*Amazing Grace* + Live Gospel Choir – Marketing Plan

OVERVIEW:

Deliver a live intro to Sydney Pollack’s unreleased recording of Aretha Franklin’s *Amazing Grace* concert with London International Gospel Choir, in partnership with We Are Parable.

DATE: Sun 12 May

CAMPAIGN GOALS

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| **Objectives*** Connect Bertha DocHouse with types of audiences we would not normally attract, specifically a younger audience
* Improve our ability to reach this audience throughout the film’s run
* Raise the profile of an important film about an iconic woman of colour
* Raise overall awareness of DocHouse as an exciting event cinema venue
* Elevate our social media engagement
 | **Target Demographics*** 16-30 BAME audiences, living in the London area.
* Music/Gospel/Church metroculturals
* Aretha Franklin fans
* We Are Parable’s following
* Existing DocHouse users who may not have engaged with our programme for a while, particularly from the BAME community
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MARKETING ACTIVITIES

**Digital:**

* Google Ads targeting both exact searches for *Amazing Grace*, and broader related searches, and searches related to Aretha Franklin – Daily budget $100
* Newsletter – Weekly mentions in our round-up emails to circa 4.6k; scope for additional targeted emails if necessary; one mention in Curzon newsletter
* Dark Facebook Ads - £175 spend targeting lookalike (new) audiences that resemble people who have already viewed our Curzon and DocHouse pages and people who have responded to similar previous events on Facebook; £50 remarketing campaign targeting people who have already viewed those pages
* Social media – daily posts across Facebook, Twitter and Instagram; creation of a Facebook event
* Listing content on Londonist and Film London newsletters
* Peer swaps with targeted arts organisations
* Prominent placing of event on DocHouse homepage

**Print:** Inclusion in our Cinema Highlights flyer for May (1000 copies, £80) + local distribution round Bloomsbury

**Partnerships & Outreach:**

* Influencer screening (50-60 individuals) run in partnership with We Are Parable
* Working with London International Gospel Choir to reach their following - £750 hire fee