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MARKETING & COMMUNICATIONS PLAN: THE ELECTRIC FENCE

Project Overview

Hate crime is ominous, prevailing presence in our society. The Electric Fence encourages us to examine the perceptions, challenges and preconceptions that impact us all and compels us to turn and face them.

Borders, barriers and warning signs have come to be a part of our everyday life, but we are being kept out, or is something being kept in? A bold, visceral confrontation. This thought-provoking installation appears 'live', providing a powerful and macabre reminder of our latent potential. Stark and unforgettable, The Electric Fence awaits you...

Or:

The Electric Fence awaits you. Poised with macabre, latent potential and adorned with warning signs. The fence questions borders & boundaries, are we being kept out or is something trapped within? It reacts to an audience presence, bold & visceral it appears 'live'. Ultimately a thought-provoking stance against Hate Crime.

Overall Project Budget: £10,850 (additional)

Marketing Budget: £350

Objectives

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

Objective 1	To achieve an audience of 3500 through our marketing activity.
Objective 2	Reach out to new audiences for contemporary art.
Objective 3	Create an international audience for legacy & future exhibition for The Fence (Touring Programme).

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	Challenge audiences perceptions and 'interact' with the art. The addition of theremin technology with create a truly interactive multi-sensory experience, which will be as unique as ever to the individual who 'experiences' the fence - (A proximity device which detects magnetic energy, as you break the field you will essentially become a capacitor).
Selling Point 2	Consider and connect with an 'outsider' community.

Selling Point 3	<p>Reflect & react to the work presented to them, with the opportunity to participate via an ongoing document, online presence and social media campaign.</p> <p>Accessed via the website: www.electric-fence.org.uk specifically www.electric-fence.org.uk/yourfence</p>
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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	LGBT+ community
Audience 2	New audiences for contemporary art inc. church community, the choir/bell ringers/café attendees/history & architectural tourists etc. This will offer the opportunity for these audiences to partake in something different and have the opportunity to be interactive with it.
Audience 3	Groups of people who are showing resilience. These groups will be outline further in the plan, but include those who have been/are negatively stereotyped in society.

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	<p>We will target some of the above audiences online through social media by building an online presence.</p> <p>www.electric-fence.org.uk www.facebook.com/electric2017 https://twitter.com/electric2017</p>
Location 2	<p>Pride and other events - Pride Executive Committee have invited representation from the Electric Fence to potentially have a marquee/stall during Pride. Voxing (recording) from members of the public and signposting attendees to Holy Trinity.</p> <p>Pride in Hull National event will be used to capitalize targeted demographic. We have already had meetings to determine common ground and cross-marketing.</p> <p>Targeted events of interest to the wider artistic community - including a strong network of HTBA Alumni.</p>

Location 3	<p>Existing groups and their networks</p> <p>LGBT Groups, young adults accessing services via Cornerhouse Yorkshire, Loud and Proud Radio, networking with Hull/East Riding business leaders - e.g. Red Ribbon Ball. Young people engaged with HeadStart Hull activities, SMASH group, Hull CCG groups i.e. 2020 Champions.</p>
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Competition

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

TBC - Will know further information once the next season guide is launched.

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	2 sided A6 postcards x,1000 for distribution @ Pride in Hull including QRCode and call to action.	£350
Distribution	<p>Pride, local churches/groups, Cornerhouse Yorkshire, Wilberforce House, Museums Quarter. Link in with Freedom Festival if possible.</p> <p>Myself, via presence at Pride and would welcome distribution & signposting from the excellent Hull 2017 volunteers.</p>	
Direct Email	Invite the local community (contacts previously mentioned) to the exhibition Including 'meet the artist' and participate days - inclusion in reflective documentary etc.	in-kind support from Cut Ltd.
Coverage - Online - Radio	Contact the local radio station for interviews .	No budget required, former BBC journalist and have already have radio coverage & will continue to do so.

<p>Social Media</p>	<ul style="list-style-type: none"> - Twitter - Facebook - Vimeo <p>www.electric-fence.org.uk www.facebook.com/electric2017 https://twitter.com/electric2017</p> <p>Our social media channels are already active with constant daily-weekly posting. This will increase nearer the launch.</p>	<p>Ongoing, in-kind support from Cut Ltd. Various video 'teasers' leading up to the exhibition will be produced and broadcast.</p>
<p>Other</p>	<p>Prepare a press release for local newspapers.</p> <p>Workshop awareness and filming days with various community groups (see target locations).</p>	<p>In-Kind support</p>

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
<p>Sponsor, partners or funder details</p>	<p>Arts Council - GFTA, their logo has to be used in accordance with their guidelines.</p>		

Media

(Consider how you are going to use the media to advertise your project)

Activity	Detail	Deadline
<p>Are you going to submit a press release and send it to the media?</p>	<p>Yes, as well as using local press contacts.</p>	<p>June 20th</p>
<p>Has the press release been submitted for approval to the Hull 2017 team?</p>	<p>It hasn't been produced yet.</p>	

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

Date	Activity	Detail	Deadline
04/06/2016	Radio Humberside	Radio Humberside - invite 'Burnsy' to secret test facility to experience the fence first hand.	04/06/2017
July - September	Artist Workshop - A chance to participate in the ongoing reflective film.	Meet the artist workshops during installation - Potential to invite the 'BBC Culture Bus' to Trinity Square for outside broadcast.	September 2017
04/07/2017	Launch Event	Invite press/community leaders etc. 4 th July intentional as American Independence Day - potential for International press attention	4/07/17

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Yes, and we will continue to do so once the fence is under construction.	Ongoing
Have you supplied video content for use of the Hull 2017 team?	I have supplied an example of a short video 'teaser'.	Will continue to produce video throughout the duration of the project.

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
Ongoing	Produce further teaser films and trailers	Will be launched each month leading up to the event (through Facebook) and shared across social media.	One a month leading up to launch
December	Online presence	Build our website, activate Facebook/Twitter pages & link to web	Completed
February	Design print matter	Design print matter and send to Hull 2017 for approval.	February
May	Contact/engage with national/international campaigns	e.g. 'It Gets Better' project	15/05/2017
	Build social media presence	Increase likes and follows	Ongoing
	Encourage contributors/contributions to blog	Reflections on the fence and what it represents.	Ongoing
June	Increase press attention	Radio Humberside/Look North Culture correspondent	01/06/2017
		Hull Daily Mail Arts Publications (e.g. Aesthetica magazine)	

		LGBT Press	
4/01/17	Launch Event	Start of project delivery	4/01/17
	Distribute fliers with QR Code	Hull Pride	22/07/2017
22/07/2017	Ongoing publicity to encourage participation		
	Invite groups to attend	Including partner youth initiatives such as HeadStart Hull, SMASH, Hull CCG etc.	September when they reconvene

Evaluation

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

Evaluation will be in 4 parts:

- Digital footprint
 - Anecdotal
 - Coverage
 - Attendance
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- Monitor the number of hits on the website via QR codes printed on distribution material.
 - Google Analytics.
 - Likes, shares, tweets and retweets on social media.
 - Active engagement and participation with call to actions - i.e. contributions to reflective film. Number of views/embeds of Vimeo Material.
 - Word of Mouth & returned postcards with responses such as 'coming out' stories or similar.
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- Coverage received (Currently keeping a folder with files inc. Radio Humberside 2017 Launch Day interview).
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- Attendance.

Sign Off

Name	Job Title	Signed	Date	Email
Annabel McCourt	Director			cutlimited@mac.com
Melissa Page	CCP Marketing Lead	<i>mpage</i>	18/1/17	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>Cheryl Oakshott</i>	18/1/17	Cheryl.oakshott@hull2017.co.uk