

Case Studies — Innovation in Marketing Fund

Outer Urban Projects

This project was an integrated marketing campaign in support of Outer Urban Project's new dance work 'Vessel'. It targeted disengaged community audiences in Melbourne's outer northern suburbs, spanning across a 1100 km area. The marketing strategy included a plan for multilingual materials.

What Outer Urban Projects said about the Fund:

This Marketing Initiative grant allowed us to undertake work that exceeded our expectations across; community engagement, trialling new collateral, developing new and existing audiences, company profile and box office targets.

Melbourne Writers Festival

Melbourne Writers Festival (MWF) presented a pop-up experience of the Jaipur Literary Festival (JLF Melbourne), as part of Asia TOPA, specifically targeting a new audience for the festival. Based on the learnings from this event MWF developed a Community Engagement Toolkit to provide alternative marketing pathways for people to attend the festival with a focus on specific segments.

What Melbourne Writers Festival said about the Fund:

This project has been invaluable to learn about real and perceived barriers to festival attendance and develop our skills create relevant communications for diverse audiences.

Fringe Festival

Fringr utilises individualised data - collected from ticket buyers during purchase and digital activity - to gamify the difficult Melbourne Fringe Festival event selection process. It takes the form of a dating profile and exists both online and in person.

Fringr is designed to match Fringe Festival events with targeted purchasers based on the participant's personal tastes and preferences. The purpose of the game is to encourage purchases to unknown emerging artists which is one of Melbourne Fringe's key goals.

What Fringe Festival said about the Fund:

The Innovation in Marketing Fund is incredibly important in providing arts organisations with the space to take risks and find creative solutions to marketing challenges.