



PAN International Pty Ltd
138 Cromwell Street,
Collingwood VIC 3066
Australia

p: +61 3 9412 6600
f: +61 3 9412 6699
e: enquiry@paninternational.com.au
w: paninternational.com.au

CITY OF YARRA SUMMER SERIES ANNUAL MARKETING AND COMMUNICATIONS PLAN

OBJECTIVE

To establish effective communications for the City of Yarra Fairfield Ampitheatre concert series to the target audience of local and greater Melbourne residents focusing on the key demographics of families and those aged 25-65.

OVERVIEW

PAN International in conjunction with Cultural Infusion's Communications team will develop a marketing and publicity strategy to promote the festival to a wide cross-section of the community. It incorporates media and promotional partnerships and a communications campaign that will include print, radio advertising and online advertising from 2015 – 2017. Publicity, social media and art design will occur 2 months prior and distribution of print collateral will occur one month prior the event. Considering the PAN Orama Group has delivered six years of the City of Yarra's concert series, the team is able to build on existing lists of contacts to improve marketing strategies and its media reach.

MARKETING MIX CAMPAIGN

Advertising

- Printed program flyer distributed throughout Melbourne targeting the greater City of Yarra area.
- Two billboards in the park, poster signage in local area, surrounds and inner-city Melbourne.
- Marketing strategy involving print, online and radio advertisements in The Age, Herald Sun, Yarra Leader, Metro News, PBS FM, SBS Radio as well as street press like Beat and The Music.

Publicity & Promotions

- E-newsletter database accessing 5000 of PAN subscribers, Cultural Infusion 15 000 subscribers and existing City of Yarra subscribers.
- Sending media releases and press packs to targeted journalists in Victoria
- Partnering with key media outlets, particularly radio with interviews, reviews and advertisements
- One week prior, selected artists will rove Smith Street, Rathdowne Street, Brunswick Street, and High Street, handing out flyers and handbills

Online

- Full program on PAN's website for audiences to view detailed descriptions of performances
- Event listings via Only Melbourne, Visit Victoria, Time Out Melbourne etc.
- Online articles with artist interviews

SPONSORSHIP

Sponsorship will be sought from local businesses in the private sector to increase reach and awareness in consultation with Yarra City Council.

DISTRIBUTION PLAN

Step Right Up, a highly organised distribution company will deliver the main print marketing collateral throughout many venues in Melbourne.



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SERVICE SCHEDULE:

- 1 month prior A2 Posters distributed to all areas
- 2-3 weeks prior Flyers distributed to all areas
- 1-2 week prior Posters and Flyers top up all areas

DISTRIBUTION AREAS

CORE: Fitzroy, Carlton, Collingwood, Prahran, Sth Yarra, St.Kilda, Elwood & Richmond

CENTRAL: City (CBD) & Southbank

CITY OF PORT PHILLIP: Albert Park, Middle Park, South Melb & Port Melb.

NORTHERN: Northcote, Clifton Hill, Nth Fitzroy, Nth Carlton & Brunswick.

NORTH WESTERN: Nth Melb, Kensington, Seddon, Footscray, Williamstown & Yarraville.

UNIVERSITIES: Melbourne Uni, VCA, RMIT & Monash (Caulfield)

CINEMAS: Westgarth, Classic, Brighton Bay, Dendy Brighton, Rivoli, Nova, Como & Kino.

THEATRES & PERFORMANCE SPACES: Malthouse, Gasworks, La Mama Etc.

STRATEGIES FOR AUDIENCE AND COMMUNITY ENGAGEMENT

TARGET AUDIENCES	PROMOTION & MARKETING
Families	<ul style="list-style-type: none">• Program advertising in mainstream and community newspapers, magazines and free publications.• Accessing City of Yarra, PAN and Cultural Infusion's online databases targeting businesses, early childhood centres, schools and communities.• Posters and flyers in libraries, cafes, retail outlets, cinemas and theatres through Step Right Up Distribution.• Flyers distributed at family friendly events in Melbourne.• Facebook and Twitter & Partners social media, especially via Cultural Infusion's networks of not-for-profits considering the event is free.
Local residents (Age 25-65)	<ul style="list-style-type: none">• Flyers and posters at local events in the area.• Posters and flyers in libraries, bars, cafes, retail outlets, cinemas, theatres and businesses in local areas.• Local Radio campaign including PBS and letter drops in residential areas.• Advertising and listings in state and local community newspapers, magazines and free publications.• Contact local businesses such as Ceres, Abbotsford Convent and stores to communicate to their followers on social media about the event.• Contact Cultural Infusion's database of local and elderly associations to market the event.
Visitors to the park	<ul style="list-style-type: none">• Posters and flyers near the park and in local businesses.• Billboards and outdoor Advertising in City of Yarra area and parks.• Flyer distribution at other events in the park in the lead up.