

Appendix 2 - Belfast Tall Ships Marketing Campaign

Marketing Campaign

Creative

Corporate Communication's have developed a stylised title for The Tall Ships Races welcomed by the Lidl Belfast Titanic Maritime Festival so that the project website, marketing material and advertisements all have a consistent look and feel. Brand guidelines have been issued to marketing partners and are now available on the project website.

Advertising creative

The advertising creative has been designed to be adaptable for each required target audience – from family friendly to the culturally curious and samples of this are given below.

Out of state visitor targeting

World class event
Famous maritime city
Amazing attractions
Belfast 2 - 5 July

THE TALL SHIPS RACES 2015
WELCOMED BY BELFAST TITANIC MARITIME FESTIVAL

tallshipsbelfast.com

Facebook: tallshipsbelfast
Twitter: tallships2015
Hashtag: #tallshipsbelfast

An unforgettable experience awaits you this summer

Sponsors: Belfast City Council, Northern Ireland Tourist Board, Belfast Harbour, Social Development, Titanic Quarter, Odyssey Trust.

Family audience targeting

Fun-filled family festival
International markets
Quayside fairgrounds
Belfast 2 - 5 July

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tallshipsbelfast.com

Facebook: tallshipsbelfast
Twitter: tallships2015
Hashtag: #tallshipsbelfast

Make memories this summer!

Sponsors: Belfast City Council, Northern Ireland Tourist Board, Belfast Harbour, Social Development, Titanic Quarter, Odyssey Trust.

Advertising

A media plan of £200,000 approved by the Tall Ships Board. The project's advertising activity will target NI, ROI and GB and start in mid May 2015. This will contain TV, radio, outdoor, internal and external bus advertising and online activity being used to target NI. While radio, online, outdoor in Dublin and Luas line advertising will target ROI and the Dublin area.

Primarily online advertising will be utilised to target GB audiences in cooperation with Tourism Ireland.

Corporate Communications have been successful in procuring an overall campaign discount of 45%, with an advertising campaign value of £334,260, delivered for £200,000.

Buying and designing of the campaign will also take place in-house. This ensures that 91.4% of the budget is being used to get the message to the target audience, while only 8.6% spent on print/production. Standard ad agency ratio would be a 20/80 split between production and actual advertising.

Web

The new look Tall Ships website has been launched. The site is being managed by Visit Belfast with content input from Belfast Tall Ships. Content includes:

- Information on ships
- Competitions
- [Offers](#)
- Hospitality
- Past tall ships events
- [Crew & Volunteering](#)
- Festival programme info
- Social media tag board
- [Hospitality](#)
- Visitor information
- [Programme](#)
- [Sponsors](#)
- How to get there
- [Blog Posts](#)
- [Social](#) media

There is also a countdown clock to show the number of days until Tall Ships Belfast 2015!

Social media

Corporate Communications have also set-up a range of social media to complement the web.

- **Facebook** – Over 5,300 likes to date (62% female), all through organic reach (not paid for). Profiles on the ships are particularly well received, with some getting up to 80 likes as well as many shares and comments.
- **Twitter** – Over 1,100 followers (65% male) to date and increasing daily. Plan to maximise this tool when businesses get on board with all their maritime-themed events
- **Instagram** – this channel will be set up nearer the time.

Email marketing

Corporate Communications have incorporated a 'sign-up form' on the project website so that people can apply to receive a Tall Ships newsletter. They are also linking the event to the Council's City Matters publication which will run a number of Tall Ships competitions.

Apps

Visit Belfast will be developing an App and 'skinning it' with the Tall Ships brand, while Lidl are also developing their own App.

Events

A range of Council events have been used to profile the event inclusive of the 2014 Halloween and Christmas events. The project has also been promoted at a series of holidays expos by Visit

Belfast, Tourism NI and Tourism Ireland. The Belfast Tall Ships event will be officially launched on the 21 April 2015, at the Belfast Harbour Commissioners. The event will be hosted by the Lord Mayor and managed by the Chair of Belfast Tall Ships, Dr Gerard O'Hare.

Publications

Corporate Communications have been promoting the event in every edition of City Matters since last autumn (circa now 155k). While articles have appeared in: Lidl's weekly magazine (circa 250k); coverage in Antrim/Newtownabbey ratepayers' Apr-Jun magazine (circa 75k); Visit Belfast's 'Visit Belfast' guide (circa 70k); Tourism Ireland booklet; Aerlingus' 'Cara' magazine and Royal North Yacht Club annual review (circa 1.5k).

Press

Corporate Communications have also generated good coverage in local press for 'one year to go', launch of Lidl's sponsorship deal and the launch of the crew recruitment programme, 'six months to go'. Additionally the Belfast Telegraph have run a double page spread in November 2014 on ex crew member and what they gained from the experience (circa 50k). While coverage via blog posts like What's On NI, Primary Times, Mumsnet, Love Belfast, Primary Times, etc have been achieved.

PR

As stated the official press launch has been confirmed for Tuesday 21 April, at the Belfast Harbour Commissioner's Office. While Corporate Communications are working further on developing a full PR plan in the lead up to the event.

City dressing

Corporate Communications are also leading on dressing the city centre in conjunction with the Council's Tourism, Culture and Arts Unit along with producing event dressing for the harbour area.

Education

The project is also developing a school's outreach project with W5 and this will be launched after Easter. While Lidl are also linking in with this as they have various education initiatives and have offered up ideas and prizes to support the W5 programme.