

11. Integrated Communications

Juice – NewcastleGateshead’s festival for children and young people

Strategy

Juice - NewcastleGateshead’s festival for children and young people (0-18yr olds), celebrates the creativity of young people through ten days of theatre, performance, visual arts, photography and film-making. 2009 was the first official Juice Festival and the first of its kind in NewcastleGateshead. The strategy was:

- To develop a brand for the festival which would appeal to the wide audience age range
- To raise awareness amongst families and young people (aged 13-18) in NewcastleGateshead of Juice Festival
- To attract families and young people (aged 13-18) within a 2hr drive time of NewcastleGateshead for short-breaks and day trips during Juice Festival
- To create bespoke communications platforms to reach specific target audiences
- To position NewcastleGateshead as a family destination of choice during the October half-term
- To position NewcastleGateshead as a leading cultural destination with a year-round festivals and events programme
- To work with both public/private organisations and charities to create a successful delivery group for Juice Festival and create a lasting working partnership

Implementation

- Production of a family-friendly listings document that was issued to long lead, consumer magazines focussing on travel, families, children and cultural events
- Established a marketing/PR delivery group with representatives from all participating Juice venues. This group ensured Juice festival was consistently referenced in press releases and was present in brochures/websites
- Produced a full festival brochure (quantity: 30,000) distributed to primary and middle schools across NewcastleGateshead and relevant family venues and events
- Age specific flyers (for teenagers and under 7s) created to promote relevant events directly to the target audience
- Juice Festival Microsite (www.juicefestival.co.uk) went live eight weeks prior to the festival opening. The site featured full events listings and the ability to search based on age ranges
- Heavyweight poster campaign on the Tyne and Wear Metro with additional festival posters distributed across Tyne and Wear region.
- Press advertising in North East regional newspapers, lifestyle magazines and family specific magazines such as Primary Times
- Online activity included emails to NewcastleGateshead Initiative existing family database, banner advertising on family websites such as netmums and targeted demographic profiling through Facebook
- PR activity throughout the festival included photocalls, reviews, competitions and feature led articles
- Recruited a team of young Juice ambassadors to provide peer to peer marketing opportunities

Creativity – what makes the campaign stand out?

From the festival name and brand to delivery, children and young people played an active role in shaping every aspect of the festival. This makes Juice festival unique and gives it credibility with the audience. Peer to peer marketing was the most effective and influential method of reaching and engaging with young people directly. In order to communicate this and deliver the set objectives we arranged for children to ‘take over’ NewcastleGateshead.

Specific activity included; recruiting a team of young journalists to research and write the Culture Magazine, a monthly arts publication published by The Journal (circulation of 31,000). The team of 10 young writers produced the entire September issue of the magazine, working in partnership with the editorial team at the newspaper.

The Newcastle Youth Parkour team wore Juice t-shirts when meeting around the city to practise. By them wearing the t-shirts as key influencers/opinion formers among young people, this helped make the Juice brand appealing to the desired target audience and give the festival credibility.

A team of Juice festival participants were recruited to manage the Facebook and Twitter accounts and spread the word about Juice. By having young people lead on this project, it gave the festival credibility amongst its audience.

Evaluation and measurement

- 9,296 children and young people actively took part or contributed to Juice Festival
- There were 26,194 audience attendances throughout the two week festival (based on audience evaluation, 14% of people were from outside of the North East region, 27% came specifically to attend Juice)
- All 138 pieces of PR generated coverage (print, broadcast and online) was 100% positive
- There was an average of 2.9 key messages per article
- 66% of articles featured the key message: NewcastleGateshead is the destination of choice during the October half-term for families
- Juice competitions saw 1,630 entries in total, with 1,100 opt-ins for the Juice database

Cost-effectiveness

The total marketing/PR budget for Juice Festival was £35,000. The PR campaign generated an AVE of £401,435.

The total visitor spend in the region, based on the 26,194 people that engaged with Juice Festival was, £193,341.93. This takes into account both day and overnight visitors and demonstrates the economic impact generated by the festival.

Final results against objectives

- **To attract families and young people (aged 13-18) within a 2hr drive time of NewcastleGateshead for short-breaks and day trips during Juice Festival**

Juice Festival achieved 26,194 audience attendances at the 41 festival events. Based on audience evaluation, 14 % of the audience were from outside of the North East region.

- **To position NewcastleGateshead as a family destination of choice during the October half-term**

73 of the 138 articles included the key message: NewcastleGateshead is the place to be this October half term (for families taking day trips/short breaks).

- **To position NewcastleGateshead as a leading cultural destination with a year-round festivals and events programme**

Juice Festival won two awards at The Journal Culture Awards; Best Event: Tyneside and Best Event Overall beating competition from 15 other events from across the Tyne and Wear region.

- **To work with both public/private organisations and charities to create a successful delivery group for Juice Festival and a lasting working partnership.**

"The framework which the JUICE team put in place to plan programme and deliver JUICE 2009 was very efficient. It enabled a dialogue to take place between host organisations and the overall festival to ensure that the events performances and workshops linked directly to both the specific agenda of JUICE but also to the development plans for the host organisation.

"It was a pleasure and a privilege to work so closely with the JUICE team for this festival."

Helen Green
Creative Projects Manager
Dance City (Juice Festival Partner Venue)