

# Marketing, communications and AAF online

#### BRAND

- The 'AAF globe' was given a new look for the 2016 campaign. Show images were inserted into the globe's segments, accompanied by the tagline: The world at your doorstep
- AAF's signature hot pink appeared on all collateral, with orange and bright yellow as secondary colours

### CAMPAIGN

- An explosive, high-energy Festival highlights trailer launched the 2016 programme and set the tone for the 2016 campaign
- Valued marketing partners supported the 8-month campaign which included pre-launches for *The James Plays* and 5 shows that were shared with NZ Festival

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l enjoy opening the festival brochure and considering the eclectic range of events on offer for me

AAF 2016 attendee

# OUTDOOR ADVERTISING AND SIGNAGE

#### **228** outdoor street flags

**120** Adshels in city fringe bus shelters

**6** city-wide bus sides and **7** city-wide bus backs

#### 831 bus posters

Over **500** street and retail posters in city-fringe streets and shops

Hundreds of small posters for venues

#### 15 billboards

2 cross street banners in 3 locations

**10** Auckland Airport domestic terminal digital screens

**3** Auckland Airport large format digital billboards

**196** cinema ads

14 light boxes

**150** pay and display units

**14** digital billboards at Q Theatre, Auckland Town Hall, Aotea Centre and The Civic

**8** large-sized venue billboards

**38** mini-billboards in Aotea Square

3 tri-signs in Wynyard Quarter 8 blade signs

# MEDIA AND MARKETING PARTNERS

Adshel • APN Outdoor • Ark.Advance Auckland Airport • Auckland Live Colenso BBDO • GrabOne • Heart of the City • iHeart Radio • isite • Metro Magazine • NZME • The New Zealand Herald • Network Media Phantom Billstickers QMS

# ONLINE STATISTICS

212,431 visitors to the website

**380,261** unique page views

64% new visitors

**14.37%** of web traffic from outside Auckland

12,476 Facebook likes

6013 Twitter followers

1572 Instagram followers

38,720 YouTube views

**10,108** clicks on nzherald.co.nz pre-rolls

## ADS, MAILOUTS AND BROCHURES

670,723 E-newsletters 120,000 Programme brochures 70,000 Daily Event guides 85,000 Flyers 322 Radio ads 118 Print ads Over 100 separate digital campaigns

# The city buzzed and the atmosphere was truly festive

AAF 2016 attendee

Quick summary

557 online articles 📃 29

290 print articles 📕

**116** radio interviews

**8** TV news items



# Publicity

#### AAF'S PR & MEDIA CAMPAIGN:

- Covered 8 months of Festival action
- Included online news, culture and lifestyle websites, social media and newspapers, radio and magazines
- Saw a significant increase in digital coverage through the growth of strong professional relationships with niche bloggers and online sites
- Included 14 media calls during the course of the Festival
- Saw concentrated focus on digital media resulting in an increase in social media coverage and reach

#### Media Coverage

Online	41.63%	
TV	0.56%	
Social Media	24.33%	
Newspapers	15.26%	
Magazines	8.42%	
Radio	9.81%	

Festival theatre must-sees	The New Zealand F	Review The James Plays, Audited Arts Pathod - Extendements, N2 Head Rees, Date-MA	<b>Dennation</b>	Celebrations
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AAF received unprecedented print coverage in *Metro Magazine* and Weekend Herald's *Canvas* magazine.

# The Virtual Festival – getting into Instagram



## INSTAGRAM'S VISUAL STORYTELLING WORKED MAGIC FOR AAF 2016's DIGITAL AUDIENCES

- From Sept 2015 to April 2016 followers have doubled from 700 to over 1600 in 5 months
- Post Festival, gaining 15-20 followers per week
- AAF's wide range of artistic offerings showcased to an engaged online audience who re-grammed posts, got answers to questions and hash-tagged the Festival
- 246 thumb stopping, striking images and video were shared and re-grammed by our 1600+ followers

12 x shows this year at @Aklfestival. #inspirational to the end. Congrats festival team for a #kickass festival.

...AAF's Facebook Likes increased by 32% over a 5 month period to **12,454+** 

#### Come to AAF 2017 8-26 March

🚯 @AKLFESTIVAL 💟 @AKLFESTIVAL 🚺 @AKLFESTIVAL 🗤 🌆 AUCKLAND FESTIVAL I AAF.CO.NZ I #AKL FEST

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