**CAMPAIGN PLAN: EVENT / FESTIVAL**

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| --- | --- |
| **Name** | Turner // Return |
| **Start Date** | 16/10/17 |
| **End Date** | 16/10/17 |
| **Duration** | 1 Evening |

**Approved Description / Overview**

Ferens Art Gallery for one night will become a venue for a lively night of panel discussions, music and dance, imaginative workshops and much more. The evening will provide a safe space for discussion and debate for young people aged 14 to 30 years of age whilst also upholding a social aspect to the evening.

It will provide an opportunity for young people with a keen interest in the arts to meet likeminded people and utilize Ferens Art Gallery in a new and interesting way.

The evening will be modelled on other successful late evenings that have happened in popular galleries across the country such as the renowned series Tate Lates with Uniqlo events and The Tetley’s Late Wednesdays.

**Project Team**

|  |  |  |
| --- | --- | --- |
| **Organisation** | **Name** | **Department** |
| Hull 2017 | Laura Smith | Marketing |
| Hull 2017 | Chloe Patrickson | Marketing |
| Hull 2017 | Chris Marr | Digital |
| Hull 2017 | Michael Berriman | Media & Comms |
| Hull 2017 | Claire Drury | Programming |
| Hull 2017 | Ian Read | Learning  |
| Hull 2017 | Production Manager | Technical & Operations |
| Creative Partner | Artistic Lead | TBC |
| Creative Partner | MarComms Lead | TBC |
| Venue | MarComms Lead for Venue | TBC |
| H17 PR Agency | Project Lead | Media & Comms |
| Other | Other | Other |

**Campaign Objectives**

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| --- | --- |
| **Objective 1**  | Enagage young adults and young professionals in the Turner Prize 2017 |
| **Objective 2** | To raise awareness of the Ferens’ late night Thursdays and encourage people to see the space at Ferens being used in a slightly different way to a tradional art gallery. |
| **Objective 3** | To expand the Ferens reach to a younger audience in the local area |
| **Objective 4** | Promote the continuation of the Turner Prize 2017 and the upcoming announcement of the winner |
| **Objective 5** | To raise the profile of the Ferens as solid institution of the arts in the North  |

**Measurable Goals**

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| --- | --- |
| **Goal 1** | Specific audience goal – 400 |
| **Goal 2** | Non ticketed event |
| **Goal 3** | Quantifiable media / awareness goal(s) – PR TO FILL IN (LEAVE IN RED) |

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

|  |  |
| --- | --- |
| **Audience 1** | Existing Audiences- i.e Future Ferens | Moved By Art |
| **Audience 2** | New Audiences (Academic) – i.e art schools, colleges and universities in Hull and further afield |
| **Audience 3** | New Audiences (Independent) – i.e artist-led groups, studio holders, alternative learning groups |
| **Audience 4** | Creative Partners – i.e Hack and Host audiences, Creative Voice audiences |

**Campaign Structure: Phases**

|  |  |  |
| --- | --- | --- |
| **Phase** | **Period** | **Purpose** |
| Phase 1 | 23 Oct 2017 - 15 Nov 2017 | Core Campaign  |
| Phase 2 | 16 Nov 2016  | Actual Event  |

**PROJECT BACKGROUND**

**Turner Prize 2017**

*Turner Prize, one of the world’s most renowned art prizes, is awarded by Tate to an artist who has exhibited outstanding work in the previous year. The four shortlisted artists for 2017 will exhibit their work at the Ferens Art Gallery, Hull, from September with the overall winner announced in early December.*

*Through genres such as portraiture, landscape and still life, the four artists explore how art is able to respond to political and social upheaval.*

**Ferens Art Gallery | Tate**

The award-winning Ferens Art Gallery boasts a magnificent and diverse collection, ranging from the medieval period and European Old Masters to contemporary video portraits. Ferens Art Gallery is the host to this year’s Turner Prize and has become a hub for activity surrounding it.

Tate is an executive non-departmental public body and an exempt charity. Its mission is to increase the public’s enjoyment and understanding of British art from the 16th century to the present day and of international modern and contemporary art.

**Agreed contractual credit**

*Hull UK City of Culture and [Creative Partner] present XXXXXXXXXX by [Writer]*

Logo lock up of Hull City Council, Hull 2017 and Tate to be used as per what has been used on the catalogue and other media advertising.

**Key Selling Points of Show**

|  |  |
| --- | --- |
| **1** | A different way of engaging with the Turner Prize 2017 for younger audiences  |
| **2** | A social event to meet with likeminded people |
| **3** | Alternative education/viewing space in a different way  |

**Competition**

*Insert high level insight about what else is going on in the city, region and UK on the dates the show is taking place that might result in audience dilution.*

**Joel Dommett: Live 2017**

Hull City Hall | 8pm | £18.50, Students £16.50

**Ellie Taylor – This Guy**

Fruit | 7.30pm | £13

**JOHN ROBERTSON DOUBLE BILL**

Kardomah94 | Both shows £10

**Dominant**

8pm | £6

**The Dark Room**

9:15pm | £8

**Inside My Mind**

Assembly Rooms | 7:00pm | £3 - £6

**Whirlwind Recordings Residency**

University of Hull | 7:30pm | £5 - £14

**Dead Man’s Shoes**

Vue Cinema - Princes Quay | 7:30pm | £6 - £7

**The Last Testamant of Lillian Bilocca**

The Guildhall | 7:30pm | £13 - £22.50

**Heddar Gabler**

Hull New Theatre | 7:30pm | £10 - £32.50

**Hull Real Ale & Cider Festival 2017**

Hull Minster | 12:00am | TBC

**Leeds International Film Festival**

Leeds | until 10.30pm | Various

**James Arthur**

Leeds | 6pm – 11pm | £29.50 - £99

**Jason Manford: Work in Progress**

Sheffield | 7.30pm | £17.05

**SWOT Analysis**

|  |  |
| --- | --- |
| **Strengths**  | A range of events happening in the gallery | An opportunity to allow vistor’s thoughts to be heard | Great way to meet likeminded people | Engaging a younger audience that wouldn’t necessarily visit Ferens | Can be introduced as another learning resource to students | Social event with not just art but also music, performances, conversation, practical activities | |
| **Weaknesses** | Have to get students from Hull University into the town centre on an evening (most are based near the Avenues) | Uncertainty about what the Turner Prize actually is | Success of the evening is heavily reliant on audience interaction | Never had an event like this on this scale before at Ferens |  |
| **Opportunities** | Way to get a younger audience engaging with the visual arts offer in Hull | Can promote other young audience-aimed acitivites such as Moved By Art | Can cross-promote with local clubs / bars / restaurants in the area popular with students i.e those with a TP pin gets £2 of entry to a club night |Chance to engage those who live out of town but have an interest in the visual arts  |
| **Threats** | Other gallery *late nights in the city*\* and further afield | Cultural activities and offers at the university |  |

\*See below:

The Tetley Late Wednesdays

HSG Late Opening Thursdays

Tate Lates with Uniqlo

**Agreed Shows to Upsell or Cross-Sell (Pre- or -Post)**

|  |  |
| --- | --- |
| **1** | Turner Prize 2017 – Exhibition – until 07.01.18 |
| **2** | Moved By Art – Final celebration event at HSG 17.11.17 |
| **3** | Substance Live – Hull City Hall 09.12.17 |
| **4** | Marshmellow Lazor Feast Present: A Colossal Wave – Humber Street / Marina 07.12.17 – 10.12.17 |
| **5** | Aesthetica Short Film Festival – VUE cinema 01.12.17-10.12.17 |

**Comms & Positioning**

*Insert some strategic thinking around:*

* *How we will position the show*
* *Which media titles we will be targeting*
* *Our approach to messaging and selling the show into stakeholders*
* *Any key / specific funding messaging (e.g. Supported by a specific funder)*

PR to fill in

**High-level budget (\*CONFIDENTIAL\*)**

|  |  |
| --- | --- |
| **Total Project Cost**  | £XXX,XXX |
| **Hull 2017 Contribution** | £XXX,XXX  |
| **MarComms Allocation** | £XX,XXX held in the project budget / by Creative Partner |

*Contractually Hull 2017 / Creative Partner [delete as appropriate] is responsible for the marketing and digital promotion, and media relations, of the project.*

**DELIVERY PLAN: PHASE 1 “CORE CAMPAIGN”**

23 Oct 2017 – 15 Nov 2017

**Budget Allocation**

|  |  |
| --- | --- |
| **Overall MarComms Allocation**  | £ |
| **Allocation to Phase [X]** | £  |
| **Additional Contribution(s)** | £ |
| **Phase 1 Image Creation / Branding** | £  |
| **Phase 1 Print** | £  |
| **Phase 1 Advertising - Social Media campaign** | £  |
| **Phase 1 Digital Activity – E-invite / email marketing campaign** | £  |
| **Phase 1 Experiential -**  | £  |
| **Phase 1 Photography or Film -**  | £  |
| **Phase 1 Venue Dressing / Partner Recognition -**  | £ |
| **Phase 1 Other -**  | £  |

**Approach**

We’re looking at people ages between 14 and 30 with an interest in visual arts/ culture in a 1 hour drive time of Hull

**Audience 1**

We intend to use more direct digital channels to reach our audience and directly communicate to young professionals. We will use the data already obtained from previous events such as Future Ferens events and Moved By Art workshops to send a direct e-invite to previous attendees.

We will also utilize social media campaigns to directly target our intended audience both geographically and demographically.

**Audience 2**

After reaching out to the head of departments at various educational institutes, they have stated they prefer a HTML version of the information they can easily copy and paste into an email to circulate to staff and students. This is where the e-campaign can be used.

Creating small batches of physical print such as flyers and posters can be placed in social areas of the schools, colleges and universities to help raise awareness.

**Audience 3**

There’s a current trend in the arts looking at ‘Alternative Learning’ where groups are doing artist led masters, talks and degrees without a university and funding to assist. Providing print and a digital format of the information could be used to directly target these groups. This audience have shown past experience of travelling to attend such events and are always looking for opportunities to expand their interaction with the arts academically and socially.

Examples of these groups are as follows:

-**School of the Damned** - Student-directed alternative arts course, London (schoolofthedamned2018@gmail.com)

-**SERF** – Artist-led arts organization, Leeds (Adam Townend - serf.leeds@gmail.com)

- **Assembly House** – Artist-led arts organization, Leeds (info@assemblyhousestudios.co.uk)

-**East Street Arts** - Artist-led arts organization, Leeds (Lorna - lorna@esamail.org.uk)

-**S1 Artspace** - Artist-led arts organization, Sheffield (Ashley Holmes - info@s1artspace.org)

-**Bloc Pojects** - Artist-led arts organization, Sheffield (David McLeavy - info@blocprojects.co.uk)

**Audience 4**

Similarly to audience one, we use more direct digital channels to reach our audience and directly communicate to previous attendees. Working with our partners such as Hack and Host and Cretive Voices, we will use the data already obtained from previous events and email lists to send a direct e-invite to previous attendees.

Chris/ Mike can fill in the bits relevant to digital and press.

|  |  |  |
| --- | --- | --- |
| **Name** | **Description / Lead (initials)**  | **Budget** |
| Branding | Branding is already existent for the Turner Prize 2017 which has been used on the print to promote this event. |  |
| Print Collateral | 20,000 2pp A5 flyers printed to highlight the public programme and distributed to galleries across the North in Sept 2017. |  |
| Online | This event is already live |  |
| Social Media | Social media campaign to go live w.c 23 Oct – What does this entail? CM to give more detail.  |  |
| Email Marketing | A direct e-invite / email to our target audience inviting them to the event with an agenda of the night. |  |
| Editorial | Editorial to be pushed out on the Hull 2017 website |  |
| Radio Advertising |  |  |
| Digital Advertising | Social media campaign to go live w.c 23 Oct |  |

**Media Opportunities (Phase 1)**

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

Comms team to fill in!

**Photography & Filming Plan**

To inkeep with the Turner Prize brand the typical type-graphic and gradient promotional image will be used rather than production shots.

**Key Dates / Timeline**

|  |  |
| --- | --- |
| **17/10/17 – 18/10/17** | Overall messaging to be decided for social media and e-campaign |
| **19/10/17-20/10/17** | Contact with academic staff to be made to alert of the event and to expect content to share with students |
| **19/10/17-20/10/17** | Shareable content to be decided on and designed ahead of launching e-campaign |
| **23/10/17** | Social media campaign and e-campaign to go live |
| **06/10/17** | Another wave of online activity to go out |
| **09/10/17** | Week countdown reminder to go out via social media / email |
| **13/10/17** | Agenda announced for the event via social media |
| **16/10/17** | Final reminder / additional info sent out via social media / email |

**Learnings**

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

**DELIVERY PLAN: PHASE 2 “ACTUAL EVENT”**

XX Month 2016 - XX Month 2017

[REPEAT THIS SECTION FOR EACH PHASE]

**Budget Allocation**

|  |  |
| --- | --- |
| **Overall MarComms Allocation**  | £ |
| **Allocation to Phase 2** | £  |
| **Additional Contribution(s)** | £ |
| **Phase 2 Image Creation / Branding** | £  |
| **Phase 2 Print** | £  |
| **Phase 2 Advertising**  | £  |
| **Phase 2 Digital Activity** | £  |
| **Phase 2 Experiential**  | £  |
| **Phase 2 Photography or Film** | £  |
| **Phase 2 Venue Dressing / Partner Recognition** | £ |
| **Phase 2 Other** | £  |

**Approach**

*Outline the approach that has been agreed for this phase*

* *What we intend to do?*
* *Why we intend to do it?*
* *How we know it will have worked?*

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Resource / Lead** |
| Branding | Branding is already existent for the Turner Prize 2017 which has been used on the print to promote this event. |  |
| Print Collateral | Agenda/notes for the evening? | Other events to promote |  |
| Event Page |  |  |
| Social Media | Live Streaming from the event |  |
| Email Marketing | Reminder on the day with additional info |  |
| Editorial |  |  |
| Direct Mail |  |  |
| Outdoor Advertising |  |  |
| Print Advertising |  |  |
| Radio Advertising |  |  |
| Digital Advertising |  |  |
| Other |  |  |

**Media Opportunities (Phase [X])**

|  |  |
| --- | --- |
| **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**

|  |  |
| --- | --- |
| **XX/XX/XX** |  |
| **XX/XX/XX** |  |
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| **XX/XX/XX** |  |
| **XX/XX/XX** |  |
|  |  |

**Learnings**

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