

## FAIRFIELD SUMMER SERIES MARKETING PLAN

### Project

An integrated marketing and communications campaign aimed at audience in City of Yarra, neighbouring suburbs and inner metro Melbourne

### Objectives

- To generate awareness and encourage visitation to the Fairfield Summer Series
- To attract at least 350 visitors per week from the key markets identified
- **To generate an awareness and understanding of Yarra's free programs**
- To promote the partnership between Yarra and MAV
- Promote diverse artforms and excellence in the arts in Yarra
- To strengthen arts networks across Yarra
- To promote the City of Yarra as a vibrant, artistic and unique municipality
- To promote public transport options to the venue as an alternative to driving

### Background

- 4 shows to be delivered every Sunday in February
- Provide a high quality, diverse program that crosses artforms and cultures, that profiles local talent and local favourites in Yarra live music and performing arts venues
- To attract existing audiences built over previous 18 years of free programming at the Ampitheatre
- To attract new audiences in particular youth, students and young arts lovers
- To provide a family friendly interactive program with opportunities for audience participation
- To incorporate Aboriginal arts and culture throughout the program
- To seek sponsorship from local business and other funding sources to expand the program
- To work even more collaboratively with artists and other arts organisations in Yarra to provide opportunities for showcasing the local creative community in 2<sup>nd</sup> and 3<sup>rd</sup> years of programming.

### Marketing Objectives

- Develop a campaign that engages local community and arts enthusiasts to deliver key performance messages to an at capacity audience of 350.

### Key Messages

- The campaign must communicate the outstanding, vibrant and diverse quality of the program
- Performances are free and family friendly
- An exceptional series showcase of independent acts unique to Yarra and surrounding suburbs
- Food will be available for purchase
- Opportunities for audience participation ie workshops and contests

### Target Audience

- Young people 18-25, students
- Melbourne based, skewed to residents of suburbs in Yarra and surrounds **and the artists' local communities**
- Local artists and arts workers
- **"Event-seekers"** – MAV event attendees

- Existing Fairfield Ampitheatre audiences predominantly 25-65 years olds and many young children
- Local CALD and Aboriginal communities
- Socio-economic ABs and NEOs (well educated interested in art, style and culture)

## Marketing and Communication Objectives

To plan a campaign utilising high reach media and penetrative community media in addition to leveraging MAV partnerships to extend the reach of the campaign.

### Marketing Plan outline:

#### Advertising

**Broadsheet/tabloid/glossy:** The Age, The Saturday Paper

**Real Estate:** street signage

**Broadcast:** Radio: Local Yarra based stations PBS, 3CR, 3ZZZ

**OOH / ambient:** A1 street poster (distributed in Yarra and metro Melbourne); and A3 café poster and Postcard (distributed in Yarra and inner metro Melbourne)

#### MAV communications

MAV folio, Summer issue; MAV fortnightly e-news; MAV website

**Social media:** MAV Facebook, Instagram, Twitter, Vimeo, and YouTube, as well as a range of other social media platforms by our partner organisations and artists

**Media:** A mix of mainstream, target community media, arts specialist media will be targeted including:

**Webcast:** video teaser to be developed for web and social media

**Radio:** Local Yarra based stations PBS, 3CR, 3ZZZ plus SBS, ABC RN, Triple R, Triple J, NOVA FM, Fox FM

**Broadsheet/Tabloid:** The Age, The Australian, Herald Sun, The Saturday Paper, Wyndham Leader, Maribyrnong Leader etc

**Arts specialist:** The Music, Artshub, Inpress etc

**Cultural community publications:** African community magazine, Salt Magazine, AfricanOz etc

**Event guides:** The Thousands, Broadsheet, TimeOut etc

### Evaluation

MAV staff member to estimate audience attendance

MAV volunteers to approach a sample of 5% (50-60 people) at the event to complete a survey evaluating audience satisfaction, method of travel, comments

Media coverage monitored

Visual documentation of events

Social media metrics, feedback and web hits

Additional funding sponsorship sourced

### For more information:

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