

Contact Name:	Sam Caseley
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MARKETING & COMMUNICATIONS PLAN: WIRED DIFFERENTLY

Project Overview

Wired differently is a brand new theatre production made & performed by local children with learning difficulties. A collaboration between Ganton Special School & Hull-based Broccolily Theatre, it will be streamed live from the school providing a unique opportunity to challenge people's preconceptions of disability.

Project Budget: £8,500

Marketing Budget: £200

Objectives

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

Objective 1	Ensure the one live performance of the show is sold out.
Objective 2	Ensure a minimum of 500 people access the show's live stream on the internet and at screenings.
Objective 3	Ensure a minimum of 500 people see the recording of the show at specially organised screenings.

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	Wired Differently is giving a platform to young people with disabilities, a voice that is underrepresented in society and through art in the city.
Selling Point 2	Wired Different is unique - young people are creating and performing in a professional high quality show, whilst supported by a full professional team.
Selling Point 3	Accessing the live stream is easy and free - audiences just need an internet connection!

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	People interested, personally or professionally, in education and special needs.
Audience 2	Teenagers in Hull, East Riding around the UK - aged 13 - 18
Audience 3	Ganton's local community - Residents of HU3, HU4, HU5
Audience 4	Residents across Hull and East Riding

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	Institutions that serve the disabled community in some way (day centres, special schools across Hull etc.). For example, Danny's Dream, FIND, KIDS, CASE. Special schools include Northcott School and Tweendykes School.
Location 2	Secondary schools around Hull and the UK. We aim to target all schools in Hull and East Riding, and eventually widen our target locations by holding discussions with schools nationally. We will encourage the secondary schools to show our video in assemblies and other events they hold.
Location 3	Local Cafes and Businesses - Primarily HU3, HU4 and HU5, but we will broaden this across Hull. We will target the cafes/businesses through posting leaflets and discussions with the businesses.

Competition

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

The Library's Children's Literature Festival is running the week of the performance. This includes a programme for secondary schools - our potential target audience.

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).

The amount we have currently planned to spend on our marketing is not our entire marketing budget - the remaining amount will be a marketing surplus for other marketing opportunities that arise.

Activity Type	Details	Budget
Print	2 sided A5 flyers x 2000 for distribution to local houses and businesses @ £80.00	£80.00
Distribution	Post leaflets through houses in the local area (HU3) - pupils from Ganton will assist with this, with support from staff	Free
Direct Mail	Associates of the Ganton and Broccolily will be invited directly - this will include pupil's families, school governors, Hull Truck's Engagement and Learning Team & more who are to be confirmed	Free
Advertising - Online - Radio		
Social Media	<p>Broccolily will market the show extensively on social media with the support of Ganton, including on:</p> <ul style="list-style-type: none"> - Twitter @Broccolilyuk @Ganton_Hull - The Twitter hashtag we will be using is #WiredDifferently - Facebook https://www.facebook.com/broccolilytheatre <p>We will pay for Facebook adverts nearer the time of the show, set to target our target audience groups - £60.00</p>	£60.00

Other	<p>Press Release - to be sent out to local newspapers, radio stations, Look North. Also to be distributed to national media outlets & specialist interest websites and publications (e.g. organisations that promote inclusivity, that serve the disabled community etc.) - included in administrators fee) Free</p>
	<p>Trailer - Part of our process already includes shooting film so we will be able to produce a short trailer to be shared on Broccolily and Ganton's website and through both their social media channels. - (included in filmmakers fee) Free</p>
	<p>Contact local listings websites to ensure the show is listed Free</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)*

Sobananapenguin - This local marketing Company supports Broccolily through monthly sponsorship so their logo must be included in our marketing materials.

	Name	Job Title	Email Address
Sponsor, partners or funder details	Rich Sutherland	Director	human@sobananapenguin.com

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?	Press Release to be written and to be sent out to local print media, radio and television. Also to be distributed to national media outlets & specialist interest websites and publications (e.g. organisations that promote inclusivity, that serve the disabled community etc.) Press release will also be uploaded to Press associations Listings Site.	Press Release to be written, approved and initially sent out on 27/1/17 To be re-sent on a monthly basis, and followed up with calls where appropriate.
Has the press release been submitted for approval to the Hull 2017 team?	Not yet - will be ahead of the 28th to ensure 2 weeks for approval from Hull 2017 team.	14/1/17

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

Date	Activity	Detail	Deadline
5/1/2017 - 14/1/17	Press Release	Prepare press release to send to Hull 2017 for approval.	13/1/17
28/1/2017	Press Release	Send out to local and national media outlets	27/1/2017
24/01/2017	Invite media to rehearsals	Invite journalists and media to rehearsals ahead of rehearsals starting.	24/03/2017
28/1/2017 - 28/6/2017	Press Release	Resend press release on a regular basis, following up with calls to ensure coverage.	27/6/2017

Rehearsals will take place during school time, at Ganton school, so media calls and workshops will prove difficult to organise from a safe guarding point of view. We will, however, invite members of the media to visit rehearsals individually - this will be safer to deliver.

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	We have already submitted one image - more initial images to be sent as they are created.	27/1/2017
Photo Approval	Seek parent and guardian approval for images of performers to be shared publicly - this will apply to the streaming of the show too.	27/1/2017
Submit rehearsal photos	We will submit rehearsal photos to the 2017 team, for use in marketing when rehearsals start in April.	05/05/2017
Have you supplied video content for use of the Hull 2017 team?	Trailer to be created during rehearsal process - will be sent to 2017 team.	05/05/2017

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 to be started on)	Activity	Detail	Deadline
27/12/16	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	3/1/17

27/12/16	Press Release	Provide 2017 team with press release for approval	13/1/17
27/1/17	Press Release	Send out Press Release	27/1/17
27/1/17 - 28/6/17	Press Release	Continue to send out press releases and follow up with calls	28/6/17
13/1/17	Images	Send initial images to 2017, upload to our websites and social media channels	27/1/17
20/3/17	Media Invites	Invite media to rehearsals	24/3/17
24/3/17	Media Invites	Invite reviewers to show from newspapers, websites and blogs.	24/3/17
17/4/17	Images	Take rehearsal photographs, send to 2017 and upload to our websites and social media channels.	05/5/17
17/4/17	Video	Shoot footage for trailer, create trailer, submit to 2017 and upload to our websites and social media channels.	05/5/17

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 be able to measure the success of our objectives - we will know how many people see the live show, we will be able to find out how many people accessed the live stream, and know the number of people who attend live and recorded screenings.

We will keep check of how our social media community grows during the marketing of the project.

We will record all media coverage.

We will gather feedback from our live audience, to find out how they heard about the show - checking to see if the local community has been engaged.

Sign Off

Name	Job Title	Signed	Date	Email
Sam Caseley	Broccoli Director - Wired Differently Marketing Lead			broccoliyltheatre@gmail.com
Melissa Page	CCP Marketing Lead	<i>mpage</i>	19/01/2017	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>COakshott</i>		Cheryl.oakshott@hull2017.co.uk