

Region: North East

Category: 7 - Public Sector

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' 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 Tees Valley firmly on the art tourist map.

The Giants were commissioned before the recession and are to be paid for by specialist art funding and private sector investment, with small amounts coming from local authorities

Public art is traditionally (initially at least) received negatively by members of the public who seem to believe that funds have been directed away from schools hospitals etc.

TVU was determined to ensure that Temenos be well-received as the first in the series and that the surrounding publicity demonstrated the positive impact such an art work could have on the wider world's perceptions of the area.

Objectives

- To gain local public support for Temenos and the Giants project
- To raise the profile of the artists throughout the Tees Valley
- To communicate key messages about funding
- To attract regional, national and international coverage to evidence the importance of public art and demonstrate value for money

Strategy

Our strategy was:

- To involve regional media throughout the construction of the sculpture to gain public support locally.
- To tackle the issue of funding head-on and create a question and answer document to explain that made it clear it was a 'bonus' for the Tees Valley to attract the investment which could have gone elsewhere. In the process also making a positive economic impact of having world class art in the town.
- To attract interest from national broadsheet titles, art specialist magazines and television.
- To ensure a strong web presence by using a micro site – to appeal to those age groups who would not naturally see traditional media
- We brought in one of our close PR associates who has worked with us on several occasions, arts specialist Alan Sykes.

Implementation

We planned a rolling programme of media events to attract interest and to gain buy-in from the public. These included a trip to London for local art students to meet Anish Kapoor, an editorially based competition to win a weekend in London to visit Anish's exhibition at the Royal Academy, press calls around the lifting of the Temenos rings into place, a media call with the 'spidermen' who created the netting for the sculpture, an interim visit by Anish and structural designer Cecil Balmond and a public photography competition with the winning image included on postcards for distribution with The Evening Gazette and The Journal.

We also held a taxi driver briefing to get the cab drivers on board and make sure they informed visitors to the town about Temenos and its positive impact on the town. We identified a taxi driver 'star' who acted as an ambassador – and was interviewed on BBC breakfast news, BBC 24 – and was spotted by his pal watching in Sydney, Australia!

We also created a micro site www.teesvalleygiants.com which followed the construction of Temenos and allowed visitors to comment, upload their own film and photos. The website was used as a gallery for the photography competition – participants uploaded their shots to Flickr and they were automatically channelled to the website. A panel picked the final ten shortlisted images which were then published in the Evening Gazette and online, with the winner chosen by public vote.

We invited art specialist media to follow the construction process and CNN International took up the offer producing a half hour film about Anish. Cool Blue co-ordinated and hosted CNN during filming and supplied additional film footage etc for inclusion.

Cool Blue also designed and produced a range of marketing materials for the launch of Temenos which deliberately stepped outside of the usual public sector look and feel, including a brochure, ad shells, postcards and a map.

A DVD was commissioned along with time lapse photography which captured the excitement of the build proves and built anticipation for the launch.

Creativity

The launch of Temenos took place 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. Cool Blue agreed at the start of the campaign that public engagement was key to the way Temenos was accepted.

Our creative response was to gain public buy in by involving local residents and making them feel part of the project – hence the public competitions and the use of local ambassadors. We involved local media in the competitions and after receiving briefings explaining the funding all regional media were fully supportive – there was no negative coverage of TVU or the sculpture regionally.

The photographs from the public competition were put onto 110,000 postcards that were issued with the local papers The Evening Gazette and The Journal for people to send to friends and relatives across the world – spreading positive messages about the Tees Valley.

Evaluation and measurement

The campaign was evaluated by traditional AVE and ROI measurements. A key message evaluation to show the positive/negative balance was also carried out.

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

With £6,655,011.48 worth of coverage and 303,602, 139, and ROI of 208:1 and figures of 57 per cent positive; 37 per cent neutral and six per cent negative - we believe the cost effectiveness of the campaign speaks for itself!

Results and final results against objectives

The vast majority of the coverage was positive or neutral (although some of the art critics weren't so keen on the finished sculpture!) and vox pops showed that the people of the area had taken Temenos to their hearts. The success of the photography competition which had more than 100 entries and the use of a local taxi driver as ambassador for Temenos were evidence that the public support Temenos and The Giants project.

With millions of opportunities to see locally the vast majority of people in the Tees Valley know who Anish and Cecil are and understand the value of having their work in the area.

Local residents were delighted that TVU managed to attract the investment for the area rather than letting it go to bigger cities.

Temenos gained massive coverage regionally, nationally and internationally including CNN International, BBC News 24, BBC national breakfast news, Sky News, BBC Radio 4's Front Row, BBC Radio3, The Times, The Telegraph, The Independent, The Guardian, The Financial Times, The Observer, Blueprint, Regeneration and Renewal, Architect's Journal, New Start, the Telegraph of India, Art Spread International, Elle Decoration, The Journal, The Evening Gazette, regional BBC and TTTV, Living North, BBC Radio Tees, TFM Radio, Darlington and Stockton Times and scores of web based reports.

PR value of £6,655,011.48

Opportunities to see 303,602, 139

ROI of 208:1

Budget – band B