

# AUCKLAND WRITERS FESTIVAL CASE STUDY



*Don't Come, Won't Come?*



# FESTIVAL INTRODUCTION

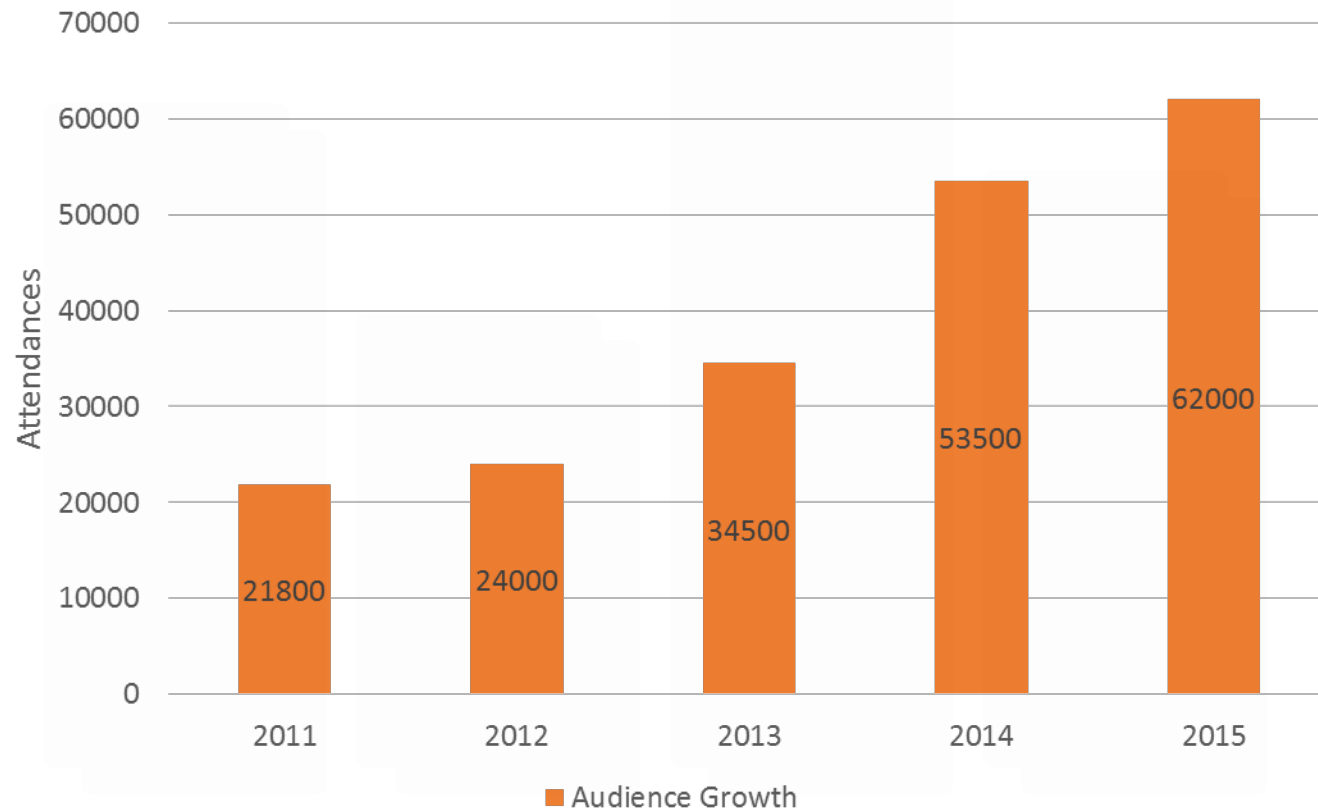
Annual Five Day Event

Celebrating Literature, Ideas & Imagination since 1999

18,000 Unique Visitors / 62,000+ Attendances in 2015

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## AWF Attendance Growth 2011-2015



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DON'T COME,  
WILL COME ...

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# THE PROVOCATION ...

RELEVANT PROGRAMMING IS  
MORE IMPORTANT THAN  
CLEVER MARKETING



# CONTENT IS QUEEN

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# IT'S ALL ABOUT THE AUDIENCE

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1.

# FIRST PRINCIPLES

AUCKLAND  
WRITERS  
FESTIVAL

## IDENTITY AND VALUES

**KNOW WHAT YOU ARE AND WHY – DON'T BE AFRAID OF IT**

## FOCUS

**YOU CAN'T BE EVERYTHING TO EVERYONE – DON'T TRY**

## KNOWLEDGE

**UNDERSTAND YOUR ARTFORM AND CORE AUDIENCE – LOVE THEM**

## TRUST

**QUALITY CONTENT CONSISTENTLY GREAT OVER TIME**

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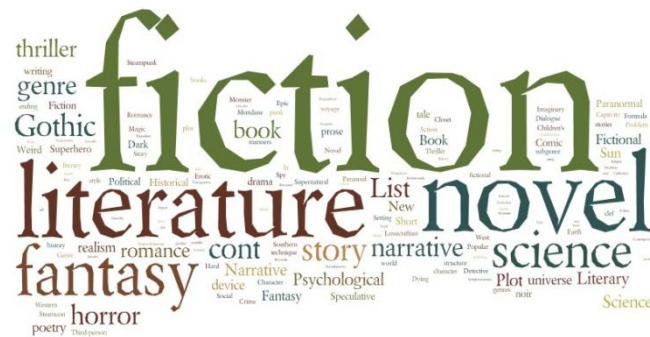


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## WHAT DID WE CHANGE?

- Balanced Fiction and Non-Fiction Programmes
- Actively sought recognisable names / strong subject matter
- Enhanced Coherence & Cross-Pollination
- Re-thought Strands for both costs and content reasons
- Introduced more / different free events
- Varied Formats and constrained venues
- Introduced a Family Day

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# Marketing

## AND THEN WE MARKETED ...

### Nothing Clever – Did What We'd Been Doing With Tweaks!

- Introduced one new piece of collateral aimed at 'subject sell' (tried to change another but reverted back!)
- Slow social media build – recognise changing platforms in terms of information gathering and integrate
- Energised our Publicity – find your 'sellers' who can communicate the programme and bring energy

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BE UNCOMPROMISING  
CHAMPION QUALITY  
HONOUR THE BASICS  
PUT AUDIENCE AT CENTRE

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