

## **HAMBURG ON TOUR – ‘Best Live PR’**

### **Event Idea and Objectives**

HAMBURG ON TOUR, a public event series by the Hamburg Tourism Board, aims to present the City of Hamburg via an imaginative live PR and communications event to increase the profile of Hamburg as one of the most liveable cities in the world. For four days, Hamburg presented itself in London with a two day public event, a Business and a Media Day, inviting the public, media and business contacts to experience a taste of Hamburg. The multisensory event aimed to present the Hanseatic city in a multi-faceted and interactive way, creating an authentic and emotional experience for visitors, enabling them to become exponents of the city.

### **Target Group**

Before the event concept was devised, an analysis on the target group was conducted to ensure a purposeful alignment. As Hamburg is a relatively undiscovered destination for the UK market, the event focused on addressing young citizens of London and the UK. The target market was defined by Brandmeyer as “adventurers and cosmopolitans” living in London.

### **Concept Idea**

The key component of HAMBURG ON TOUR is to bring Hamburg directly to the target group through a live experience. Based on research on the target market interests, the chosen event themes were ‘MUSIC, FOOD and ART’. Tying the three themes together, the event was named ‘HAMBURG FESTIVAL’, to express from the start what the visitors might expect.

Working with four Hamburg authorities, four municipal institutions and more than 45 Hamburg partners, HAMBURG ON TOUR brought the Hanseatic city to London through an interactive and multisensory programme of live events, creating an authentic and lively experience of the city. An innovative cross-media PR concept was developed alongside the event concept, in order to create awareness of the event and engage the press to create dedicated press features on the city.

### **Location**

After a thorough assessment of key London locations that would potentially reach the target group, ‘HAMBURG FESTIVAL’ took place in the Boiler House of Brick Lane’s Old Truman Brewery in London’s trendy Shoreditch area. This venue and bustling multi-cultural neighbourhood aligned perfectly with many of Hamburg’s districts.

### **Attracting the target market to the event**

To attract the target market to HAMBURG ON TOUR, long-term multi-faceted PR and communication campaigns started months prior to the event and included working with local media for press coverage in key London titles including TimeOut London, Visit London, Evening Standard and MTV. A collaboration with Shoreditch Radio involved setting up interviews with festival partners and performers, creating two dedicated shows for the radio station, which played in the lead-up to the event. This generated buzz prior to the event and promoted the venue and timings of the event to encourage further attendance.

Visual and modern branding around the venue designed to attract the target market, consisted of an elaborate brightly coloured “Tape Art” motif on the outer façade of the venue, an eye-catcher in London’s hipster corner of Brick Lane, as well as a large street art mural produced by the Millerntor Gallery Hamburg. Guerilla Marketing designed to attract the attention of passers-by, included floor tattoos, street music and dance performances and wild billposting.

The local visitor flow was reviewed to determine the best event opening hours, ensuring the event would be open at the busiest times to attract more attendees.

### **An Entertaining Programme**

Engagement marketing is a key trend that HAMBURG ON TOUR internalised and used to create a programme of experiential activities that would encourage attendees to stay at the event for as long as possible. Through the diverse programme of activities, this multidimensional brand experience put visitors 'face-to-face' with Hamburg partners, using all of the senses to create an emotional touchpoint with the city.

The majority of the offering was free of charge, encouraging the exploration of all programme activities. Londoners were able to experience a taste of Hamburg through 24 live concerts, 12 tasting sessions, 7 street dance performances and three art installations across two public days, creating the emotional touchpoints required to influence customer perceptions.

During the various tasting sessions, guests could get a taste of Hamburg with the chocolate, gin, coffee and beer tastings, with local Hamburg brand 'Lütte Hoog', a German beer brewed especially for this event. The programme included 24 musical performance representatives. These came from the six most iconic and well-known festivals in the Hamburg region and provided an audibly exuberant atmosphere with music styles ranging from jazz to heavy metal. Visitors could also explore Hamburg at their leisure with a Virtual Reality bike tour through the 'Altes Land' region, a photography exhibition of Hamburg's festival scene and interactive LED screens providing the chance to explore the Elbphilharmonie concert hall. HAMBURG ON TOUR also executed a series of Business Networking Events with six B2B Formats.

### **The Design of the Venue**

The organisers paid special attention to the design of the venue as with strong competition in Shoreditch, ensuring an attractive event space would help retain visitor attention. The event space was designed to appeal as best as possible to all visitors, with designated areas for food tastings, music concerts and an outdoor relaxation 'Apple Tree Garden'. The garden was decorated with green turf and apple trees from Hamburg, providing a relaxing space to enjoy the event atmosphere. The apple trees, as part of the sustainable aspect of the event, were donated to a local garden community project after the event. An outdoor bar served food and drink and guests were encouraged to enjoy the foosball table with event partner FC. St. Pauli, and a VR bike tour experience of Hamburg.

Inside the Boiler House, the stage for music and dance performances was situated in the centre, so that the performances could be enjoyed from anywhere in the venue and would also attract the attention of visitors as soon as they walked in through the door. The layout of event partner stands were set up so that visitors followed a seamless path to explore all of the tastings available at each stand, before continuing the path onto the garden or the 'Cook Up' food area. The food area provided tables and chairs for visitors to enjoy the food and the performances taking place on the stage opposite. A smaller scale replica of the Elbphilharmonie was constructed and inside guests were able to explore the concert hall on LED interactive screens. Hamburg's music scene was further represented here with a photography exhibition of snapshots taken across many of Hamburg's popular and diverse festivals.

### **Involvement of Press and Media**

Continued PR activity supported the event, with HAMBURG ON TOUR working with Lemongrass Marketing - a travel and hospitality PR agency, service providers and consultants. Incorporating the media was essential to generate dedicated press features on Hamburg,

bringing the city to the forefront of consumer minds. PR measures included media meetings and desk drops, where journalists received a collection of gifts as a taster of the event in addition to an invitation to attend the Media Day and backstage tour of HAMBURG FESTIVAL.

The Media Day consisted of a 'Jazz & Jam' breakfast, exposing the media to event partners over a typical Hamburg breakfast with live music and talks from Katharina Fegebank, Hamburg Deputy Mayor and Michael Otremba, CEO of Hamburg Tourism Board. There was also a press conference with Klaus Voormann, who has strong connections to Hamburg, inviting key music media to interview him, resulting in coverage across key music titles such as Record Collector. To create a buzz around the event on social media, 42 influencers attended a backstage tour with InstaWalks where they could try all of the activity programmes and share their experiences online. Leading up to the event, three key influencer Ambassadors were selected and sent to Hamburg for a press visit to experience a festival in the city. Deliverables included a blog post on their experience in Hamburg, social media postings and attendance at HAMBURG FESTIVAL, sharing social media with dedicated hashtags, promoting the event.

### **Business Events**

HAMBURG ON TOUR included B2B events under the direction of Hamburg's Deputy Mayor. The Business events were designed to develop and consolidate good political, economic and cultural relations between the two cities. As part of the Business Day, there were six Business Formats and the creative London startup scene came together for two sessions where the new "Future Hamburg Award", an innovation award for startups, was launched.

### **Evaluation, Measurements and Results**

The results of the internal and external evaluation of the project, as well as the evaluation of the visitor and partner surveys, showed that the 12 defined quantitative and qualitative KPI indicators were achieved. The event received an outstanding footfall of 17,000 visitors (target of 10,000) and of these visitors an overwhelming 98.4 per cent (target: 80 per cent) enjoyed the event, according to the visitor survey. 95.5% said that the event made them want to visit Hamburg, whilst 87% discovered new sides of Hamburg as a result of the diverse programme and partners involved.

Working with the media, the target was to generate a coverage reach of 50 million, this target was surpassed, achieving a total coverage reach of 71 million. This came from securing over 135 pieces of coverage across key titles, including mentions in Metro, MTV, Time Out London, Visit London, Discover Germany, Sunday Telegraph, and London Evening Standard, as well as two dedicated shows on Shoreditch Radio.

86 per cent of the event attendees were from London (target 70 per cent), and from them 78.1 per cent were under the age of 40, fitting them into the target market of the event. For the Media Day there was a target of securing 10 key journalists and this was exceeded by securing 100 media representatives from London. The popularity of the business formats saw 200 top-class guests attend (target of 100).

Overall, it was a very successful live PR event for Hamburg and a confirmation of why HAMBURG ON TOUR acts as a show case project of Hamburg.

## EVENTLOCATION – BOILER HOUSE



## LEGEND

- |                                       |  |
|---------------------------------------|--|
| 1 - Coffee Tasting                    | 12 - Gin Tasting                         |
| 2 - Do it yourself 'Lemonaid Station' | 13 - Hamburg Information                 |
| 3 - Chocolate Tasting                 | 14 - MOTORBOOTY! DJ Set                  |
| 4 - Craft Beer Tasting                | 15 - Stage Programme                     |
| 5 - St. Pauli Beatles Tour            | 16 - Hamburg Food Tasting                |
| 6 - VR Cycling Tour                   | 17 - The Festival Album Exhibition       |
| 7 - Apple Tree Garden                 | 18 - Interactive Elbphilharmonie Hamburg |
| 8 - FC St. Pauli Soccer Area          | 19 - Hamburg Merchandising               |
| 9 - BID Reeperbahn & Eve Champagne    | 20 - Interactive Photo Wall              |
| 10 - Sanitary Art                     | 21 - Tape Art                            |
| 11 - Hamburg Bar                      | 22 - Hamburg Grafitti                    |

## FESTIVAL STAGE



## DJ SET





## JAZZ & JAM MEDIA BREAKFAST



## BACKSTAGE AND ARTIST AREA (incl. FOH)





## WOODEN PALLET WALL



## ELBPHILHARMONIE MODULE





## HAMBURG GRAFFITI

