

Contact Name:	Lou Hazelwood
Submission Date:	12.12.16

MARKETING & COMMUNICATIONS PLAN: REDBOARD

Project Overview

REDboard see contemporary art break out of the confines of traditional gallery space to bring 13 billboards to life over the course of 2017. Celebrating 20 years of RED Contemporary Arts (formally RED gallery), every four weeks, billboards across the city will be transformed into platforms for artistic excellence, as well as playing host to sit-specific cultural events. Where local talent is showcased throughout Made in Hull, Roots & Routes will welcome the work of international artists from Rotterdam, Reykjavik, Aarhus, and Freetown. Freedom launches a rallying 'open call' for submissions, whilst works celebrating the importance of Hull bring the year to a close as part of Tell the World.

Project Budget: £33,386.02

Marketing Budget: £799

Objectives

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

Objective 1	Reach audiences (see Target Audience section) across HU1-HU9 with contemporary art on billboards.
Objective 2	To engage the above audiences with interactive performances and our billboards.
Objective 3	Have an accessible platform to engage with the work i.e. QR codes/Tumblr blog.

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	REDboard engage with artists creating site specific contemporary art.
Selling Point 2	The nature of the event makes it unique for Hull 2017.
Selling Point 2	We will have a range of cultural and performative additions to the billboards, which make it accessible for all.
Selling Point 3	RED is the longest running artist led initiative in the city and we are celebrating this through our project.

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	Transient passing audiences who may not generally engage with arts and culture.
Audience 2	Young people 16-24 to encourage wider understanding of the arts. The project will introduce various forms of contemporary art to a younger generation.
Audience 3	All ages and backgrounds (adults, children, young people and the older generation) - Residents and visitors to the city will be invited to specific events and performances that will be curated within the programme and relating directly to the 2D work on the billboards.
Audience 4	We aim to reach regular visitors from the East Riding, to give them a different kind of experience.

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	HU1-9, some of our locations are linked to shopping areas, cafes, and local housing. We will engage with communities and support the artists to do so. For example, the first billboard is on Cottingham Road, near to shopping area, where we can flyer for performances leave QR codes and spend time 'invigilating' the billboards and engaging the passing shoppers.
Location 2	Hull and East Riding

Competition

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

Unknown

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	#Redboard2017 artist postcards, 500-100 per board launch.	TBC
Distribution	Regional galleries such as 20-21, The Ropewalk, East St Arts. All local community Centres,	FOC

	Goodwin, Children's Centres, faith centres, The Wilson Centre, The Warren, Hull Youth Service, The Women's Centre, The BBC Building and more we may have missed. The intention is to deliver these two weeks before the launch of the billboards.	
Direct Mail	Direct mail will go via our mailchimp to extensive mailing list and physical mailouts to Ferens and all local galleries Museum of Club Culture, Eleven, HIP etc.	
Paid-for Advertising - Online - Radio		
Social Media	<p>Facebook: https://www.facebook.com/redgalleryhull/?fref=ts Twitter: @RCA_Hull Tumblr: http://redboardhull.tumblr.com/</p> <p>Our social media accounts will be updated weekly with tweets being the most frequent (3-4 times per week), both Twitter and Facebook will link to the Tumblr blog which will also be linked from the QR codes and the postcards. We envisage Facebook and Tumblr being updated weekly to fortnightly depending on content and performances.</p> <p>Where possible we will use engaging images and short films, using the hashtag #REDboard2017. This will reach professionals and the general public. City centre QR Code street interventions activity.</p>	FOC
Other	We will be contacting Look North and Radio Humberside prior to the launch of the billboards to gain publicity and ensure the continued coverage of the event.	TBC

Additional sponsors/funding partners that need to be declared

In addition to Hull 2017, 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	Not applicable at present, we are submitting a funding application to Arts Council		

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?	Yes - to launch our first season's artists	19 th December 2016
Has the press release been submitted for approval to the Hull 2017 team?	Not yet	14 th December 2016

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Yes, #REDboard MADE IN HULL Artist: YOL. JPEG	12/12/16
Have you supplied video content for use of the Hull 2017 team?	Not applicable	

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
21/10/2016	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	12/12/2016
November/December 2016	Begin to plan announcements for artist call outs	Announce this via social media	December 2016
December 2016 - January 2017	Promotion	Begin promoting the launch of REDboard through flyer distribution, social media etc. <u>Billboard dates</u> 2nd Jan - 29th Jan (1) 30th Jan - 26th Feb (2) 27th Feb - 26th Mar (3) 27th Mar - 23rd April (4) 24th Apr - 21st May (5) 22nd May - 18th Jun (6) 19th Jun - 16th Jul (7) 17th Jul - 13th Aug (8) 14th Aug - 10th Sept (9) 11th Sept - 8th Oct (10) 9th Oct - 5th Nov (11) 6th Nov - 3rd Dec (12) 4th Dec - 31st Dec (12)	January 2016
Throughout the Year	Marketing for the launch of our billboards and artist call outs throughout 2017. (See attached project timeline)		Ongoing

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 use our hashtag #REDboard2017 to collate data and also insights from our Twitter account, Facebook page alongside our city centre QR Code instigations linked to our REDboard Tumblr. We will be using Storify to document the unfolding activities.

We intend to film billboards as they are pasted up to create short timelapses for social media/tumblr. We will have audience numbers from instigations such as performances and from encouraging invigilators at the boards to use where possible Periscope app for live feeds.

Sign Off

Name	Job Title	Signed	Date	Email
Lou Hazelwood	RED Committee Member		12/12/16	redgalleryhull@gmail.com
Melissa Page	CCP Marketing Lead	<i>mpage</i>	12/12/16	Melissa.page@hull2017.co.uk
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