



AUCKLAND ARTS FESTIVAL

2016 in review

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 tag-line: *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



I 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

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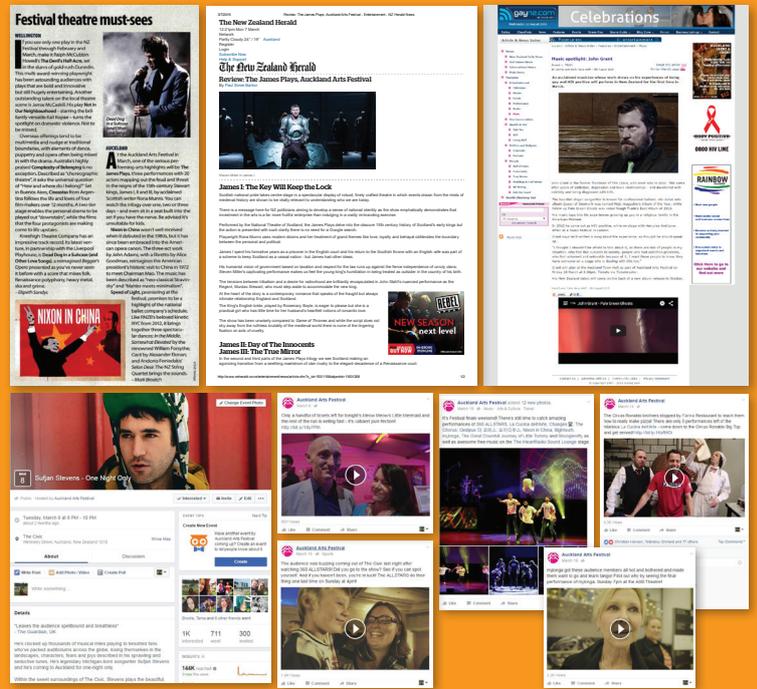
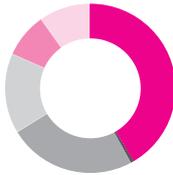
Publicity

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

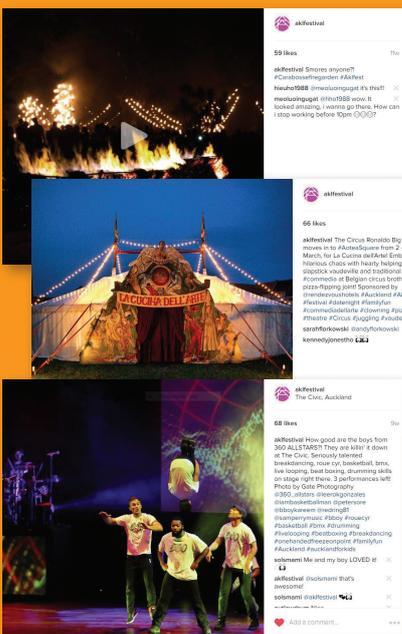
Media Coverage

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



AAF received unprecedented print coverage in Metro Magazine and Weekend Herald's Canvas magazine.

The Virtual Festival – getting into Instagram



@aklfestival
love your work festival team!
I had a blast at my first festival in Auckland. :)

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

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