



CLIFTON HOUSE

Brief

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Community Partner

Clifton House comprises a variety of board members, volunteers, and organisations. At the front-line Chief Executive Paula Reynolds leads her team of board members and partners to inform and educate the public of the house's history. Clifton House provides event spaces to a variety of charities and organisations that aim to educate and raise awareness about a variety of issues regarding, poverty, slavery, and women's rights, to name a few. The Belfast Charitable Society's mission is to promote, protect, and enhance the heritage and this is all made possible through the collaborative effort of partners and board members.

Clifton House is approaching its 250th anniversary and wants to promote its values and mission to a wider audience and expand its community. This will be made possible through the creation and development of a brand refresh and social media outputs for event promotion. It is important to the team to create a legacy that will live on so that Clifton House and all that it stands for will continue to educate and advocate for minorities and other social justice issues. Our approach for the branding and social media outputs is to develop and enhance Clifton's branding and assets so that their missions and values are evident in the brand image.

The Project

Clifton House is a project with a lot of potential. The project will require the development and refinement of branding assets, such as logo, colour palette and image. The project requires social media outputs and templates which will then showcase and promote upcoming events. These events will be posted in accordance with the Clifton House calendar. Creation of a website is not required for this project however the assets that will be developed to compliment and strengthen the brand for roll out across web.

Branding consistently across socials will promote events, increase audience reach, engagement and brand awareness. The social media posts will showcase a variety of events ranging from charitable events, historical moments and raising awareness for economic issues. Clifton House requires assets to be produced in accordance with the newly developed branding to promote and exhibit the Clifton House 250th anniversary. This will take form as potential website assets and social media assets.

Objectives

Our primary objective for this project is to develop and enhance the Clifton House brand identity and social media presence through celebrating its 250th anniversary. Tailoring and creating cohesive branding that aligns with the historical properties core values will allow a more defined and stronger brand image to emerge that will roll out across platforms. A refreshed brand roll out will allow Clifton House to promote and showcase past, current and future historical and charitable events cohesively. Tailored and professional social media asset creation and distribution across platforms will increase engagement and awareness of events and values that Clifton House represents. This will take

form of images, videos, graphics and copy that has been intentionally designed and created to drive engagement, expanding the community reach. This social media campaign will boost Clifton House's profile establishing its legacy and voice firmer in social media, increasing awareness. With Clifton House celebrating its 250th anniversary next year, our objective is to create and develop appropriate assets and branding that will compliment the new brand roll out and showcase the historical monument. Communicating this monument with the new enhanced brand image will allow the legacy to be preserved, identified and serve the public in the next 250 years to come.

Target Audience

The current audience demographic primarily consists of older individuals who have an interest in history. The aim is to expand the scope of the audience and enhance Cliftons House's reach. This expansion includes reaching out to a younger demographic as well as effectively utilising the use of Clifton House's social media platforms. Content created will focus on the older, primary demographic of Clifton House with new elements being introduced to entice a younger audience.

Due to the nature of the social media campaign, target audience specificities will alter and rotate each month depending on the theme, overall a younger demographic will be targeted. To achieve this, we will not only consider the implication of a new social media channel such as TikTok, but we will also incorporate more video content and interactive elements to the brand. We will also be looking at existing socials and websites to see how we can enhance the user experience and posted content.

Deliverables

Our key objective for this project is to enhance Clifton House's outreach and enhance Clifton House's outreach and engagement. We will create promotional content for the 250th anniversary's upcoming events, including the creation of an interactive banner for Clifton House's already existing website to capture audiences' attention and inform them of the upcoming events. Additionally, we will develop a series of templates for social media posts related to the 250th anniversary year

which consist with the branding of Clifton House. As mentioned above, we will also expand the target audience, with emphasis on attracting a younger demographic, in turn boosting ticket sales and online interaction. We will increase online content consumption and interactivity, along with the production of more video content. These efforts are geared towards creating a more cohesive and visually appealing brand image, overall enhancing the impact and presence of Clifton House.

Competitors

As a team we have carried out a benchmarking process which allowed us to identify other historical Georgian Houses which not only provide similar services to Clifton house, such as event space hire and historical tours but are also vying for the attention of Clifton Houses current and future target audience. Notable competitors within this niche include the following:



These establishments pose as strong competitors as not only do they cater to a similar clientele, but they also have a strong online presence in the form of clean, striking, and interactive websites as well as clean, consistent, and engaging social media. Drenagh Estate has a strong social media presence as their flexibility has allowed them to reach a larger, younger audience with their use of TikTok and following recent trends. Understanding the competitions offerings, strategies and online practices will be instrumental in ensuring that Clifton House stand out and will be able to provide a unique and compelling experience for their customers.

Tone, Message and Style

When evolving Clifton House brand, along with brand assets such as social media templates for the 250th anniversary campaign, we must prioritise the organisations core values and expected outcomes of this project.

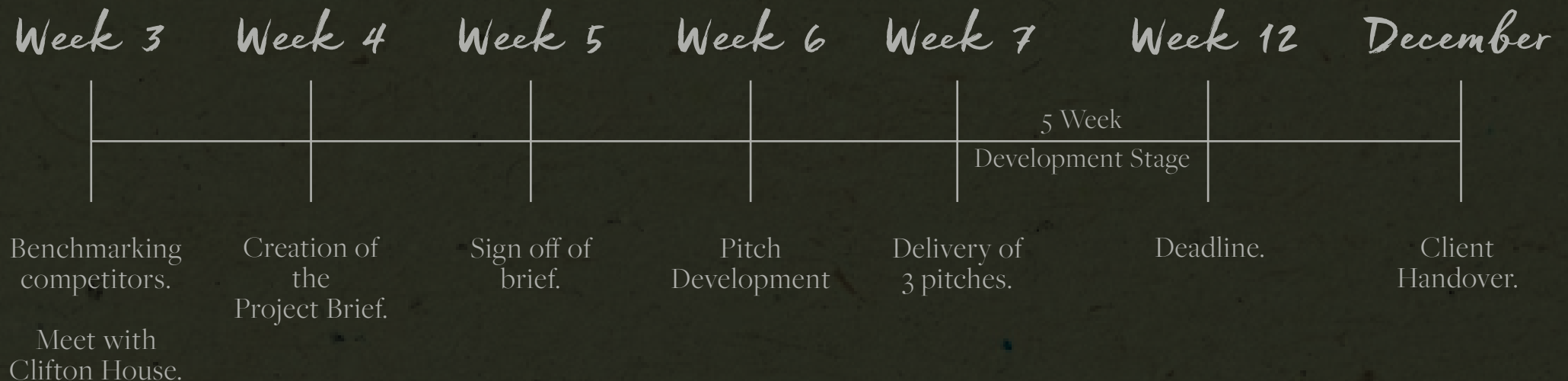
After a discussion with Clifton House, we understand that the organisation wishes to attract a younger audience to continue sharing the history of the estate. Before expanding on this and analysing how we can increase brand awareness within this demographic (potential expanding onto younger user-populated platforms such as TikTok) we must revisit how the brand is already being delivered and utilised on existing media and platforms. It will require reviewing the language to understand how this can be optimised to resonate with the younger audience. The use of language throughout the social media campaign should be informative,

story-driven, and inviting.

The language and tone should encourage the targeted audience to visit Clifton House, this can be further influenced by the use of appropriate CTA's (Call to Action's) and traffic-directing tools. The campaign should include brand consistency, showcasing exciting content to encourage users to either visit Clifton House or follow/ engage with other Clifton House content. By increasing the type of media outputs distributed, as well as using the correct social media techniques we hope to increase following and reach across platforms.

Timescale

The timescale on this project is important so that we can establish a creative direction, along with ensuring that the deliverables are created on time. We have created a detailed timeline to specify these key dates along with allowing ourselves room for unforeseen circumstances. Starting in week three, an initial meeting with Clifton House will take place, followed by research into similar organisations, along with a benchmarking process. The following week we will create the brief based on our previous meeting. The team will then go on in the next two weeks to develop and deliver 3 pitches for Clifton House to choose from. The chosen concept will then be developed over the following six weeks, to take us up to the deadline on week 12, followed by handover in January.



Budget

There is no established budget for this project as the deliverables are digital-based and have no required costs. However, the team has explored ways to promote the campaign and underlined the general costs of these potential outputs. Included are the print and rental fees for each product.

Type	Quantity	Duration	Cost
48 Sheet Billboard	3	1 month	£4,859.11
6 Sheet Posters	10	1 month	£7,625.81
Tote Bag	200	n/a	£222
Pen	200	n/a	£142
Patch Key Chain	250	n/a	£470
Rounded Bookmarks	200	n/a	£25.35
A5 Flyers	250	n/a	£70

Meet the Team

Our team is made up of Ellie McDowell, Joshua Keyes, and Tia Gabbidon-Lyttle. Each team member has a specific skill set, developed through University as well as working directly in the creative Industry.

All members of the team will be given individual roles and responsibilities for this project.

Workloads will be evenly distributed and balanced throughout the team's dynamics.



Ellie



Josh



Tia