

Region: North East

Award Category: 14 - Best Use of Photography or Design

Title: Launch of Temenos

Entrant: Cool Blue Brand Communications

Client: Tees Valley Unlimited

Background

Temenos is the first in a series of art works commissioned for the Tees Valley by Tees Valley Unlimited (TVU).

The 'Tees Valley Giants' will be designed by world-renowned duo, artist Anish Kapoor and structural designer Cecil Balmond. The five sculptures will form the world's biggest public art initiative and put the area firmly on the art tourist map.

Temenos was to be the new 'postcard' image for the Tees Valley and our client TVU was keen that iconic images of the sculpture should be used by media across the globe to spread the word about the regeneration of the Tees Valley.

TVU was concerned that Temenos be well-received as the first in the Giants series and that the surrounding publicity should demonstrate the positive impact such an art work could have on other people's perceptions of the area.

Objectives

- To commission and identify iconic photography
- To gain buy-in from the public
- To raise the positive profile of the Tees Valley nationally and internationally
- To gain significant coverage of the launch of the sculpture
- To ensure the photography demonstrated value for money

Strategy

Our strategy was:

We wanted to capture a series of dramatic images that we could use in media information and promotional materials. The photography should be able to

embody the impact of the structure and be used as an easy way to spread the word about the changes taking place in the Tees Valley.

The aim was for the photography to harmonise with Temenos itself and to fit the ethos of what the artist was trying to achieve by creating a sculpture that could be viewed from many angles and in different lights to create one-off experiences.

We commissioned a local arts photographer to take 'work in progress' shots and in order to gain public buy-in and limit the amount of cash spent on photography we organised a photography competition with the local paper The Evening Gazette.

We would select a series of photos for use across promotional materials including a brochure, adshells, media releases etc.

Implementation

We used the online photo site Flickr for the photography competition and attracted entries from more than 100 people who uploaded their images via Flickr to our www.teesvalleygiants.com site. A panel of judges narrowed down the entries to a final ten which were then printed in the local evening newspaper The Evening Gazette, with the public voting for the winner.

We suggested to the client that the best images should be put onto postcards to be distributed with the Evening Gazette and Newcastle's The Journal – which could then be sent around the world to friends and relatives – spreading the word about Temenos even further.

Some photographs used in promotional materials were given a graphic treatment others were chosen for the ethereal qualities to sit alongside the workman-like construction shots – all fitting together to use photography as an artistic tool in its own right to tell the story of the art installation.

A graphic taken from an actual photograph was used as the campaign logo on everything from signage, the brochure and invitations to a plaque unveiled by Mayor Ray Mallon.

Creativity

Our client was delighted with the suggestion of using the images on postcards and 110,000 were distributed regionally – producing a fantastic response from the public who proudly sent the postcards to all four corners of the earth.

The launch of Temenos was at a difficult time for TVU with Government cuts expected. It was vital the organisation was not seen to be wasting money or

using it badly. Our photography competition was designed to reduce the amount of money TVU would have otherwise had to spend on photography and also provided PR opportunities in its own right.

Some stunning images were produced rivalling any taken by professional photographers. For example, one of the shots was used over three quarters for a double page spread by The Independent as well as in the centre spread of the Temenos brochure.

Our creative response gained public buy-in by involving local residents and making them feel part of the project and also reduced TVU's budget for the launch.

Evaluation and measurement

The campaign was evaluated by traditional AVE and ROI measurements. Photography alone just under one million to the total of £6,655,011.48 worth of coverage; 303,602,139 million opportunities to see and ROI of 208:1.

Our microsite had 3,768 hits from 34 countries. The Flickr group has 208 user-submitted photos and the photography competition attracted around 150 entries

Cost-effectiveness

The photography contest cost nothing to implement other than around £600 in fees as part of our client retainer. The postcards cost TVU a minute £180 in design time, plus £1,100 for insertion into the newspapers and print costs of £4,000.

TVU's Temenos project director, Sean Egan said: "The photography competition produced images that any professional would have been proud of – and that was clearly demonstrated by the fact that they were used so often and on such a large scale by the media – and the images cost us nothing!

"The postcards were a brilliant idea and gave us a great 'bang for our buck' which is very important for TVU at the present time."

Results against objectives

The photography we commissioned ticked all the boxes for TVU – and literally became the new postcard image for the area. It was very cost effective and fully demonstrated value for money for TVU.

More than 100 people entered the public photography competition and more than 2000 people voted on line for the winners via The Evening Gazette.

The photography played a major part in the campaign outcomes of £6,655,011.48 worth of coverage and 303,602,139 opportunities to see delivering a ROI of 208:1 – and raising the positive profile of the Tees Valley nationally and internationally.

Budget: Band A