



Category: Best Event

Company: Umpf

Entry title: Private Gigs in Student Digs

Brief and objectives:

The annual Student Night event at Trinity Leeds shopping centre is one of the biggest single-event retail nights in West Yorkshire. For one night only, this lock-in style shopping event offers student deals, live music and customer activations to students at the four local universities in the city.

However, with every new academic year comes tens of thousands of new students who are unaware of the event. And with student audiences notoriously difficult to reach, Umpf needed a creative campaign to reach its target audience.

Objectives:

1. Publicise the pre-event sign up facility and ensure 20,000 sign-ups
2. Secure positive PR on across print and digital media.

Rationale behind event, including research and planning:

Our tactic was to focus on one of the key themes influencing students: music and entertainment. It's a mainstay of a typical student's life, especially in such an exciting, student-heavy city like Leeds. Club nights and house parties occur regularly bringing people together – an ideal space to share student-related information and generate word-of-mouth conversation across a hard-to-reach student population.

With this in mind, and with so many parties and club nights vying for the attention of students, rather than hosting a Trinity-branded student night at a club or venue, we flipped the idea on its head. We created a money-can't-buy competition prize where a student could win their own private club night, hosted by a top DJ... in their own home or halls of residence – hence our event: 'Private Gigs in Student Digs'.

Strategy and tactics, including creativity and innovation:

The simplest and most effective way to promote this campaign was through social media. With 96% of 16-24-year-olds regularly using social media last year (ONS data), it was the

most efficient way to actively engage our target demographic, and then drive them to the Trinity Leeds website. Therefore we decided to implement a Facebook competition – sign up to Student Night and comment below for the chance to win a popular celebrity DJ to plat at your house party.

To entice as many entrants as possible from a wide range of range of students, the chosen celebrity DJ needed to not only be a recognised DJ, but a popular star with big influence. To satisfy these two criteria, we knew that a national radio DJ or reality star would create the biggest stir – Greg James, Charlie Sloth, Lauren Pope, Tom Zanetti were all researched. We decided that Made in Chelsea star and DJ Alex Mytton would interest and engage the widest range of students, whilst falling within our budget.

Implementation of tactics, including details of design, production and support teams employed:

The Trinity Leeds Facebook competition was made live on September 19th for one week, promoting the unique news that one lucky Leeds student could win a DJ set from Made in Chelsea's Alex Mytton at their house or student halls, by pre-registering to the Trinity Leeds Student Night, and tagging a housemate in the comments. Trinity Leeds would help arrange the house party, too.

This was reinforced by cooperation from Alex's social channels. Within Alex's contract, we had secured;

- 6x pre-event social media posts
- 1x Instagram Story on the night of the party
- 1x Tweet post event

Alongside the Trinity Leeds Facebook competition post, Alex posted 3x Instagram Stories, 1x Snapchat and 2x Twitter posts throughout the week to promote the competition. This allowed Alex to promote the competition to his Twitter and Instagram followers and large Snapchat following (figure undisclosed) – allowing the competition to be seen across multiple platforms to a wide demographic.

Once the winner was selected, the organisation of the party (October 16th) included the hire of:

- Professional DJ kit, PA system and lighting rig
- Security
- Photographer

Alex was secured accommodation at Dakota Deluxe, Leeds – and was assisted by Umpf staff. A photographer secured shots of the party that were distributed to the media and Umpf staff managed the Trinity Leeds social channels to take live content from the party.

Measurement and evaluation:

1. Publicise the pre-event sign up facility and ensure a minimum 20,000 sign-ups

The social reach on the initial competition post alone announcing the competition was 228,922 (against a target of 100,000) whilst total reach of all social media was 3,342,922 (against a target of 1,000,000). Total social engagements was 10,860 (no target). The campaign helped pre-event sign-ups exceed 25,000 students (more than 25% above target), which was +15% higher than pre-event sign-ups to Student Night the previous year.

2. Secure positive PR on across print and digital media.

Additionally, the campaign generated eight pieces of print and online coverage in Leeds, including key student influencer media such as The Tab, Love Leeds, Leeds Bars as well as YEP online and Facebook. Total media circulation of 4,174,002.

The figures show that this unique event was a resounding success, effectively engaging with the target demographic, delivering the Trinity Leeds Student Night message to the heart of the student community and comfortably exceeding the set targets. The campaign was a key contributing factor to the overall Student Night campaign meeting the pre-register target.

Budget and cost effectiveness:

The total budget for this campaign was £10,000. The final total costings were:

Alex Mytton (DJ and Social) £4,800.00

DJ Equipment Hire & Installation £432.00

Photographer £96.00

Security £126.00

Travel and Accommodation for DJ £414.00

Umpf fees and staffing £4,000

Total: £9,868