



# 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

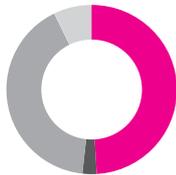
# Publicity

## 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

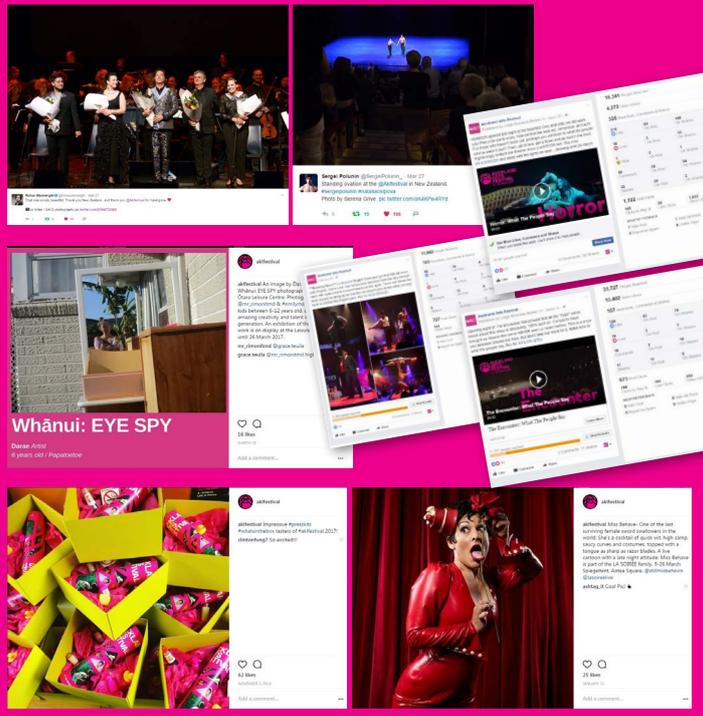
### Media Coverage

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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