



AUCKLAND ARTS FESTIVAL

2017 in review

MEDIA AND MARKETING PARTNERS

Adshel • APN Outdoor
Ark.Advance • Auckland Airport
Auckland Live • Colenso BBDO
GrabOne • Heart of the City
iHeartRadio • NZME
Metro Magazine
Phantom Billstickers
QMS

Marketing, communications and AAF online

BRAND

- The 'AAF globe' was reworked for this year's campaign. 2017 show images were inserted into the globe's segments, accompanied by the tag-line: *Choose Your Own Adventure*
- AAF's signature hot pink appeared on all collateral, accompanied by bright yellow as secondary colour

CAMPAIGN

- An explosive, high-energy Festival highlights trailer launched the 2017 programme and set the tone for the 2017 campaign
- Valued marketing partners supported the six-month campaign which included a pre-launch for *Rufus Wainwright*

"Thought the range of things on offer was fabulous and bought tickets as a gift for friends..."

AAF 2017 attendee

OUTDOOR ADVERTISING AND SIGNAGE

173 outdoor street flags

168 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

2 Billboards

12 Auckland Airport domestic terminal digital screens

4 Auckland Airport large format digital billboards

173 cinema ads

100 pay and display units

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

8 large-sized venue billboards

36 mini-billboards in Aotea Square

2 tri-signs in Wynyard Quarter

8 blade signs

"Keep up the good work. International quality attained this year."

AAF 2017 attendee

ADS, MAILOUTS AND BROCHURES

717,242 E-newsletters

120,000 Programme brochures

60,000 Daily Event guides

81,000 Flyers

422 Radio ads

32 TV ads

86 Print ads

Over 100 separate digital campaigns

ONLINE STATISTICS

271,582 sessions on the AAF website

1,094,267 page views

64% new visitors

20% of web traffic from outside Auckland

19,700 Facebook followers

6,646 Twitter followers

2,672 Instagram followers

35,906 YouTube views

660,000 impressions on nzherald.co.nz pre-rolls

Quick summary



264 online articles



222 print articles



32 radio interviews



16 TV news items

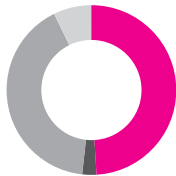
Publicity

AAF'S PR & MEDIA CAMPAIGN:

- Covered six months of Festival action
- Included ten pre-programme media presentations
- Coverage included online news, culture and lifestyle websites, social media and newspapers, radio, TV and magazines
- Generated "Mojo Moments" – video interviews with festival stars

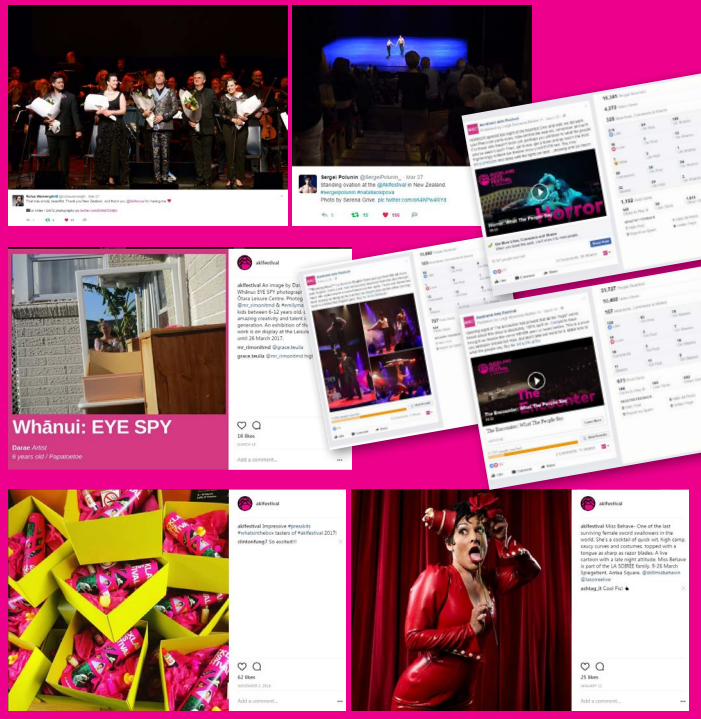
Media Coverage

Online	49.5%
TV	3%
Print	41.5%
Radio	6%



AAF received unprecedented print coverage in NZ Herald's Weekend magazine, including four cover stories

Social Media – The rise of our virtual following



Literally the coolest thing I have seen in Auckland #AKLFEST

OUR FACEBOOK COMMUNITY GREW AND BECAME A REAL HIVE OF ACTIVITY THIS YEAR, with more likes, shares, comments, views, reactions and followers than ever before.

- From Sept 2016 to April 2017 our Facebook following increased by nearly 58% – from 12,370 to 19,611
- Instagram followers also increased by 42% from 1,527 to 2,672
- Twitter following increased from 5,915 to 6,647 over the 2016/17 period
- We hosted 63 individual Facebook event pages which reached over 550,000 people
- We maintained a 4.4/5 star rating with reviewers on Facebook
- 10% of ticket buyers found out about the festival from Facebook

f Fantastic Arts Festival. Huge congratulations to the team for such a stimulating programme

Join us for AAF 2018 **9-25 March**

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