

24. Marketing Plan – 2005

Overview

Over the last three years the Festival has been successful both in challenging the perception that coming to Worthy Farm without a ticket was acceptable, and in changing the behaviour of those who in the past had done just that. The messages about the fence and security have been writ large across the media since 2001 and few of the target population, or of the criminal fraternity who previously preyed on the Festival, can fail to know that getting into Glastonbury Festival without a ticket is not a starter. The hard messages about security have been supported over the years by the overt linkage of the Festival with the work of charities and beneficiaries and this has contributed to making many others think again. The combination of these approaches was called “No ticket, No show” campaign. The Festival will continue to communicate the messages in this campaign, but some resources previously used in this successful campaign can now be redirected to other PR priorities.

In 2004, for the first time, significant PR attention was focused on the impact that festival-goers have on the environment of the festival site with some success. Recycling levels increased dramatically and there was no pollution of the watercourses on site. In 2005 the Festival will develop this theme and reinforce the robust environmental messages promoted this year. The Festival will also continue to encourage and promote personal security and crime reduction when on site.

The Strategy

- **The “Green” Message**

Environmental issues remain a major concern for everybody involved with the Festival. In the past two years, significant headway has been made promoting the fight against pollution of the streams and encouraging better waste management practice. The “Green” message will be promoted from the outset - particularly dissuading people from urinating in streams and hedges and only using the toilets and urinals provided, and following the “Bin it, Bag it, Recycle it” message which features strongly in the Festival’s Environmental Statement.

Prior to the event the “Green” message will be included in Festival advertising material, on the Festival website, in the Fine Guide (which goes out with tickets) and will be included in contact with the media. During the event festival goers will not be able to miss the “green” messages. They will be mentioned in the programme and the daily paper, there will be highly visible posters and notices and the message will be reinforced from the main stages. Last year a team of volunteers acted as “Green Police” patrolling the site theatrically, embarrassing anyone who committed an environmental “crime” and encouraging recycling. They will be out in force again in 2005.

The Festival will also continue to work with sponsors in promoting recycling, as done so successfully with Budweiser who made a donation to WaterAid for each beer cup recycled. The Festival will again utilise the services of CCN, a grant funded, not for profit service which helps and supports community composting schemes. In 2004 CCN volunteers were very effective working in the markets, encouraging recycling and good waste management practice.

- **Personal Security**

The Festival has successfully actively promoted crime reduction messages and encouraged personal security for the last three years. The website and Fine Guide are the main contact with festival goers prior to the event – and during the event Radio Avalon, the programme and the daily paper are the main media to continue to press home these messages. Ticket security when coming to the Festival, security in the car parks, leaving cars overtly empty, taking care on site, the lack of security provided by tents, the support provided by Campsite Stewards and the use of property lockups will all be highlighted again. The “Don’t bring what you can not afford to loose” message and the “Look after each other” message will again feature.

- **No Ticket No Show**

Messages to the media will continue to restate that entry without tickets simply will not happen. Flyers will be sent to universities and colleges and will be distributed at events where people who may be tempted to come without a ticket can be found – such as Stonehenge. Radio and the internet will play its part in sustaining this message. The Festival website notice boards are monitored continually and the internet community has been very responsible in supporting this campaign. The dissuasive message immediately prior to the event will harden - highlighting enhanced security, the police presence and the saturation of the area with CCTV.

Marketing Initiatives

The following marketing media will be utilised to promote the campaign:

- **Media & Press**

Glastonbury Festival has over thirty years experience in the use of specific media to successfully convey messages to its audience. The marketing campaign will be ongoing, and will use a cross selection of music industry press, national and local titles, radio and the internet.

The music industry titles that will be used this year are Q Magazine, NME, Mix-Mag, MoJo and Kerrang. Nationally, of the broadsheets, The Guardian has a strong influence on the GF audience, however there are other influential papers, such as Time Out Magazine, student papers and The Big Issue. Many of the GF audience come from the South West, particularly from Bristol and Bath, and they represent one of the main targets in this campaign, so the use of local press will again be central to the campaign. The Western Daily Press will again preview the Festival, and reinforce core messages.

- **Advertising**

Advertising has an important role to play. A similar spread of advertising is anticipated to that placed in 2003. As well as the advertisements placed in national and music press, last year advertisements were successfully run in the following local press - The Mid Somerset Series, The Bath Chronicle, The Bristol Evening Post, Venue, Weston & Somerset Mercury Series, Bridgwater Mercury, Burnham &

Highbridge Weekly News, Somerset County Gazette, Standard & Guardian Weekly Group, Sedgemoor Express and Star, Yeovil Express, Yeovil Times, Blackmoor Vale & Fosseway magazines & The Western Daily Press,

- **Press Liaison**

The Press will again be fully apprised on the issues by a series of briefings and press releases. Media interest will be high around the licensing meetings. Subsequent to that, at the launch of ticket sales, at the announcement of the line up, and in the days running up the Festival, press releases and briefings will reiterate the key PR messages.

- **Editorial and Press Articles**

Publicity through articles and editorials has been the most successful method of developing the profile of the Festival. Glastonbury has the largest media presence at any UK music festival. The Press Corps is international and highly influential. Less than half of those that apply are invited. Every week the Festival is approached for interviews by local, national and international press (including music press). These opportunities will be used to reinforce the core messages, as will exclusive interviews to support the campaign.

- **Flyers**

Flyers will be distributed through student unions. Travellers will also be targeted, and flyers will be distributed at small music events before the 2005 Festival.

- **Radio**

Radio 1, the principal national radio station for the GF younger audience, will be a key avenue of communicating the “No Ticket; No Show” message, as will other youth stations, particularly XFM and City Radio. Local radio is a potent medium to target our key audience. Orchard FM, Somerset Sound, Radio Bristol, Bath FM, GWR, Radio Bridgwater and Vibe will again be used.

- **Internet**

In the weeks around the Festival, the official website www.glastonburyfestivals.co.uk can expect over forty million hits. Home page headline articles will reinforce the PR messages from the Regulatory Board Licence meeting to the actual event. During the event, the website team will be based backstage on site, available to support the PR strategy as required. Commercial websites www.virtualfestivals.co.uk and www.efestivals.co.uk and sponsors, supporters and beneficiaries have also agreed to work with the Festival on this campaign through their websites, specifically Oxfam, Greenpeace, Wateraid, Playluder, Emap, The Guardian, and Radio 1.

- **On site persuasion**

Glastonbury Festival will continue to use graphic information about the work of charities on the stage screens, to highlight that by paying for a ticket, they have had

a direct, life or death impact on those the Festival supports. On site graphic environmental images, signage, posters, the programme, daily paper articles, and "Green Police" will be used to drive home the "Green Message".

- **Public Transport**

National Express Coaches will again advertise in regional cities that coaches will only take people with valid GF tickets to the site. Similarly, the first company will advertise that only ticketholders will be transported to the festival site.

- **Competitions**

Any approved ticket competitions in 2005 will support the core messages.

Success Measures

Cutting agencies will maintain a record of all press coverage to confirm that the intended activity specified in this plan has taken place. The environmental monitoring carried out by the Festival Infrastructure Manager will inform upon the effectiveness of the Green Message, and could point to changes in approach required during the event. Ongoing monitoring of the biodiversity of the festival site will highlight both positive and negative impacts to ecology of the site and will inform further activity.

Timetabling

The campaign will kick off subject to the licence being granted and followed by a page advertisement in the March edition of Q magazine and on the GF website. The Green Message will take higher profile with ticket purchasers closer to the event and during the event itself – as will the messages about personal security. The implementation team will continually monitor media coverage and take a judgement on the need make any changes.

Implementation

The success of the campaign will depend upon the employment of a dedicated team of individuals with knowledge of the festival and extensive media experience led by Robert Richards and Chris Wilkinson. They were responsible for successfully implementing the past three campaigns, reporting back to the Promoter, the Licensee and to MDC. The team will have the flexibility to respond to the media as the campaign progresses. GF is confident that the objectives of this plan can be achieved, and that the implementation team will again win maximum media coverage for the core messages. Implementation costs of this Marketing Plan has been estimated at £150,000. In addition the Festival has entered an agreement with Aloud.com, which includes provision of advertising time on XFM and City Radio, to a notional value of £250,000.

Conclusion

The main issues remain the same as in previous years, therefore much of the plan for 2005 mirrors activity undertaken so successfully in the past. The proposed initiatives have been carefully considered and will be undertaken in the full knowledge of the importance of continued success. Implementation of this plan will build on the work of the past three years and this continuity of approach will ensure greater reinforcement of the core messages.

Marketing Timetable

Media	Activity	December	Jan/Feb	March	April	May
Press Briefing	Licence Meeting					
Press Briefing	Tickets going on sale					
Radio 1	Core message					
Local Television	Core message					
Local Radio	Core message					
Guardian	Editorial and advertising					
Other Broadsheets	Editorial					
Regional Press	Editorial and advertising					
Time Out	Advertising					
The Big Issue	Editorial and advertising					
Q Magazine	Editorial and advertising					
Kerrang	Editorial and advertising					
NME	Editorial and advertising					
Mojo	Editorial and advertising					
Mix Mag	Editorial and advertising					
Glastonbury Website						
Web News	Website update					
Greenpeace	Website, membership mailing					
Water Aid	Website information					
Oxfam	Website, membership mailing					
Flyers						

Key

Ticket sales

Core PR messages

