

# Communications and Marketing Advice

Nelson City Council (NCC) spends at least \$20,000 in promoting and marketing each years Tuku festival.

Promotions and advertisements run by NCC may be undertaken in a number of ways including:

- Adverts/editorial pieces/stories in local newspapers
- Adverts and editorial pieces on local radio stations
- Displays and posters in Nelson City Council buildings, including libraries
- Promotions associated with a Tuku webpage or Nelson City Council's website
- Social media activity
- Articles/stories in Our Nelson
- Listings in It's On
- Tuku programme printing and distribution
- Plus lots more.....

## How that marketing works

Most of the NCC promotions are focused at sharing the Tuku brand and driving people to the website where people can see all the Tuku events in the programme listings. This is the most efficient way of supporting everybody who runs an event and gaining as much awareness of the festival across the community as possible

## Tuku brand and logos

Any events supported by NCC with a grant must recognise the support of Council and the Tuku festival when sharing comms and promotion with the community. The easiest way of doing this is to add the relevant years Tuku logos to your promotion artwork.

Brand logos and guidelines for each years Tuku festivals will be provided by Council, and users must use logos/branding in compliance with any associated brand guidelines.

## Comms planning

You are also encouraged to carry out your own promotions or publicity for your event. If you are planning to do your own promotion, NCC would like to hear about what you are planning.

See a template of a basic Communications Plan below. If you are undertaking your own promotions, then complete this template and share it with Council. NCC can then support you more effectively when it carries out its own communications.

## **Tuku Event Host Communications Plan Template**

Name of event:

Date(s) of event:

Name of Organiser:

Contact details of Organiser:

Key messages about your event:

Communications Plan:

(The following plan has two examples in italics to guide you 😊)

<b>Promotion Type</b>	<b>Target Audience</b>	<b>Release date</b>
<i>Media Release</i>	<i>Local Newspapers/radio</i>	<i>10/03/24</i>
<i>Cinema Screen Adverts</i>	<i>Cinema viewers</i>	<i>01/03/24</i>

**Note- Remember to download this year's Tuku brand guidelines and logos to use in your promotions**