time of the screening and explicit times for calling in from phone boxes to be picked up by electric cars.

Face-to-face encounters in electric cars

* Electric car hosting face-to-face encounters will run for up to 8 hours every Saturday and Sunday
* You can take part in the face-to-face encounter by calling in from phone boxes at specific locations
* Pick-ups will always be available from the nearest 2-3 phone-boxes to pop-up screenings.
* If you dial 50-2097 from one of these phone boxes:
  + A character from 2097 answers (automated) and gives you a task to reflect on the future
  + You’re asked if you can meet face to face and if you agree you’re told someone the call you back. Wait in the phone box.
  + A live performer then calls you back and directs you to enter a car which pulls up nearby.
* The experience inside the car:
  + Lasts 10-20 minutes, and drops you near to where you where picked up.
  + They interview you about you hopes for the future. This is recorded on video.
* To take part in a face to face encounter:
  + Attending a screening to find out more.
  + Call in from any phone box – for directions for where to find the cars.
  + Download the app and receive notifications
* Locations of the electric cars may also be leaked as Google map pins on Twitter, in the press and on our website

***Online / Throughout October***

Films and App

* Film 1 of 5 and the 2097 app launch on Sunday October 1st
* A new film and interactive episode is then released online each Saturday in October
* Films are released on YouTube and Facebook
* A blog post linking to film and background content – eg. Previous posts and interviews – accompanies each film release.
* App has localised notifications for Hull about events in the city.

Marketing Priorities

***Pre-launch***

* Primary focus:
  + The mass call out on October 1st at 2pm
  + Countdown to the call on the project home page
  + ‘Every phone box will ring’ to announce the future arriving in the city and the launch of 5 sci-fi films shot in Hull
  + Answer the call to begin your journey into the future
    - A lucky few who answer will have the chance to be taken on a ride into the future.
    - Each weekend, electric cars will be roaming the city bringing you face to face with characters from 2097. Answer the call on October 1st to find out where and how to meet them.
* Secondary focus:
  + And every weekend in October
  + Pop-up screenings in neighbourhoods across the city of 5 sci-fi films shot in Hull
    - All 5 shown exclusively at neighbourhood screenings
    - Be the first to see them at your local screening
    - Check the schedule and map of screenings on the website
  + Face-to-face encounters with characters from 2097.
    - Answer the call on October 1st to have a chance to come face to face with 2097 and take a ride into the future.

Post-launch

* Primary focus:
  + Every weekend in October
  + Pop-up screenings in neighbourhoods across the city of 5 sci-fi films shot in Hull
    - All 5 shown exclusively at neighbourhood screenings
    - Be the first to see them at your local screening
    - Check the schedule and map of screenings on the website
    - Attend screenings to have the chance to meet characters from 2097 face-to-face.
* Secondary focus:
  + Every weekend in October
  + Face-to-face encounters with characters from 2097.
    - Answer the call on October 1st to have a chance to come face to face with 2097 and take a ride into the future.