

FUTURES: A Festival of Discovery 2022

Work Package 1: Awareness Raising Campaign report

Authors:

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The Awareness Raising campaign for the 2022 edition of *FUTURES: A Festival of Discovery* successfully met its objectives. The campaign utilised a well-established and strong visual identity and drew on the significant expertise of marketing and communication professionals to reach our target audiences across the region with clear messages. The campaign utilised a mix of social and traditional media as well as a well-placed advertisements and promotional material across the region and reached over 1.9 million people.

Management of awareness raising campaign

The approach to the Awareness Raising campaign for the 2022 edition of *FUTURES* involved a regional awareness raising campaign coordinated by the University of Bath (UoBa) and supported by marketing consultant Natalie Hewlett and three 'local hubs' of event marketing activity covering the locality of the *FUTURES* events in Bath and Bristol, Exeter and Plymouth. These hubs were led by Freelance Marketing Executive Jo Burnham (Bath and Bristol Hub), University of Plymouth's Marketing Officer Antonia Quinn and Public Engagement Officer Emma Sheriff (Plymouth Hub) and Agile Rabbit (Exeter Hub).

This report outlines the results of the regional awareness raising campaign and the 'local hubs' event marketing activities.

Target audience

The target audiences for *FUTURES* were:

- Independent adults in Bristol, Bath, Exeter and Plymouth with an interest in science. Sub groups: young adults 16- 24, 25-45, 45+
- Independent adults in Bristol, Bath, Exeter and Plymouth with an interest in art and culture: Sub groups: young adults 16-24, 25-45, 45+
- Families with children aged 6-15

Objectives

The *FUTURES* Awareness Raising campaign aimed to:

- increase engagement and attendance at individual events and activities
- continue to build on the *FUTURES* brand and its associated messaging

Key messages

The messages to be conveyed through the awareness raising WP all had an embedded ‘call to action’ resulting in meaningful and effective communications and encouraged participation with *FUTURES* activities.

- The South West of England is a hub for outstanding research and innovation
- Research happening near you is helping address some of society’s big challenges and making lives better
- Research is all about asking questions, getting creative and testing things out, it’s as easy as that. You can be a researcher too!

Visual identity

The 2022 visual identity for *FUTURES* was an iteration on the previous *FUTURES: European Researchers’ Night* branding, created back in 2018. Opting for a slight variation rather than a redesign helped ensure a degree of continuity for audiences with the previous identity, ensuring the festival marketing could benefit from the well-established branding. The identity was used across all *FUTURES* activities.



Figure 1: The *FUTURES: European Researchers’ Night* logo created for all awareness raising materials

Communications tools

Website

In 2022, the *FUTURES: A Festival of Discovery* website was used as a dynamic digital space, showcasing *FUTURES* related content such as events listings, social media content and audio and film material from activities where participants could consume at their leisure. The website address is futuresnight.co.uk. The website went live at the beginning of the *FUTURES* Awareness Raising campaign and over the course of the campaign pages were viewed 19,830 times by 7,500 unique visitors.

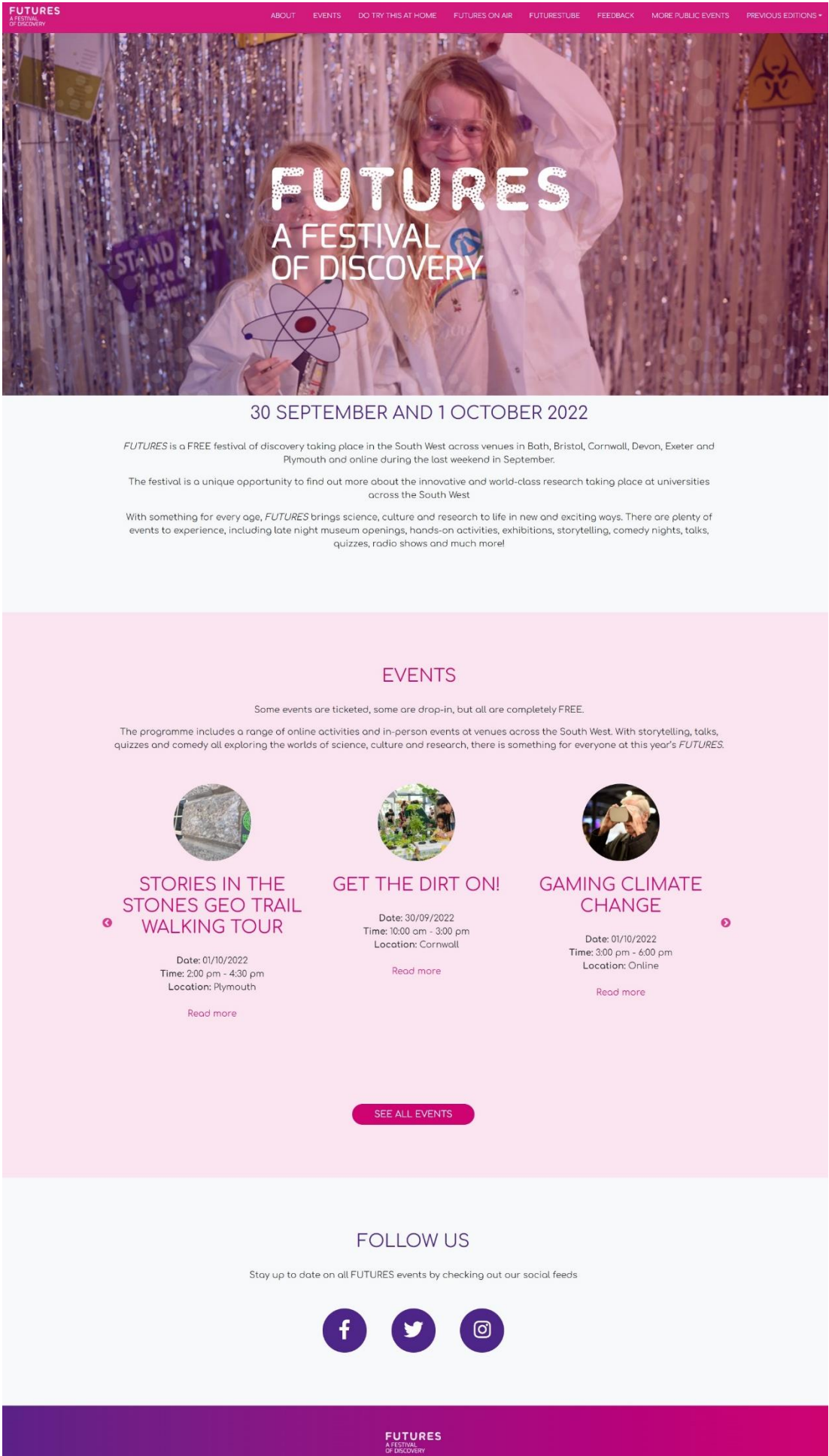


Figure 2: futuresnight.co.uk landing page.

Marketing and communications materials

FUTURES Film

The [FUTURES: A Festival of Discovery](#) film was commissioned to be used in the awareness campaign before and during the events, and was shared on Facebook, Twitter and Instagram. The video was viewed 3,844 times on Vimeo and YouTube.

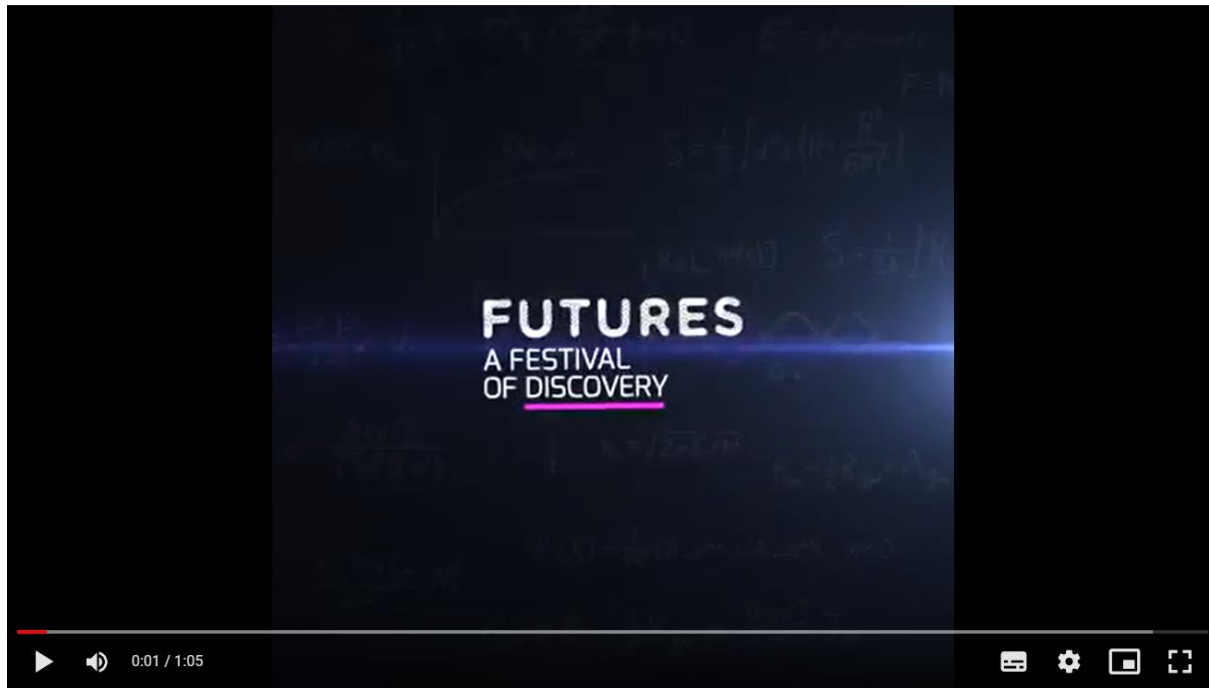


Figure 3: The *FUTURES* film on Vimeo

Digital assets

We worked with a graphic design team to create several digital assets that were used on social media to promote *FUTURES: A Festival of Discovery*.



Figure 4: Examples of digital assets created for use on social media including Facebook, Instagram and Twitter

Social media

The social media strategy to raise awareness of the 2022 edition of *FUTURES* builds on the success of social media campaign for *FUTURES2021* and social media platforms, Twitter, Facebook and Instagram. Each platform was used to serve a different purpose.

Twitter

Content that was created provided teasers of events that aimed to drive traffic to the *FUTURES* website and event booking site Eventbrite. During the campaign the Twitter account ([@FUTURES_ERN](#)) posted 39 tweets which were shared during the campaign period reaching 28,008 users. Over the time of the campaign time the account gained 52 new followers and the posts received 686 engagements (likes, retweets, link clicks).

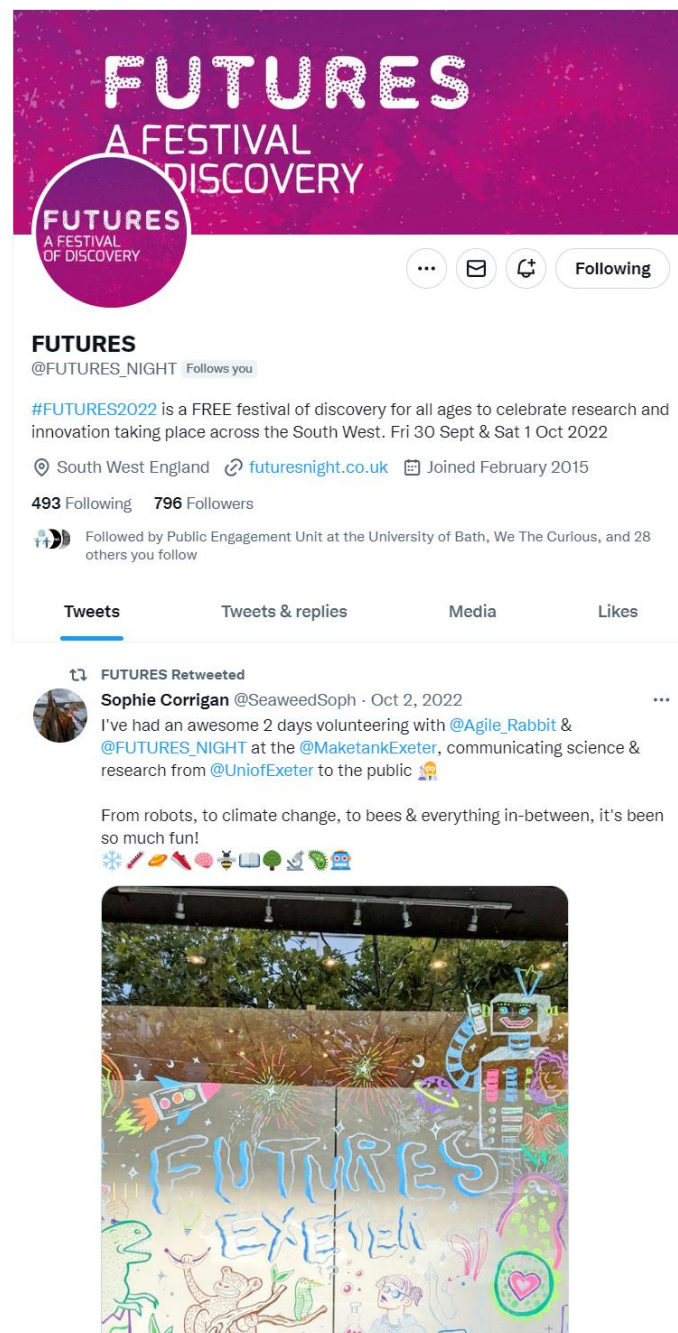


Figure 5: A screenshot of the *FUTURES* Twitter page

Facebook

Through the *FUTURES* [Facebook](#) page the Awareness Raising campaign aimed to promote the events generally and using a mixed methods approach, posting *FUTURES* related content and running a series of paid-for adverts targeted at regional and local community interest groups and pages. During the campaign the *FUTURES* page gained 33 likes and the 22 posts reached 150,567 Facebook users and gained 5,413 engagements including Likes, Shares, Comments, media views and link clicks.

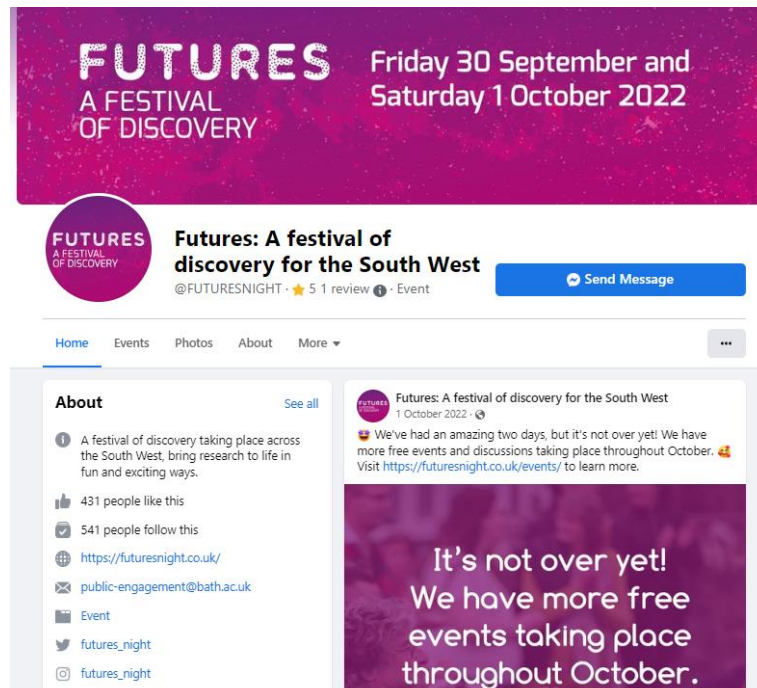


Figure 6: A screenshot of the *FUTURES* Facebook page

Instagram

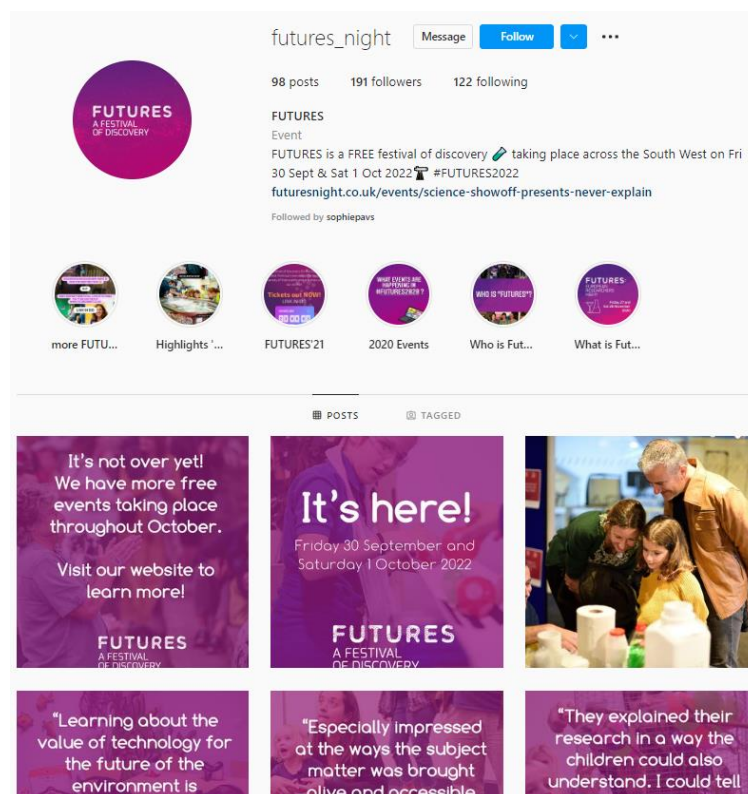


Figure 7: A screenshot of the *FUTURES* Instagram page

With image focused content, the [FUTURES Instagram](#) account highlighted the people behind the research, sharing researchers' experiences as people in research and using this content to share the key FUTURES messages. Over the campaign 1,539 Instagram users were reached, with the account acquiring 24 followers and the 24 posts gained 33 Likes, Comments and Saves.

In total the social media campaign has an estimated reached of 180,114 users across three social media platforms and 6,241 direct engagements (Likes, Comments, Shares and link clicks)

Online listings

Working with destination management organisations and local tourism boards the Marketing and Communication team created content to be showcased on the websites Best of Exeter, What's on in Plymouth, Visit Bath and Visit Bristol. *FUTURES* content hosted on these websites reached an estimated 185,219 visitors.

Promotional paid adverts

Paid advertisements on local news websites and regional commercial radio stations formed a key element of the regional Awareness Raising campaign for *FUTURES*.

Paid adverts were taken out with the South West's largest regional independent magazine Bristol24/7 and *FUTURES* content was created for promotion on their website (494,000 users), newsletter (10,000 subscribers) and social media (150,000 followers).

Paid 'advertorials' were taken out with Reach Plc. that manages the Live suite of local news websites (Devon Live and Plymouth Live) across the South West of England. These paid adverts reached 205,955 readers and 6,577 users engaged with the associated Facebook campaign.

DevonLive NEWS ▾ DISCOVER DEVON EXETERLIVE TORBAYLIVE MORE ▾ MORE ▾

BUY A PAPER FUNERAL NOTICES JOBS BOOK AN AD BUY A PHOTO ADVERTISE WITH US MARKETPLACE DIRECTORY VOUCHER CODES DATING NEWSLETTER SIGNUP

Partner Stories ▾ Education

Delve into the exciting world of science at FUTURES Festival 2022

Get your hands dirty by learning more about the soil under our feet or get your mind racing with pop-up shops and quizzes

By **Jessie Parker** Commercial Audience Writer
 UPDATED 16:23, 23 AUG 2022

ADVERTORIAL

Since 2018 nearly 90,000 people have attended FUTURES events at venues in Bath, Bristol, Devon, Exeter and Plymouth (Image: University of Exeter)

Have you ever wondered whether artificial intelligence can write music? Or maybe you'd like to delve into the world of pharmaceuticals and find out how psychedelic drugs might soon lead the

RECOMMENDED

- Work begins on exciting £800k campus refurbishment at Petroc Tiverton
- West Buckland is adding exciting new courses to study at its Sixth Form
- Plymouth-based Skintended combines sustainability and self-care
- Man airlifted after multi vehicle horror crash
- Body found in hunt for missing Devon man

Figure 9: A screenshot of the *FUTURES: A Festival of Discovery* 'advertorial' on Devon Live.

Working with commercial radio organisation Bauer Radio, the Marketing and Communications team also produced a 30 second lively and dynamic advert. This ad was tailored to regions of Bristol and Bath, Somerset, Plymouth and Cornwall, highlighting the specific events taking place in those areas and online and was used during a two-week broadcast campaign on Greatest Hits FM reaching 376,971 listeners. In addition to this advert a second promotional advert was created for broadcast 'instream' on Kiss Radio in the South West reaching 200,000 listeners.

A series of quarter A4 page adverts were created for the hyper-local publication Voice in four different areas in and around Bristol and Bath, Voice Kingswood, Voice Keynsham, Voice Fishponds and Voice Hanwell and Longwell Green. These adverts ran in the September issues and these free publications have a combined distribution of 35,300.

In total 1,478,803 people engaged with paid advert content as part of the Awareness Raising Campaign.

Booking

Several activities had limited capacity so an [Eventbrite](#) booking system was used to guarantee visitors a place at the event. It also served an additional promotional purpose as all events were listed publicly. The event pages had a total of 4,811 page views.

General marketing materials

Posters and leaflets

Using the visual identity, the graphic design team created lively and creative designs for posters and flyers to market and promote several events. Working with Out of Hand Marketing, these posters were distributed to various venues, spaces and on billboards and, handed out in busy city centre locations across Bristol and Bath and posted to homes within target locations in Plymouth.



Figure 11: A photo of the *FUTURES: A Festival of Discovery* billboard at a central Bristol location.



Figure 12: Two examples of the posters created and distributed in venues and spaces across the target regions.

In total these posters and leaflets reached an estimated 82,500 people.

Other marketing material was produced that incorporated the FUTURES visual identity, these included:

- Pop-up banners
- Stickers
- T-Shirts
- Postcards



Figure 13: University of Bristol team in *FUTURES* t-shirts at Up Late at S.S. Great Britain event



Figure 14: Pop-up banner used during a University of Exeter event

Summary of reach of awareness raising campaign

All elements of WP1: Awareness Raising, when compiled, achieved a total maximum reach of 1,968,862. This is broken down as follows:

Social media engagement (Followers, Likes, Shares, Comments, media viewed and link clicks and Retweets): **6,241**

Social media reach of *FUTURES: A Festival of Discovery* content: **180,114**

Website traffic: **27,330**

Eventbrite booking reach: **4,811**

FUTURES Film Vimeo views: **3,844**

Online listings: **185,219**

Posters and leaflets: **82,500**

Paid advertisements: **1,478,803**