**CAMPAIGN PLAN: Where Are We Now**

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| **Name** | Where Are We Now?  |
| **Start Date** | 2 June 2017 |
| **End Date** | 4 June 2017 |
| **Duration** | 3 days |
| **Venues** | Hull City Hall/The Welly |
| **Times** | 6pm/6.30pm |

**Approved Description / Overview**

As the UK lurches into uncharted political terrain, Neu! Reekie! Scotland’s most cutting edge arts collective, pose the question Where Are We Now?

Immersed in the cultures of hip-hop, live music, film, animation, poetry, spoken word, literature, visual art, street theatre and provocations a gathering of rabble-rousers will explore the cultural landscape and its underbelly.

**Project Team**

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| --- | --- | --- |
| **Organisation** | **Name** | **Department** |
| Hull 2017 | Rachel Crow | Marketing |
| Hull 2017 | Nicola Taylor | Digital |
| Hull 2017 | Ben McKnight | Media & Comms |
| H17 PR Agency | Sara Sherwood | Media & Comms |
| Hull 2017 | Hannah Williams-Walton | Producer |
| Hull 2017 | Sam Hunt | Executive Producer |
| Hull 2017 | Aidan Lesser | Technical & Operations |
| Creative Partner | Artistic Lead | Neu! Reekie! |
| Creative Partner | MarComms Lead | TBC |
| Venue | Various | TBC |
| Other | Other | Other |

**Campaign Objectives**

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| **Objective 1**  | To spark debate about the UK’s current political and social climate |
| **Objective 2** | To continue to build on the concept of Hull as a festival destination |
| **Objective 3** | Build on the work of WOW before it to use Where Are We Now? to encourage new audiences to try/attend other events. |
| **Objective 4** | Use Where Are We Now? to continue to encourage audiences to examine the world around them. |
| **Objective 5** | To provide a platform for the city to make its own unique voice heard. |

**Measurable Goals**

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| **Goal 1** | 5,000 attendees  |
| **Goal 2** | Financial / ticket goal if applicable – TBC |
| **Goal 3** | Quantifiable media / awareness goal(s) – Ben?  |

**Target Audience (include geographic as well as demographic)**

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| **Audience 1** | Adults - residents of Hull & East Yorkshire (not under 16s?) |
| **Audience 2** | Nostalgic adults eager to relive the Cool Britannia era – primarily aged 30+  |
| **Audience 3** | Disenfranchised and the artistically disengaged audiences on usually hard to reach estates across the city e.g. Bransholme, Orchard Park, Longhill, Derringham |
| **Audience 4** | Existing fans of Hull based hip-hop artists involved in the programme |
| **Audience 5** | Neu! Reekie! Followers |
| **Audience 6** | Fans of national artists taking part including Charlotte Church, Young Fathers and Linton Kwesi Johnson. |
| **Audience 7** | Local and regional fans at odds with current political climate |
| **Audience 8** | COUM Transmissions live event attendees |
| **Audience 9** | Film fans dependent on the film programme |
| **Audience 10** | Regular supporters of Hull Independent Cinema, Adelphi, Warren, Fruit |
| **Audience 11** | Fans of TV shows like Skins and Spaced and films like Trainspotting and Pulp Fiction |
| **Audience 12** | Fans of late 70s/early 80s punk – the Sex pistols and Jamie Reid |

**Campaign Structure: Phases**

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| **Phase** | **Period** | **Purpose** |
| Phase 1 | 30 November 2016 – 10 March 2017 | Building awareness  |
| Phase 2 | 10 March 2017 – 2 June 2017 | Core campaign period  |
| Phase 3 | June 2017 - August 2017 | Follow up / Audience development  |

**PROJECT BACKGROUND**

**Partner Supplied Synopsis**

As the UK lurches into uncharted political terrain, fracturing along geographical and social fault lines, schisms are opening up which suggest increased tension and volatility lie ahead and potentially the end of Britain itself.

Neu! Reekie! Scotland’s most cutting-edge arts collective, pose the question Where Are We Now? to a unique gathering of the UK's freethinking artists and dissident voices. With the current political and social climate as backdrop over a weekend in Hull, the disparate counter cultures of Scotland, England, Northern Ireland and Wales will be brought together to perform, agitate and explore their own relevance. Through the mediums of hip-hop, live music, film, animation, poetry, spoken word, literature, visual art, street theatre, debate and staged happenings we intend to take the pulse of the counter-culture, shed some light, and try to find some answers.

A high-octane programme of concerts, salons, exhibitions, provocations and lively debates around a radical film festival will light the fuse. These will feature some of the country’s most persistent artistic rabble-rousers, agitators, thinkers and luminaries.

‘Where are we now?’ (David Bowie)

‘We are all immigrants’ (Young Fathers)

‘I want my fucking EU back!’ (Charlotte Church)

A UK festival of the counter culture: a celebration / an examination / an exploration.

Neu! Reekie! dig deep into the counter cultures of Scotland, England, Northern Ireland and Wales through the mediums of music, performance, film, spoken word, hip-hop, street theatre, visual art, debate, provocations, staged happenings.

For the first weekend in June 2017 noisemakers Neu! Reekie! will bring together a convergence of artists, musicians and producers in the centre of Hull who in one way or another are working creatively on the margins, or outside the dominant mainstream narrative.

At its centre will be 2 large attractive Neu! Reekie! style showpiece events in Hull City Hall on the Friday and Saturday evenings. These will be music-led whilst cross-cultural, with headline acts (of international repute while remaining boundary breakers) who are capable of filling the venue as well as complementing the ethos associated with the guiding lights of Larkin (Friday) and Wilberforce (Saturday).

Throughout the festival artists and public alike will be stimulated, provoked and encouraged to explore two of the most pressing questions facing the people of Britain at the beginning of the 21st Century: Who are we? Where are we going?

**About the Company / Creative Partner**

Founded in December 2010 by poets Michael Pedersen and Kevin Williamson, Neu! Reekie! is a literary, music and animation collective with an international output plus, a record label and publishing house in tow.

**Agreed contractual credit**

*Hull UK City of Culture and Neu! Reekie! present Where Are We Now?*

**Key Selling Points of Show**

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| **1** | The current political landscape is encouraging more people not only to form opinions but to voice those, WAWN offers a platform to join like-minded people in the pursuit of change. |
| **2** | High-profile headliners such as Young Fathers and Charlotte Church in Hull |
| **3** | Neu! Reekie! Have a strong reputation/following in their own field |
| **4** | Accessible ticket price |

**Competition**

*Hull-based:*

* Assemble Fest (Saturday 3 June) Newland Ave
* Paul Heaton and Jacqui Abbott (Saturday 3 June) Lightstream Stadium
* Half Term (27 May – 4 June) – a lot of families are likely to take the opportunity to go on holiday, those who don’t may have childcare issues
* *Back to Ours* will have events scheduled across the city throughout half term
* *Radio 1 Big Weekend* (27-28 May 2017)

*Yorkshire-based:*

* Funny Girl opens at Alhambra Theatre, Bradford on 6 June 2017

*National-based:*

* Ramadan 27 May – 27 June 2017

**SWOT Analysis**

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| **Strengths**  | * Current and close to people's hearts with Brexit etc
* Strong artistic line-up
 |
| **Weaknesses** | * Launch event was November 2016 – people may have forgotten about it
 |
| **Opportunities** | * Upsell/cross-sell with other cod-head events
* Young Fathers featured on the soundtrack of T2 (Danny Boyle – Big fan)
 |
| **Threats** | * People in Hull may not be familiar with Neu! Reekie! And may not see the event’s relevance to the city
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**Agreed Shows to Upsell or Cross-Sell (Pre- or -Post)**

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| **1** | WOW – Made In Hull |
| **2** | Freedom – Freedom |
| **3** | Substance – Tell The World |
| **4** | PRSF |

**Comms & Positioning**

On the 30 November 2016, Hull 2017 together with Neu! Reekie! hosted a lunch event for *Where Are We Now* to introduce the city’s press and invited guests to the concept of a rabble-rousing live event.

As the event is not taking place until June it was felt that the key marketing period for this event would be best focused in the post-Christmas and pre-Easter period, with key awareness building starting in late March.

This initial push will involve a press release revealing the full event line up and focusing on key media outlets such as the Guardian, Q, The Wire, Dazed Magazine, The Skinny, Browse Magazine, Crack magazine, FACT, Consequence of Sound, NME and I-D Magazine.

From here we are able to build a rich and narrative focused marketing campaign encompassing a range of traditional and digital techniques and resources.

We will utilise our growing social spaces, which include Twitter (47k followers), Facebook (33k followers) and an emerging Instagram community (7k followers) to raise awareness of the artists involved and spark debate ahead of the festival.

**DELIVERY PLAN: PHASE 1 “AWARENESS BUILDING”**

30 November 2016 – 10 March 2017

**Approach**

Where Are We Now? launch at The Adelphi on 30 November 2016.

Headliners attended and some performed to create a buzz and an understanding about the event. Tickets went on sale on this date.

* Press shots and general photography were taken at the event for use for website/editorial/promotion etc
* Video interviews took place, film is being made to share on the website and social to push ticket sales
* BBC (Kofi) did interview with N!R! and some acts. Can use this content later too

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| **Name** | **Description** | **Resource / Lead** |
| Branding | Created via N!R! With Jamie Reid  | N!R! |
| Online | 30 Nov | NT/DW |
| Social Media | Social media around 30 Nov done, will share video to push sales. Then ramp up in phase 2 | NT |
| Editorial | Photography/video/press release | NT |
| Other | Event Dressing | RC |

**Media Opportunities (Phase 1)**

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| **30/11/2016** | Hull Daily Mail photographer attended photo call – printed with press release |

**Photography & Filming Plan**

Taken on 30 Nov – all stored in Asset Bank and shared with Corner Shop

**Key Dates / Timeline**

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| --- | --- |
| **30/11/2016** | WAWN? launch at The Adelphi |
| **30/11/2016** | Initial festival tickets go on sale (City Hall and The Welly) |

**Learnings**

*What have we learnt from implementing Phase 1 that can inform the next period of activity?*

**DELIVERY PLAN: PHASE 2 “CORE”**

10 March 2017 – 2 June 2017

**Approach**

There is much unrest in the world at present following the inauguration of President Trump and the Brexit vote. We will capitalise on this unrest to assure the people of Hull they do have a voice, it can be heard and that Where Are We Now? is the perfect platform for this.

We will focus much of our attention on existing audiences within the city’s live music venues targeting mailing lists, exit flyering and placing posters and leaflets across the city. In addition, we will utilise the expertise of our community engagement team to reach the currently disengaged on estates such as Bransholme, Orchard Park, Longhill and Derringham. Taking the conversation to local people in their 'local' with local artists.

Plus, we will enhance the power of social media to spread our message far and wide with promoted content, paid for advertising and online discussions.

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| **Name** | **Description** | **Resource / Lead** |
| Branding | Critical to Phase 2 of the campaign will be devising a visual treatment that can be rolled out for advertising and print collateral taking direction from the design approved for the Roots & Routes Guide. | RC |
| Print Collateral | A limited supply of a print materials will be produced to include posters and most probably a leaflet that can be used to market the event within local communities. As this plan develops over time, the team will explore more innovative / interesting approaches as alternatives, but our citywide research shows in order to secure local low arts engagement audiences this old school format of marketing is required initially. | RC |
| Social Media & Editorial | Prior to the full line-up announcement we will want to start to develop a bank of editorial content that will start to tell the story of the artists involved and the event itself. As the festival draws closer and momentum gathers we will want to build on this content and introduce the discussion at hand. We will also look to share and repost any third party social media/online content connected with the event and its artists to keep the conversation in the public domain from the end of March right through to the festival weekend.This will include (among others): A meet the artist vid (EC) with Chiedu OrakaEditorial with Jamie Reid around the branding/logoInterview with Charlotte Church  | NT |
| Email Marketing | We will look to include WAWN in our monthly newsletter due for distribution at the end of April. | NT |
| Direct Mail | To compliment our print collateral, we will look at the possibility of an EDM through our partners at Hull Box Office, Fruit, Hull Independent Cinema etc. | RC |
| Outdoor Advertising | For those further afield who will be drawn to Hull either by Neu! Reekie! Or Young Fathers or Charlotte Church or one of the other headliners, we will look to secure large outdoor advertising drums within a reasonable commutable distance e.g. Leeds, Sheffield and Manchester.  | RC |
| Advertising | Using the audiences clearly identified in this plan, we will look to take out some target adverts that will extend awareness of the live performances beyond our digital audiences, particularly to traditional arts consumers. Once an advertising creative is in place, we will work with Hull 2017 funding and creative partners to extend the reach of this activity through their owned channels and employee networks.Hull 2017 has commissioned a special 4-page editorial feature in the next edition of The Skinny which will land on 28th Feb. This covers Scotland (monthly publication) and the North West - Manc/ Liverpool (bi-monthly publication). The editorial will cover WAWN, Coum Transmissions and John Grant. We will also explore traditional advertising routes through counter-culture publications within the city such as Browse Magazine, TenFootCity and the University of Hull. | RC |
| Digital Advertising | We will explore options to place PPC adverts on specialist music sites while also considering the options on music sharing streaming sites such as Spotify and even YouTube. | NT |
| Other |  |  |

**Media Opportunities (Phase 2)**

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| **XX/XX/XX** | Insert suggested media op |
| **XX/XX/XX** | Insert suggested media op |
| **XX/XX/XX** | Insert suggested media op |

**Photography & Filming Plan**

*Are production shots required? Do we need to document the project for the archive?*

**Key Dates / Timeline**

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| --- | --- |
| **Mid Mar** | Draw up poster/flyers |
| **Late Mar** | Distribute posters/flyers to coincide with press announcement |
| **Early Apr** | Digital advertising to commence |
| **Late Apr** | Outdoor advertising to commenceHull 2017 Newsletter |
| **Early May** | Printed advertising to commenceEDM through partner organisations |
| **Mid May** | Festival programme/wayfinding literature (if needed)Event dressing assets |

**Learnings**

*What have we learnt from implementing Phase 2 that can inform the next period of activity?*

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| **APPROVAL** | **SIGNATURE**  | **DATE**  |
| Marketing Lead: Rachel Crow |  |  |
| Digital Lead: Nicola Taylor |  |  |
| Comms Lead: Ben McKnight |  |  |
| Producer: Hannah Williams-Walton |  |  |