

Campaign & Offline Marketing Proposal

Chatham Historic Dockyard Trust

hatched.

Brief

Firstly create a new visual language for the CHDT visitor marketing collateral, including the visitor leaflet, groups brochure(s) and map. The style should replicate the look-and-feel of the new website design and showcase the scale of what CHDT has on offer for all demographics.

As well, consider that The Historic Dockyard has a new mast with a stunning set of sails in the form of 'Command of the Oceans'. Harness the Age of Sail legacy and the untold story of the HMS Namur to attract, inform and educate people about Chatham Dockyard's significance in Britain's history through an intelligent, 'through-the-line' campaign and supporting marketing materials.

This campaign should put the Dockyard firmly on the map, alongside some of the most famous and relevant visitor attractions in the country that have contributed to making Great Britain truly Great.

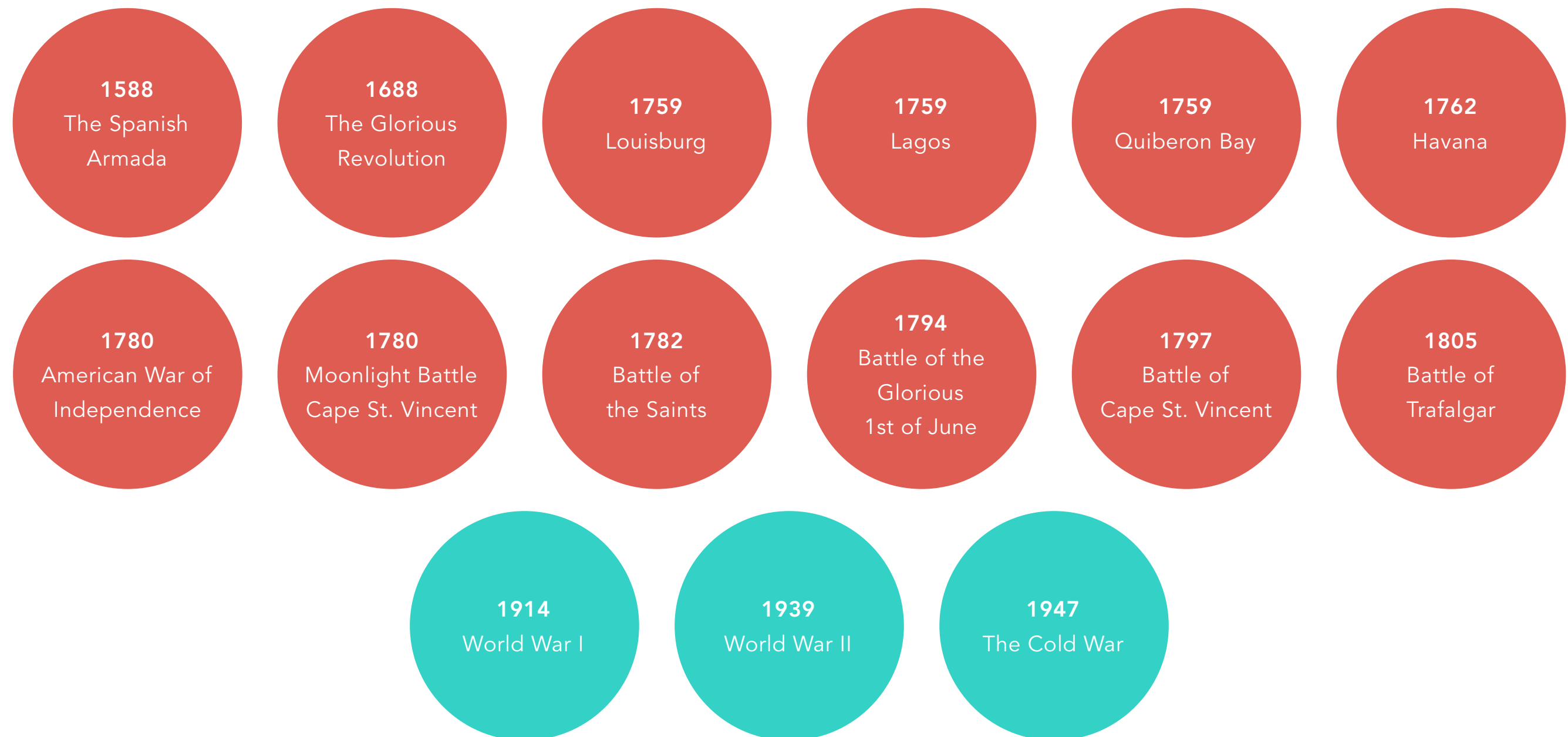
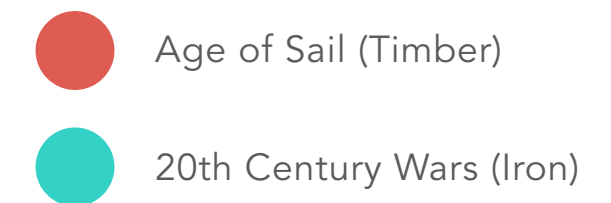
COMMAND *of the* OCEANS

Chatham Historic Dockyard's complete
and truly astonishing story during the
Age of Sail.



Level of fame: Historical battles at sea

Whilst 'Command of the Oceans' covers an approximate 150 year period of the Age of Sail, a lot of significant British fought battles that happened within that period, and beyond it. The Historic Dockyard with its 400 years history was at the centre, and often played a fundamental part of some of Britain's most significant battles at sea.



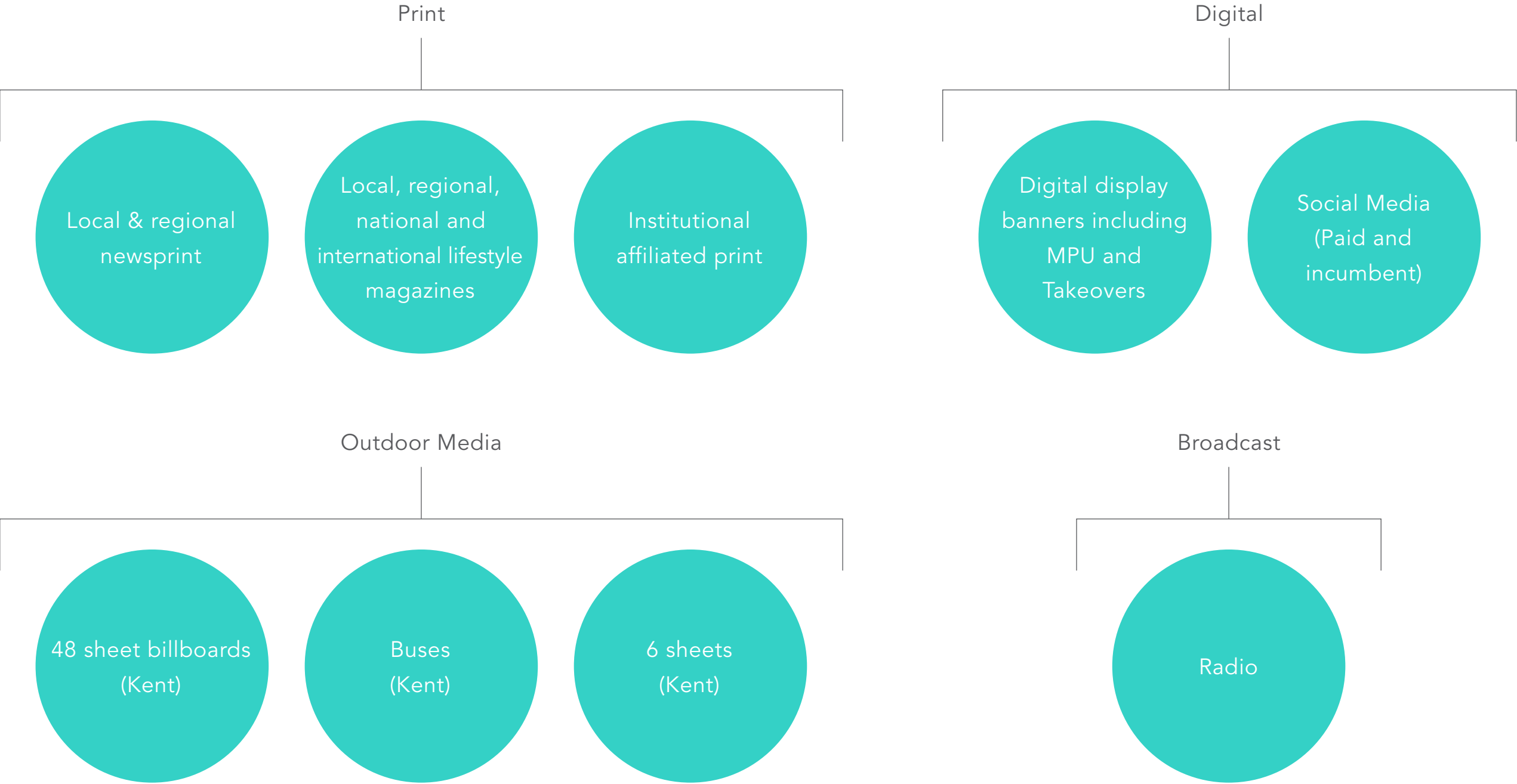
Level of fame: Visitor attractions

The ambition for 'Command of the Oceans' as an attraction at the Historic Dockyard is to raise the profile of the importance of Age of Sail in Britain's great history and Chatham's significance. There is also an ambition to raise the profile of the Dockyard as a top visitor attraction: locally, regionally, nationally and internationally. It should compete with the likes of Britain's most famous historical attractions.



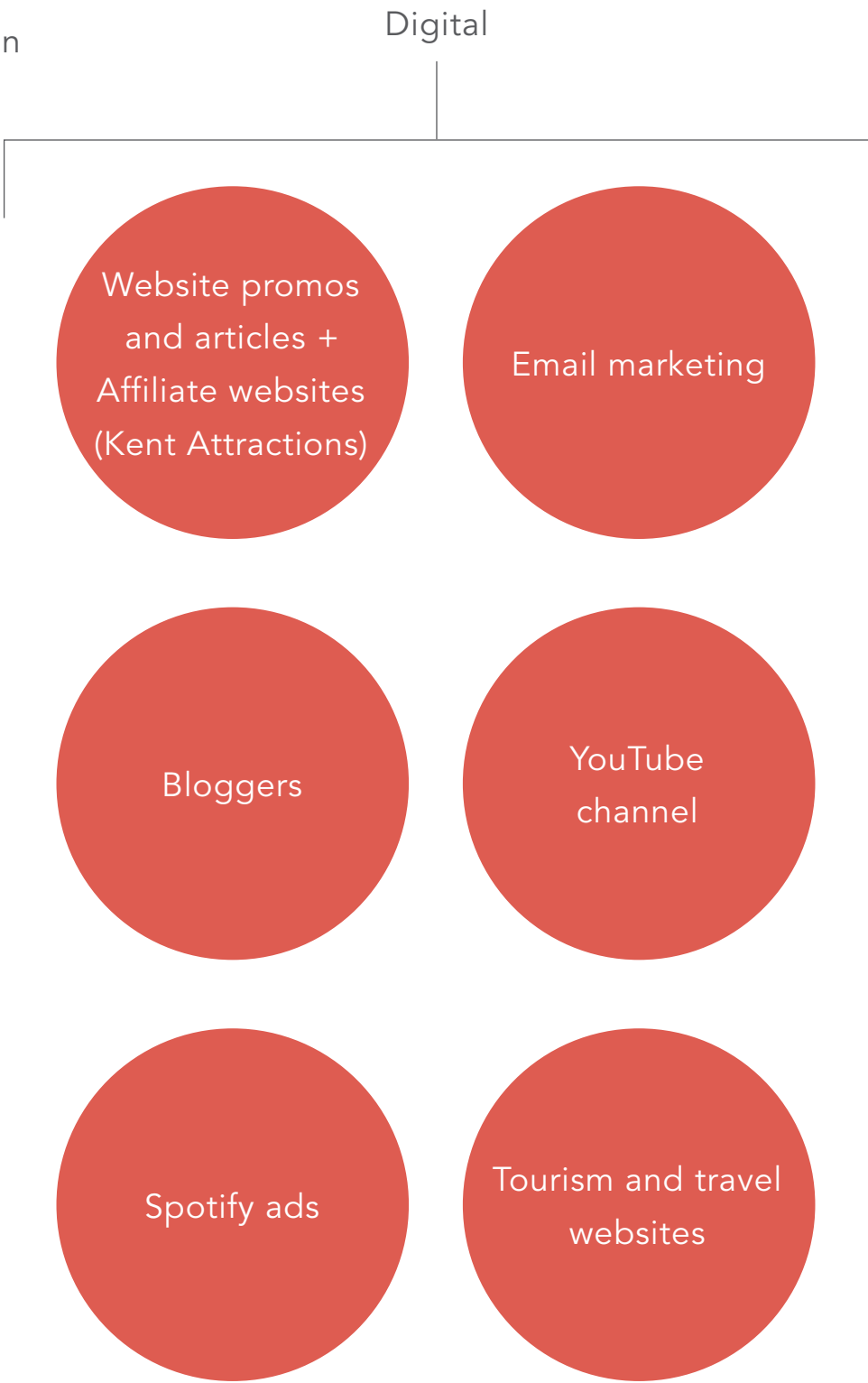
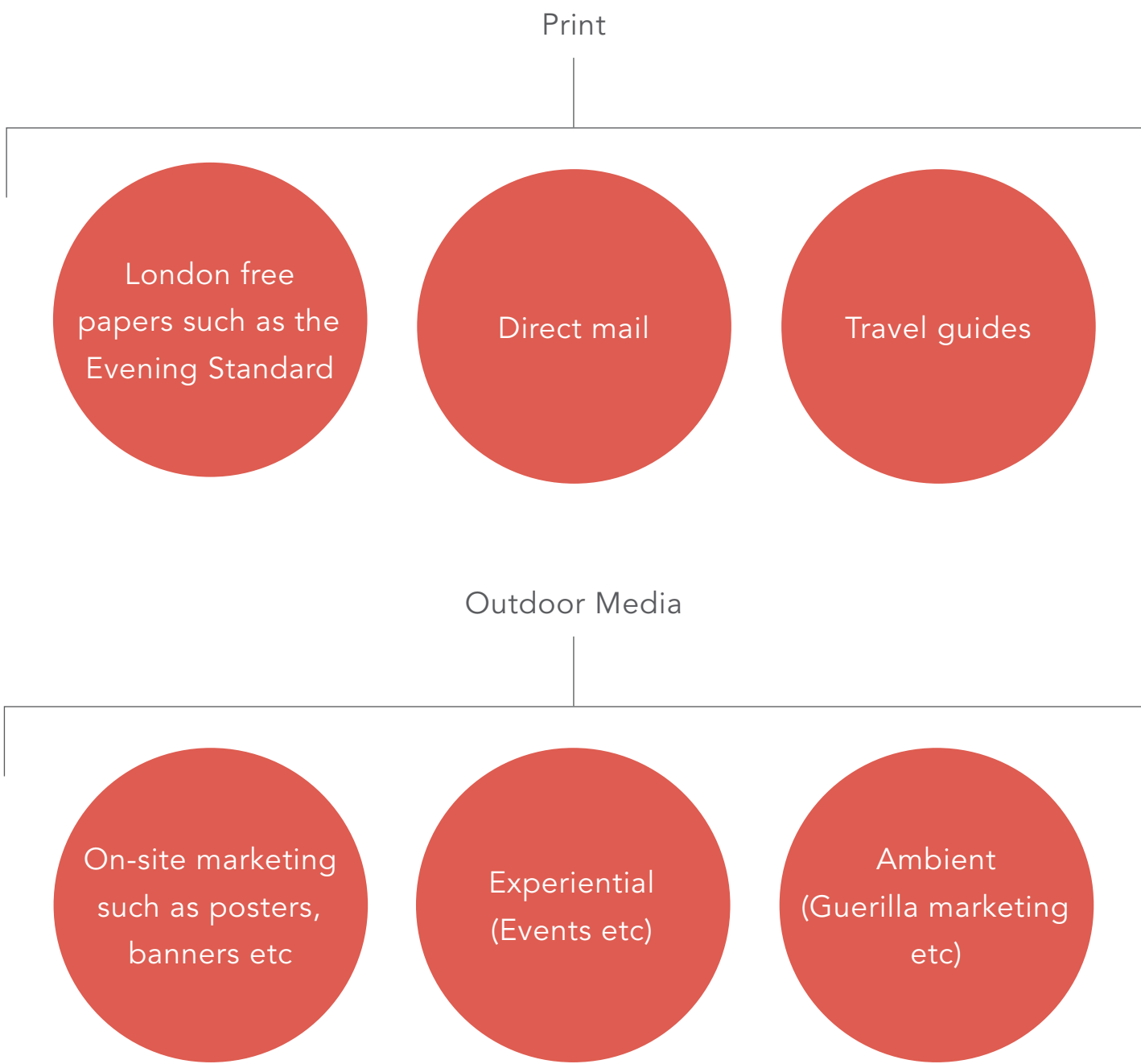
Media

The following shows a non-exhaustive list of the type of media CHDT have regularly placed. We agree that all of these avenues can be explored and we will consider each when thinking about creative territories.



Our thoughts on media

These are further avenues of media we have considered during the proposal that we think can work for CHDT across the campaign. However, we'd need to agree a set of deliverables based on timings, budgets and if they suit the brand (excluding PR).





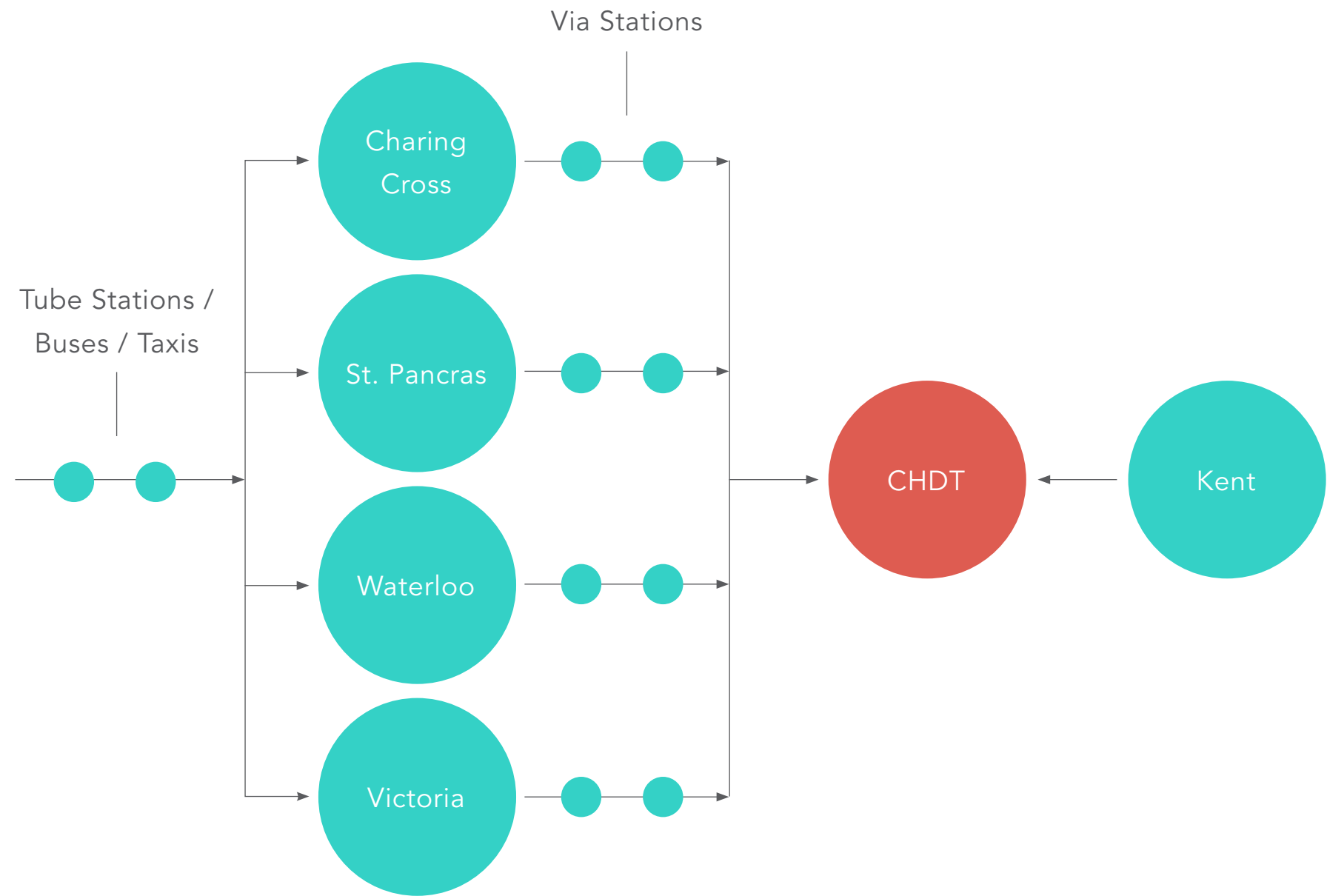
Locations

We're keen to set locations of advertising and create a map of routes into Chatham locally, regionally, nationally and internationally.

We think a great place to start outside of Kent is, of course, London. As the central hub of transport for international and national travel we see it as a great area to target. Something we've targeted before and had success with (PCNPA Campaigns) is train and tube advertising where routes to Chatham are made.

It was expressed by CHDT that *"As an investor to Visit Kent we have also previously secured print / digital presence across the National Rail / TFL Networks, both static and digitally including a presence at St Pancras, Waterloo and London Victoria on large screens, and escalator panels at a variety of stations."*

We believe that due to the great access from St. Pancras with the Javelin we should also target the tube stations to the main linked stations mentioned.



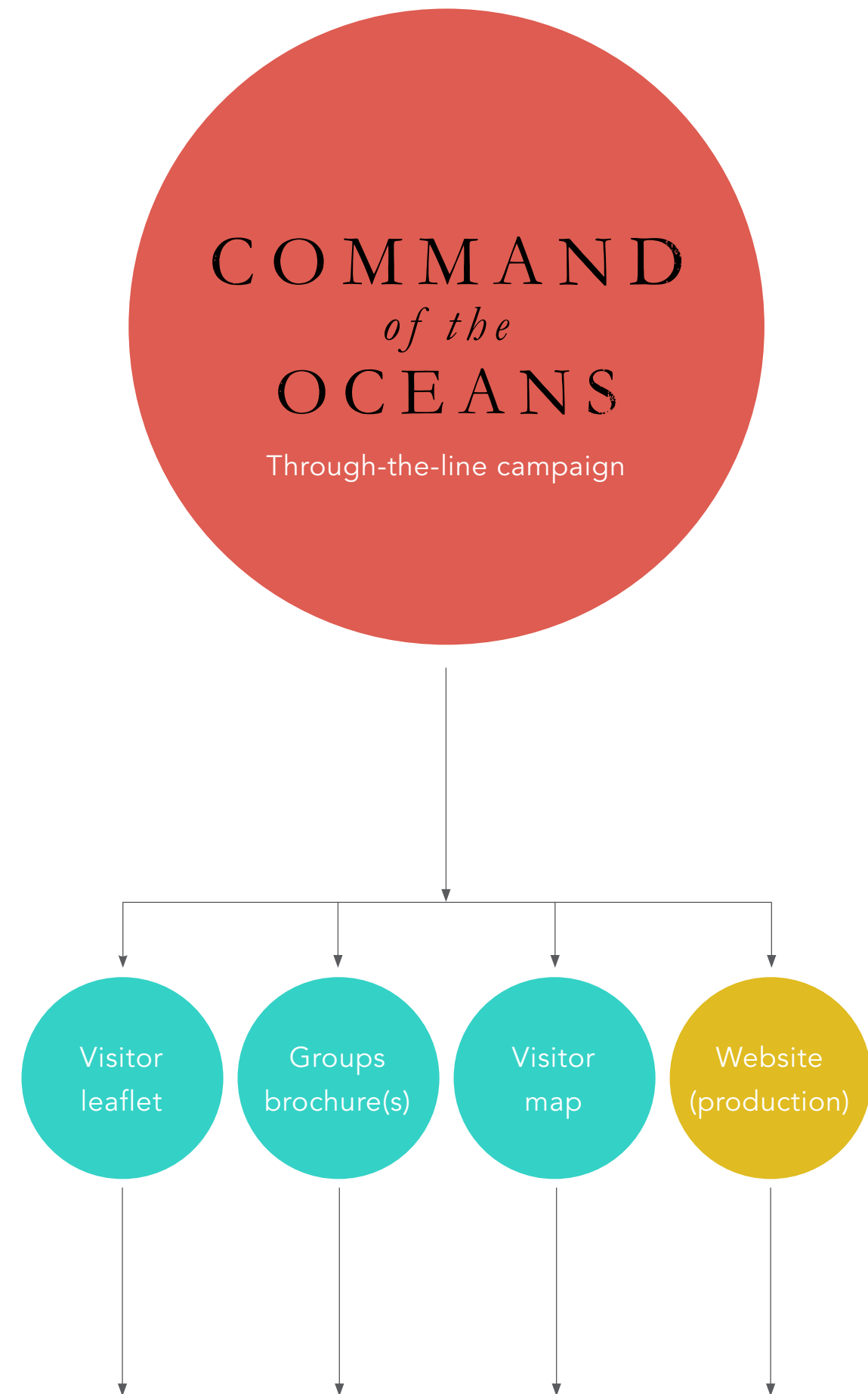
London to Chatham

As The Battle of Trafalgar is one of the key battles (probably the most important) during the Age of Sail we wanted to investigate the use of its grand monument and the commemoration of Admiral Nelson in Trafalgar Square, London. As one of London's biggest tourist attractions and with such great links from Charing Cross, we believe we can start a journey from this point out to CHDT.

Creative approach

We don't recommend 'shoe horning' or retrofitting content into a placeholder that's not correct for the campaign format. It can be counter-productive and lead to inconsistencies and confusion in messaging.

For the sake of this proposal we've designed the marketing collateral in the form of one of the creative ideas. However, if a different creative idea was favoured, we'd like to revisit its design so that the main campaign can dictate the format of the leaflet, for example. We intend build the design around the main content we want to promote, so that there's clear hierarchy in messaging.



Creative territories

The following ideas demonstrate how a campaign might work for 'Command of the Oceans'. Everything is scalable and open for discussion, collaboration and further exploration. However, these should give you a sense of how we recommend advertising CHDT through the campaign and how it might meet the aspirations of the brief.



Route one – *Made in Chatham*

This route looks at the significance of the innovation, craftsmanship and tradition that took place at The Historic Dockyard and what they did for our history as a nation. Using large imagery and typography we pair the headline with the image whilst highlighting the craft, engineering / innovation.

Key Emotion(s)

Pride

Valour

The Namur, being an experimental vessel, was used to innovate design for shipwrights. Using the Namur, along with supporting stories of the people (over 2500 with 26+ trades) and supporting vessels such as the HMS Victory we hero the Age of Sail and Chatham Dockyards' role as 'creator'.

This route uses the town in the headline, which puts the location on the map and front of mind as a destination location.

Typographic mechanic

Print	Variable / image relation or subject
<i>"Made in Chatham, to carve out our history."</i>	Work
<i>"Made in Chatham, to forge our history."</i>	Metal
<i>"Made in Chatham, to bind our history."</i>	Rope
<i>"Made in Chatham, to sew our history."</i>	Sails

More confident approach –

"Made in Chatham, carved into our history."

"Made in Chatham, forged into our history."

"Made in Chatham, bound into our history."

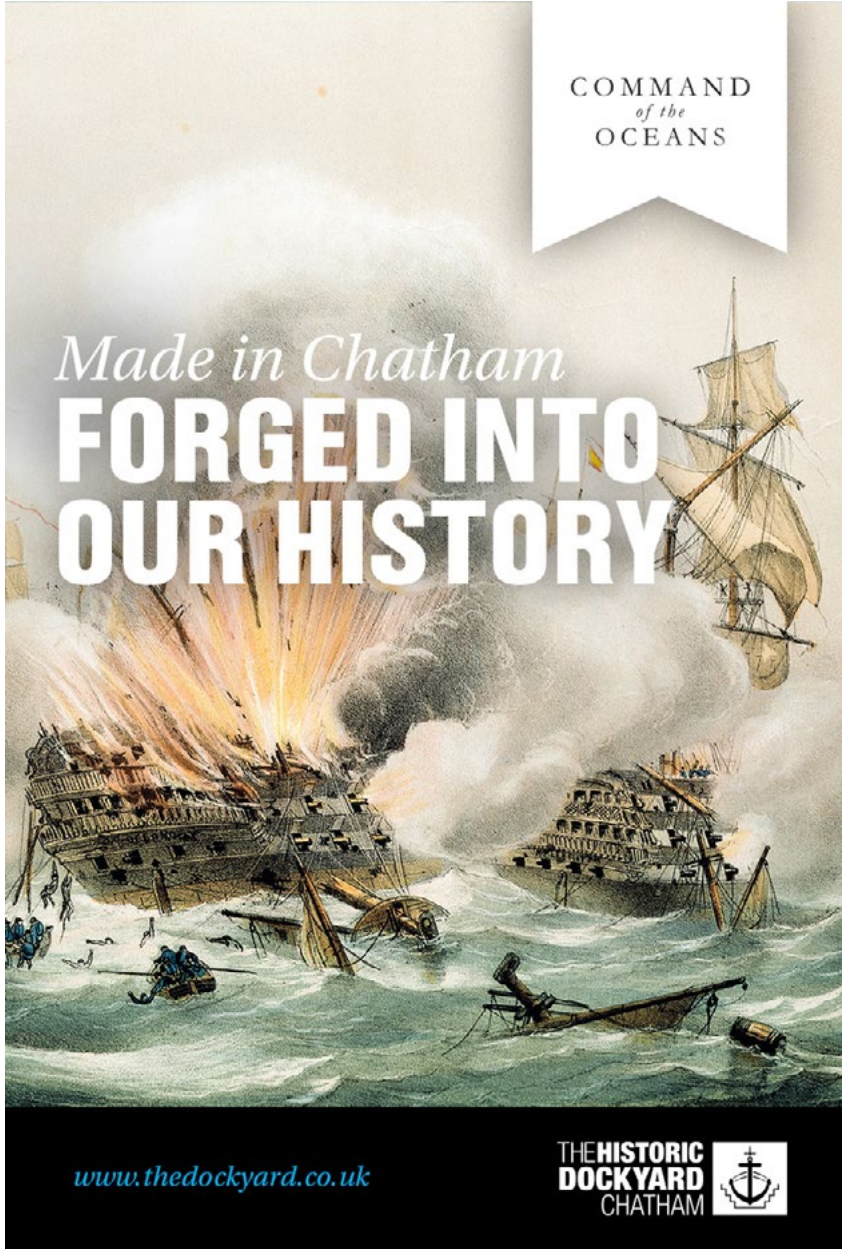
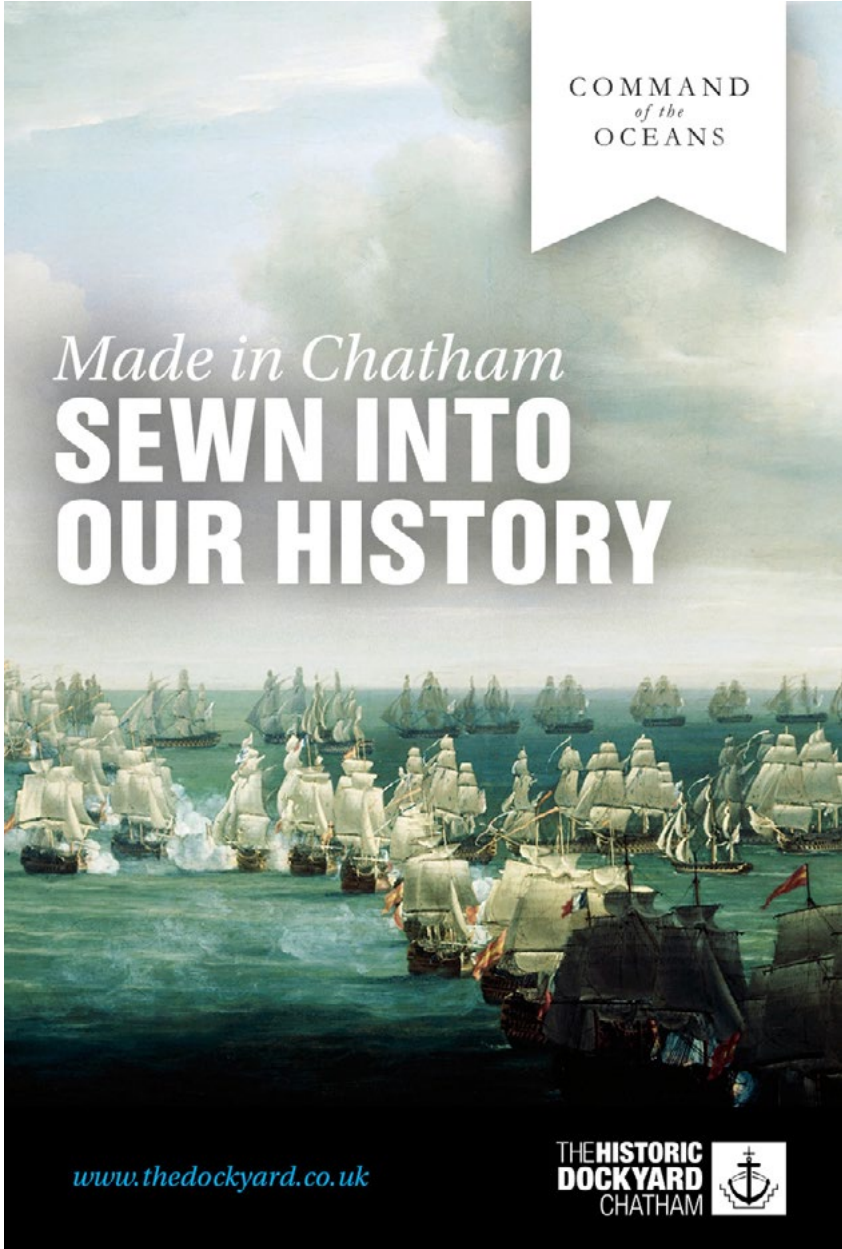
"Made in Chatham, sewn into our history."

Route one – Made in Chatham



For this route we'd look at using existing imagery of paintings from the era. Although this is 'old' and might not be considered for all demographic tastes, with the CHDT contemporary look-and-feel we can find a balance between the two. We also think using the images at large scale would draw huge attention, creating an 'out of home' art gallery.

Adcepts

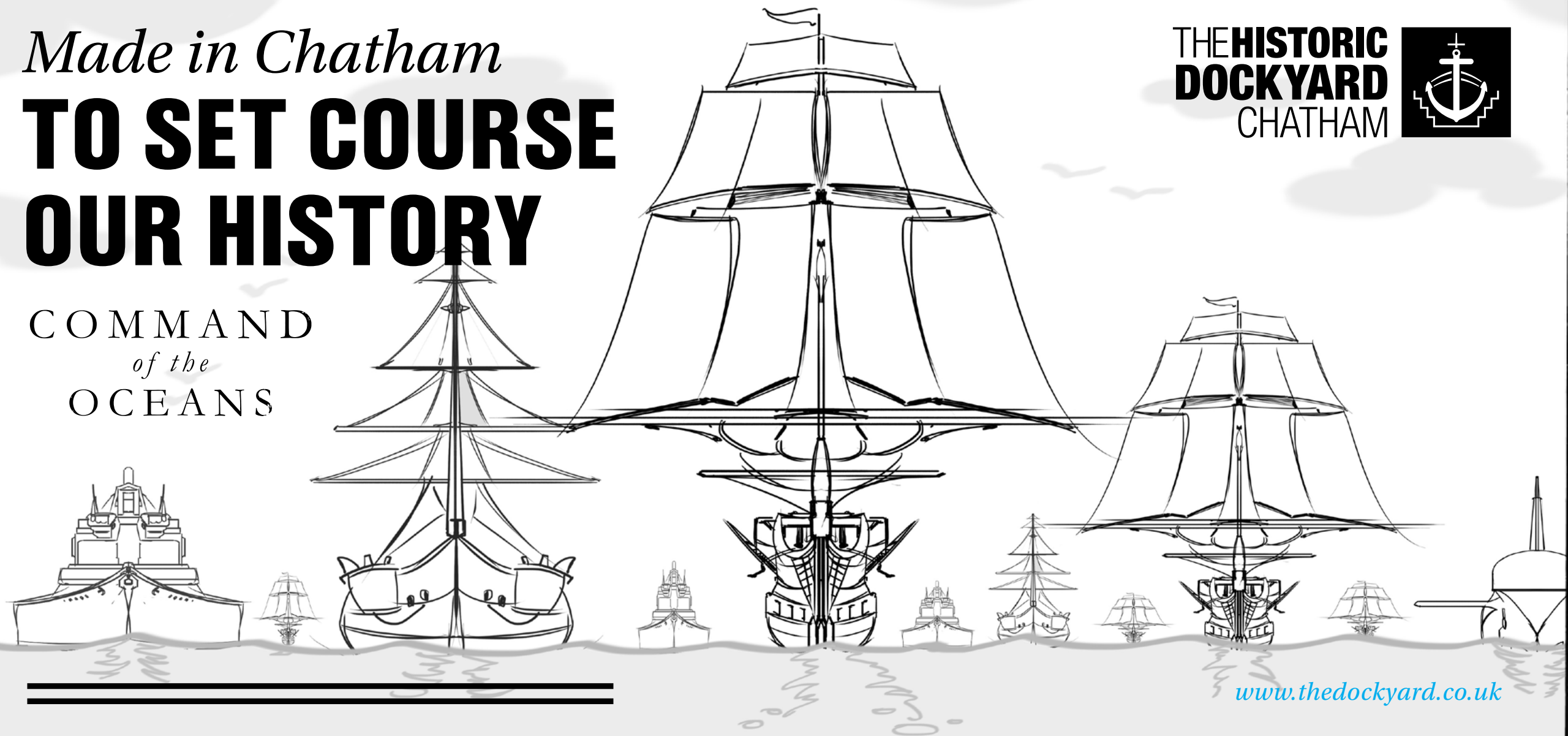




Made in Chatham
**TO SET COURSE
OUR HISTORY**

COMMAND
of the
OCEANS

THE **HISTORIC**
DOCKYARD
CHATHAM



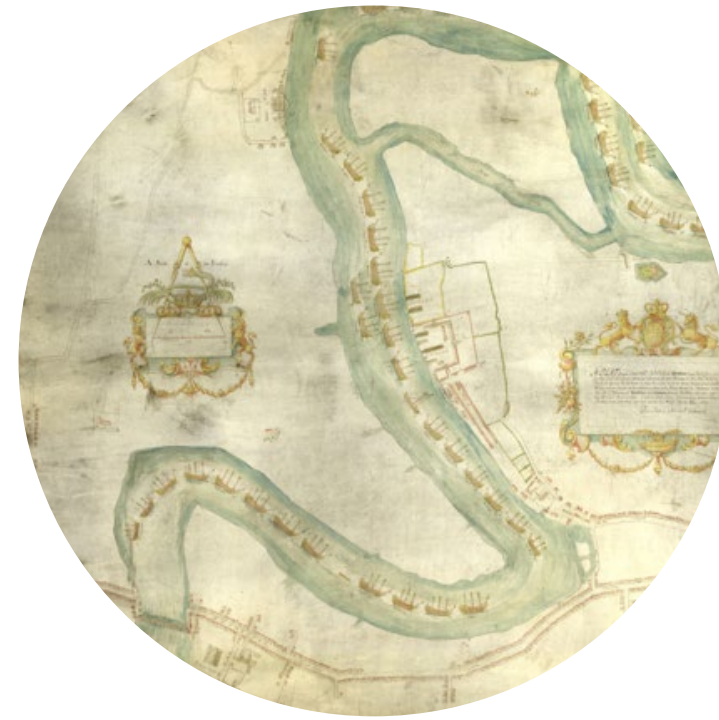
www.thedockyard.co.uk

A one-off special purpose painting showing the 400 year fleet that was made in Chatham together in the sea as one force. This could be done in the style of JMW Turner's painting of the Victory (Commissioned).



Pop-up Workshops

For each trade (26 possibilities) an 'actor/extra' tells a tale from the Battle of Trafalgar or the Age of Sail as a whole, from the perspective of their characters and what life was like working in the Dockyard.



'Command of the Oceans' Boat Tour

To connect the tourism from Rochester (Dickens House and Rochester Castle or Bridge), a boat tour from Rochester up the River Medway to the Historic Dockyard could be available. This would ferry visitors into the Dockyard in a unique way, coming in from sea, much like sailors used to – a true 'Command of the Oceans' experience.

On board, the tour guide (dressed in Age of Sail attire) gives a brief intro into famous vessels and the Dockyards' role in history.

Social extensions



"On this Day..."

Famous dates in the Dockyards' history on which ships were built or launched, people born or joined the Royal Navy (Drake), new innovation or eras began (industrial revolution) are tweeted.

#MadeinChatham



Battles

Instagram (or Facebook) photos of the battle scenes from the archive posted on the CHDT Instagram (or Facebook) account, with a short story of each.



Made in Chatham Student Show

Supporting the resident students in sponsoring and socially promoting the end of year shows, making way for the next innovator, craftsman or artist. The show could be housed or shown in the Smithery, giving students a higher platform.

Route two – *Stories of the Sea*

This route looks at songs, sonnets, poetry and letters from the era. Real tales from real people. From the workforce at Chatham through to the crew and its leaders like Admiral Nelson. These would be real quotes, song lyrics or poem verses laid over the top of illustrations or images that represent the Age of Sail and Dockyard to evoke powerful emotions. Emotions of battle, suffering and the hardships of war, through to elation in victory, the glory and pride.

Key Emotion(s)

Hope / Despair

Valour

We want people to wonder, to imagine what it was like during those times – from the shipwrights struggle through innovation and time consuming builds, to sailors going into or coming home from battle, if at all. Those people who recorded their feelings, wrote letters to loved ones or sung songs aboard the Namur, created a band of brothers, all in it together as one loud chorus.

Typographic mechanic

*"Now our soldiers and sailors many noble deeds have done
while fighting in foreign many battles they have won."*

– The Death of Nelson; 1805

|
Song title or quote source

*"Rule, Britannia! Britannia rule the waves: Britons never will
be slaves."*

– Rule, Britannia! Thomson and David Mallet; 1740



We've found two routes in this idea in terms of style, but the outcome of both would be to use visuals of the sea. Stylised into a suite of assets it shows the sea, its waves and tides in all its deep, unknown wondrous glory. Then we simply overlay quotes. By not showing people or ships we are creating a sense of intrigue which will be revealed at the exhibition itself.



Adcepts

NOW OPEN

THE HISTORIC DOCKYARD CHATHAM

COMMAND
of the
OCEANS

“England expects that every man will do his duty.”

– VICE ADMIRAL HORATIO NELSON 21 OCTOBER 1805

THEDOCKYARD.CO.UK

+44 (0)1634 823800

NOW OPEN

THE HISTORIC DOCKYARD CHATHAM

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“Now our soldiers and sailors many noble deeds have done while fighting in foreign many battles they have won.”

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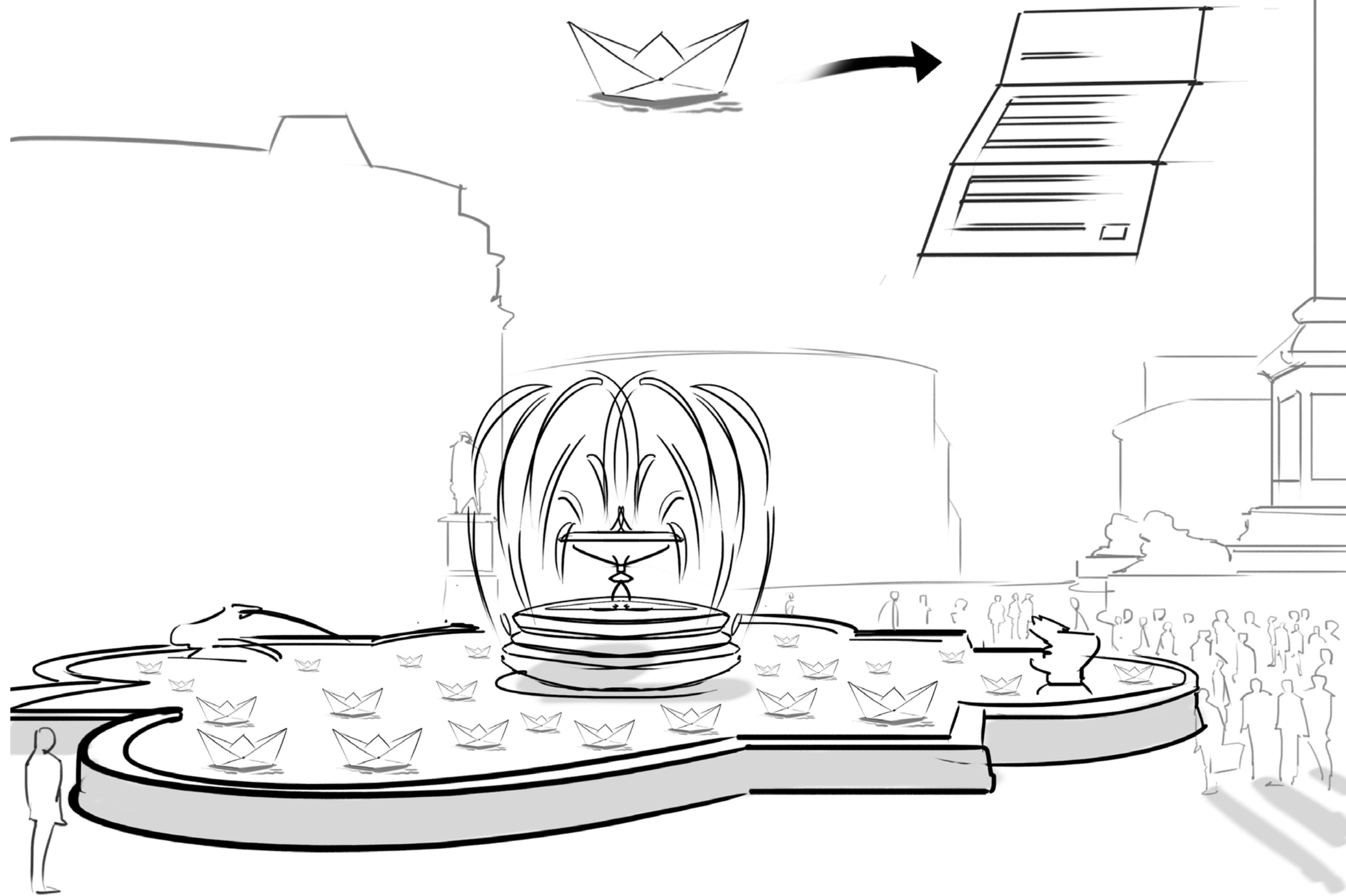
“...the greatest dishonour ever to befall an Englishman.”

– JOHN EVELYN; 1667

THEDOCKYARD.CO.UK

+44 (0)1634 823800





Paper boats placed in the fountains at Trafalgar Square, each unfolding to tell a story, reveal a letter, song lyrics or a poem. Each with the details of Chatham Dockyard.



Flash mob in St. Pancras station who are dressed in attire from the era that slowly start to join in 'The Death of Nelson' song as a chorus.



Pop-up shows

A chorus group singing old naval songs or readings of poetry, letters or speeches given at the time.



Radio or Spotify ad

Using a segment of a naval song, possibly using a famous folk artist or poet to recite poetry from the era.



Message in a bottle DM

Containing a letter from an Admiral requesting men and woman to visit the Dockyard, written in the tone of the era.



Social extensions



Quotes

Quotes from the Age of Sail tweeted out to CHDT followers.

#StoriesoftheSea
#CommandoftheOceans
#CotO



Instagram Songs

Instagram videos with sea sights and sounds (rain, waves etc) with songs or spoken word played over the top in 15 second snippets.



Letters, songs and stories

Share on Facebook (via the blog) letters, songs and stories on record from the time of Age of Sail.

Route three – *Tears in the Timber*

The idea for this route is to capture the tears in the timber. Putting the oak at the centre of the campaign, we look at the battle scars of war and the toll it took on some of the vessels. From cannon blasts, sword fights, crew etchings and notches, to general wear and tear. We would then overlay information and infographics in order to tell the story of that particular 'scar' and how it was caused – each mark telling its own tale.

The second tier to this idea is to show imagery through openings in the wood. For instance, through a cannon blast hole we could show the scene of Nelson's death. This would help move away from just images of timber and look at its relevance during the era – if these walls could talk.

Key Emotion(s)

Hope / Despair

Pride

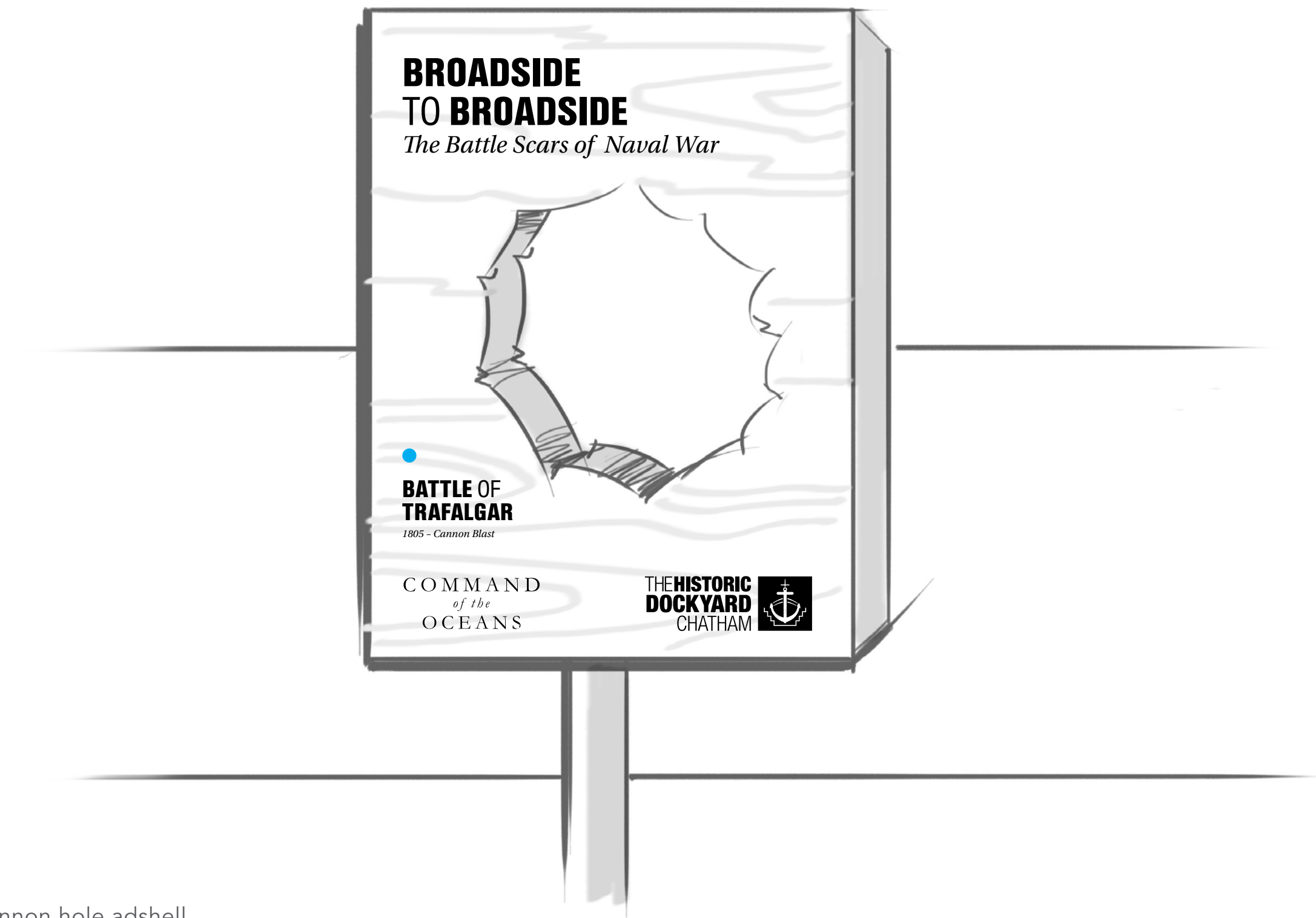
Valour



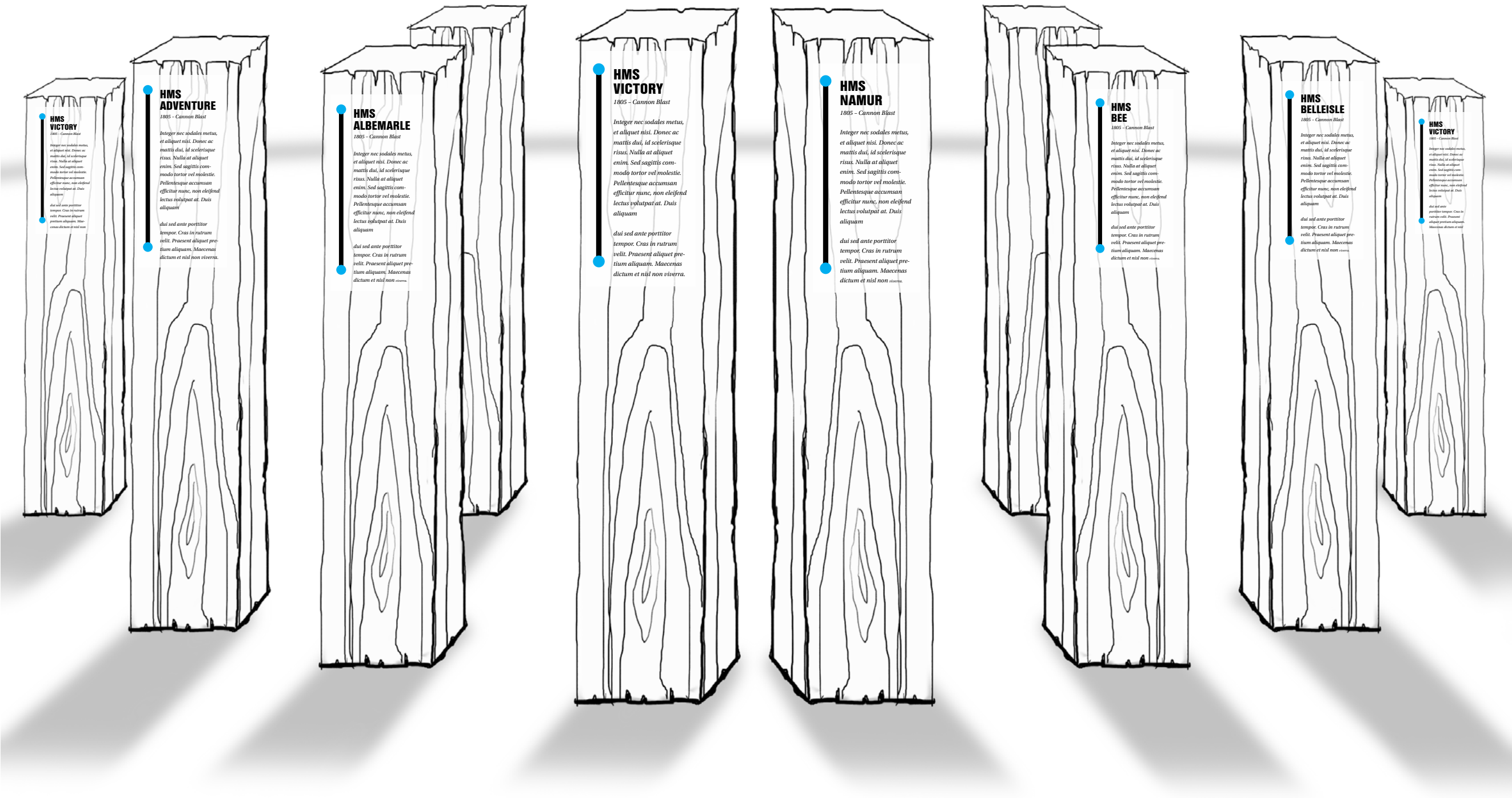
For this route we have two thoughts to how this could work. One is to use photography of the timber, which would require a photo-shoot. The second would be to use Dorling Kindersley, famous for cross section and style. This would then marry up to the map that's being created and would be fit for most demographics. In both directions we've used the CHDT look-and-feel for overlay graphics and information.







See through cannon hole adshell.



Pop-up gallery at schools or on the Southbank, of timber on its end, like tombs. Each 'timber tomb' would signify a ship that was built at Chatham, when it was launched, the battle(s) it was in and when it was



Guerilla Stickers / Outdoor

Broken or scarred timber graphics that can sit on any wood texture (like park benches) giving the impression that wood has been part of battle. The stickers also contain information about a particular vessel and the battles it fought in.

Larger real damaged timber could reveal windows into the past of famous scenes such as Admiral Nelson's dying moment.



What lies beneath floor vinyls / street art

Vinyls placed on the floor showing a broken wooden floor revealing the 'deck below' a scene from battle. All overlaid with infographics and information of a particular battle or moment in the Age of Sail.

This could also be achieved by commissioning a floor perspective street artist.

Social extensions



Infographic Instagrams

Instagram images are posted with a piece of wood in the background showing a 'battle scar' with infographics of the battle over the top. Once all are posted it creates one large image with each Instagram being a tile of the main image.



Twitter timeline

Using a hashtag, events from the Age of Sail (Battles) are posted via twitter. These tweets are then pulled into a large time-line that each day builds to tempt visitors to return.



Sticker shoot

At the Dockyard, visitors are handed out cannon blast hole or timber mark vinyl stickers. The visitor is then asked to post a photo of where they have stuck it. The best gets a free trip to Chatham for their entire class.

Route four – *A View of the World*

This route is a bit more stark in design but consistent in its delivery. It looks at how the craft in Chatham went out and saw the world – through different battles, locations, people, materials and so on. It adopts the shape of the world (spherical or circular) to deliver the creative image. It's a homage to a port hole view out from the ship.

Not only is this route about how people on board the vessels themselves saw the world at the time, but actually how we as a nation saw the world and were able to become the 'Command of the Oceans'w.

Key Emotion(s)

Pride

Valour



The art direction for this idea takes a completely contemporary look-and-feel, modernising the entire proposition, using the circle shape as its centre piece throughout, contained by the CHDT look and feel.



COMMAND
of the
OCEANS



A view of the World
FROM CHATHAM

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THE HISTORIC
DOCKYARD
CHATHAM



COMMAND
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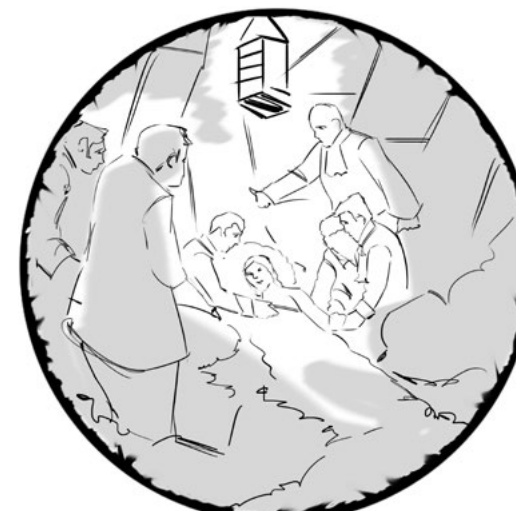
A view of the World
FROM CHATHAM

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THE **HISTORIC**
DOCKYARD
CHATHAM



COMMAND
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A view of the World
FROM CHATHAM

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DOCKYARD
CHATHAM





Tube poster ads

Social extensions



London to Chatham

CHDT take over the city-mapper interface during the launch of Command of the Oceans to show how to direct people from London to the Dockyard.



A view of your photos

Visitors upload their photos at the Dockyard using the hashtag #CommandoftheOceans which will then be pulled into a campaign template and displayed on a large screen at the exhibition as well as the website's 'Command of the Oceans' webpage.

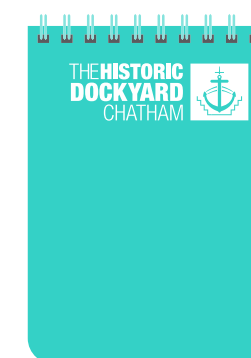
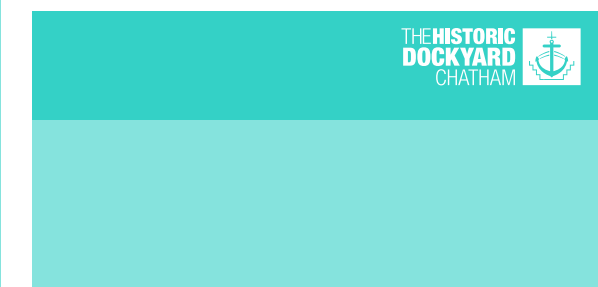
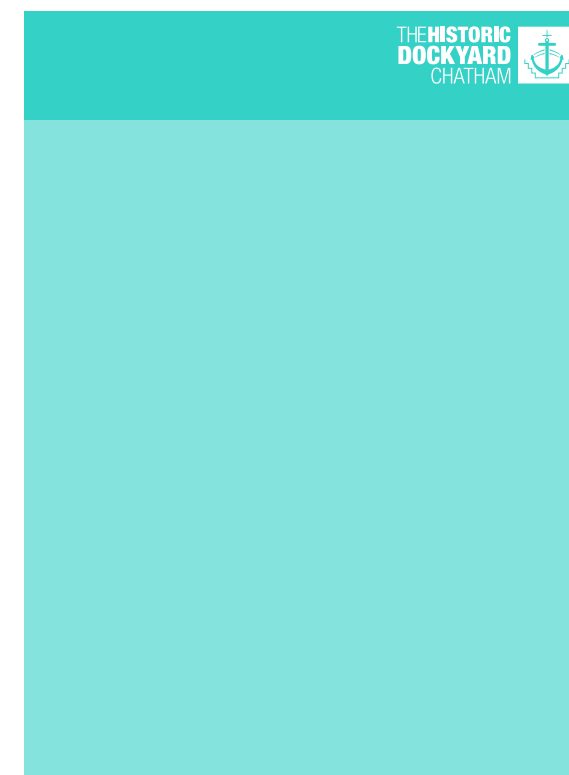


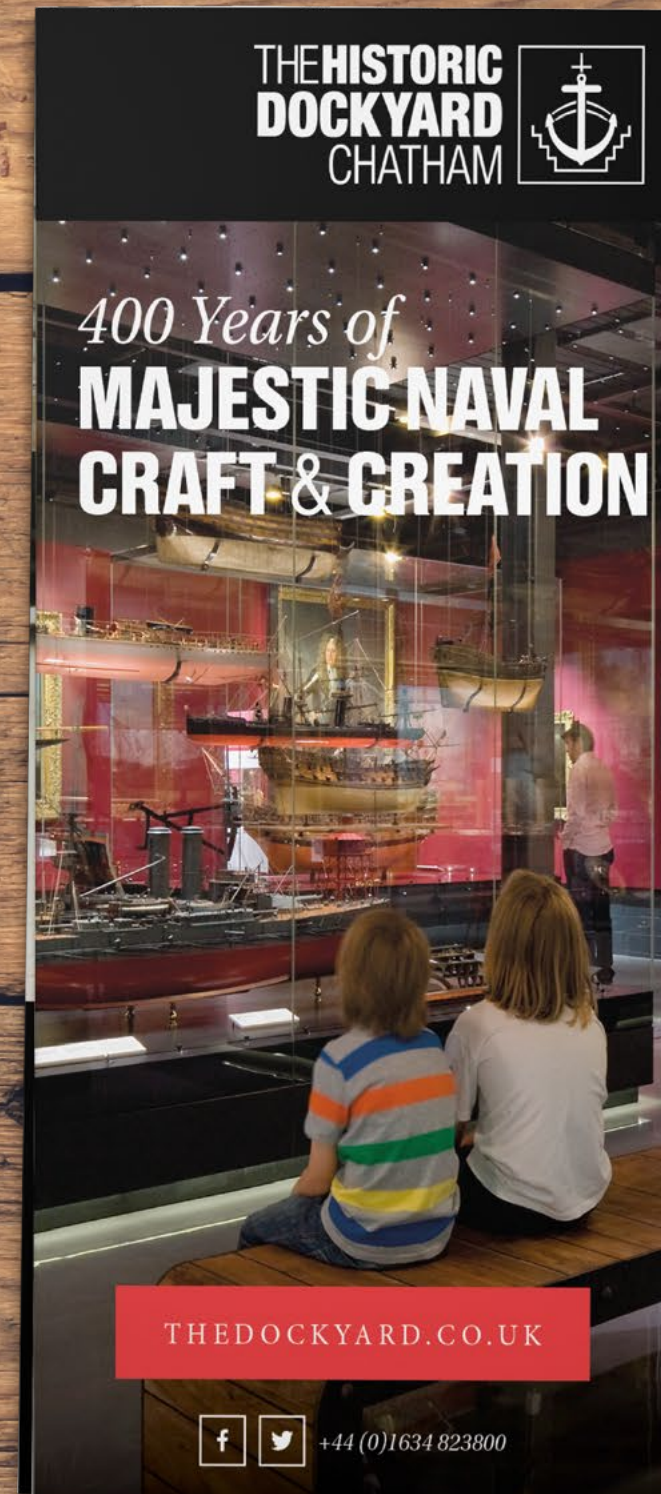
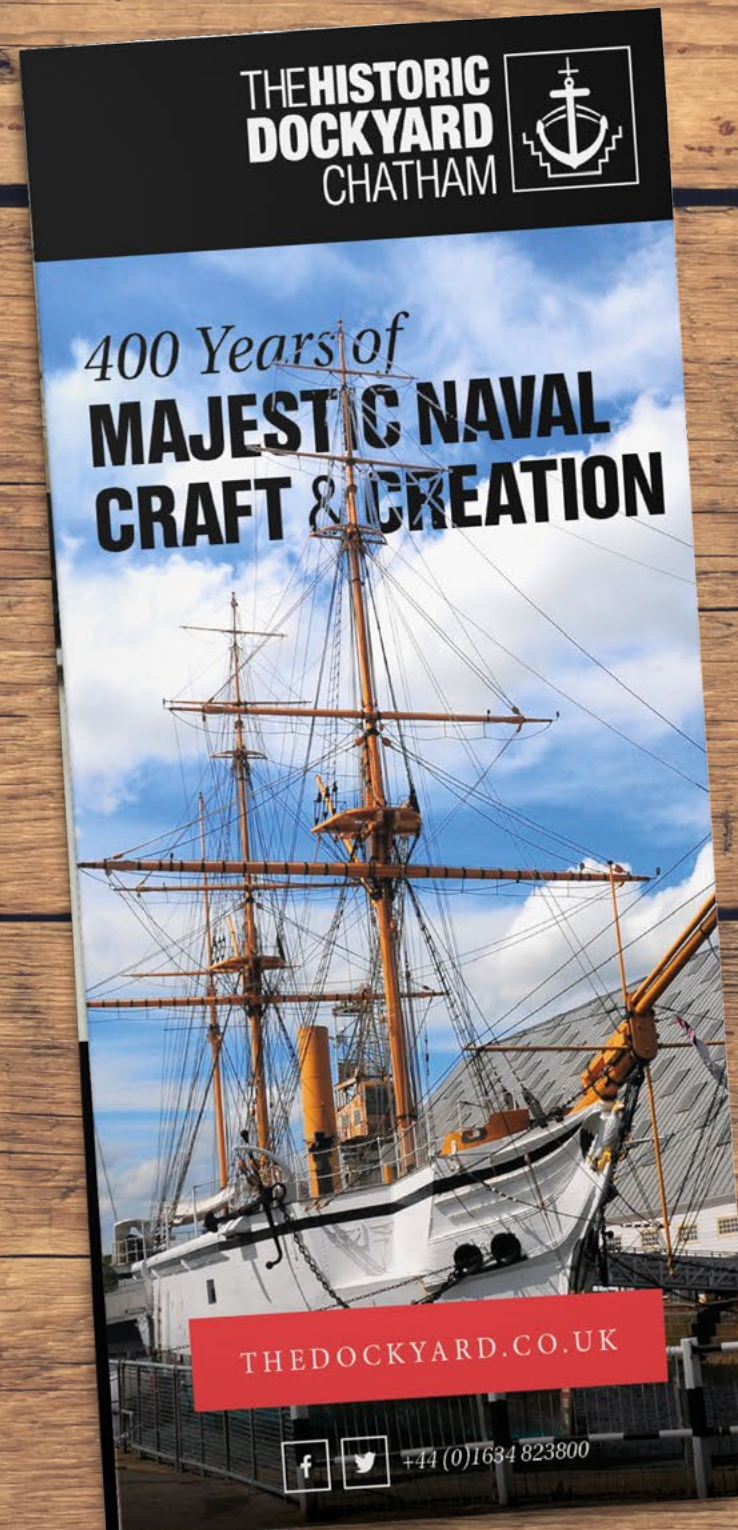
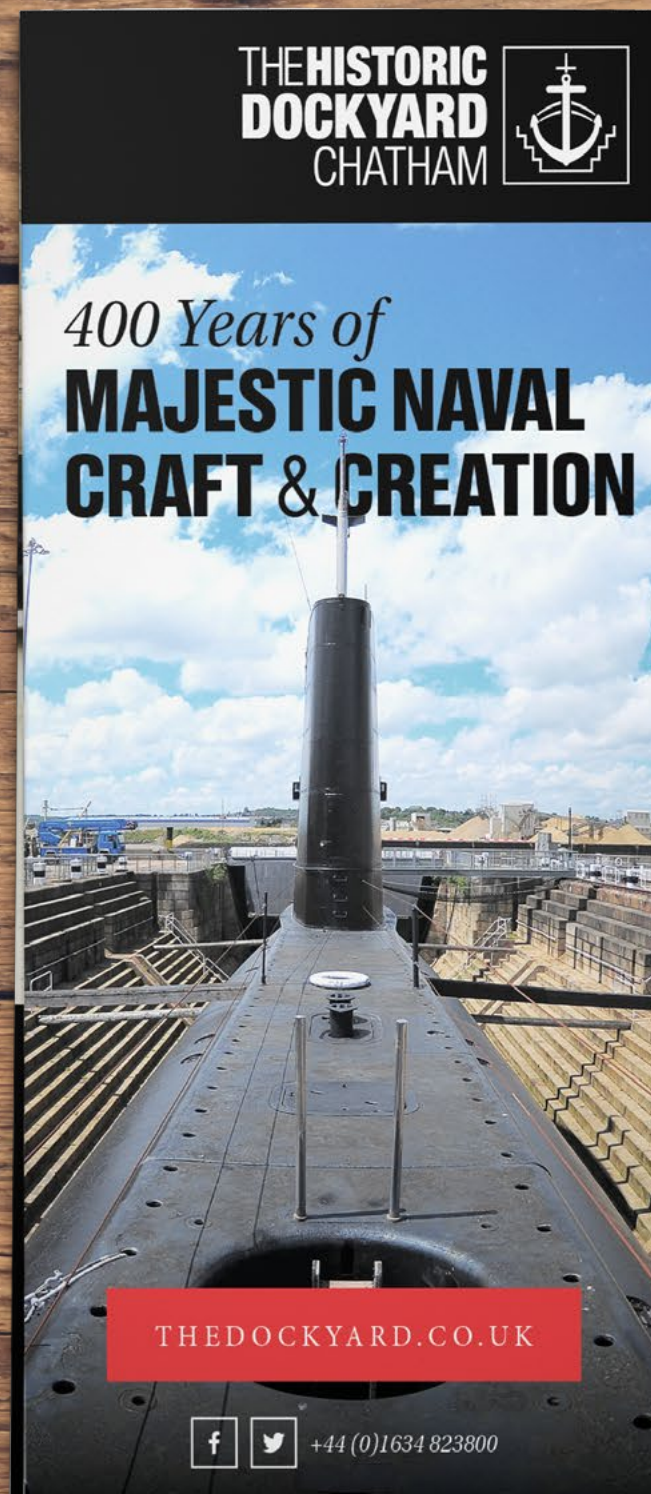
Your view of the world

Ask visitors to upload their travel photos using the hashtag #CotOWorld that would collate the location of all the images and create a digital map on the website, displaying everyone's travel photos from all over the world.

Design – offline marketing

The Visitor leaflet, Groups brochures and Visitor map are directed by the look-and-feel of the branding; the evolution in design from the new website along with visual steers from the campaign ideas.

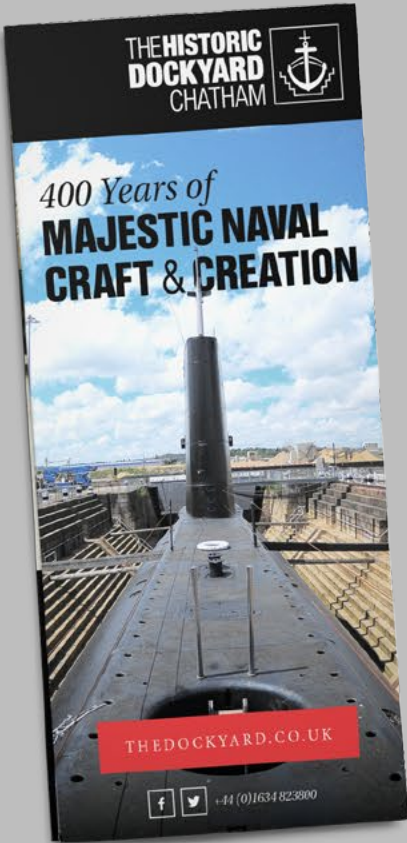




Visitor Leaflet

A range of choices of front covers from the images supplied. To freshen up the leaflet throughout the year, new front cover images could be used in new print runs to showcase the three warships, different events, people groups (families, schools etc) or could indeed be seasonal.

Leaflet opens up vertically like a notepad to the first page, revealing the two main attractions – Three Historic Warships and Command of the Oceans.



— Map TBC
Dorling Kindersley.
Overlays retained
from website style.

— Group visit promo.

— Dockyard Explorers
promo.

Front cover now upside down from opening flip.

Back page with ‘Plan Your Visit’ information.



Event promotions in the style of the calendar module.

Command of the Oceans fold-out poster that sits behind events as well as information about the new attraction and a bold image to support the campaign.



Groups Brochures

The three groups booklets for Trade & Travel, Youth Groups and International/Overseas Groups are designed in a suite of A5, saddle stitch booklets. The hero image on the front represents the demographic, as well as the colour (we've added the new Dockyard Explorer Blue for the Youth Fleet – far left).

We've used the name 'Fleet' instead of 'Ahoy'. We felt it grew the message up slightly, as well as its obvious, maritime metaphor for group.



Front cover.



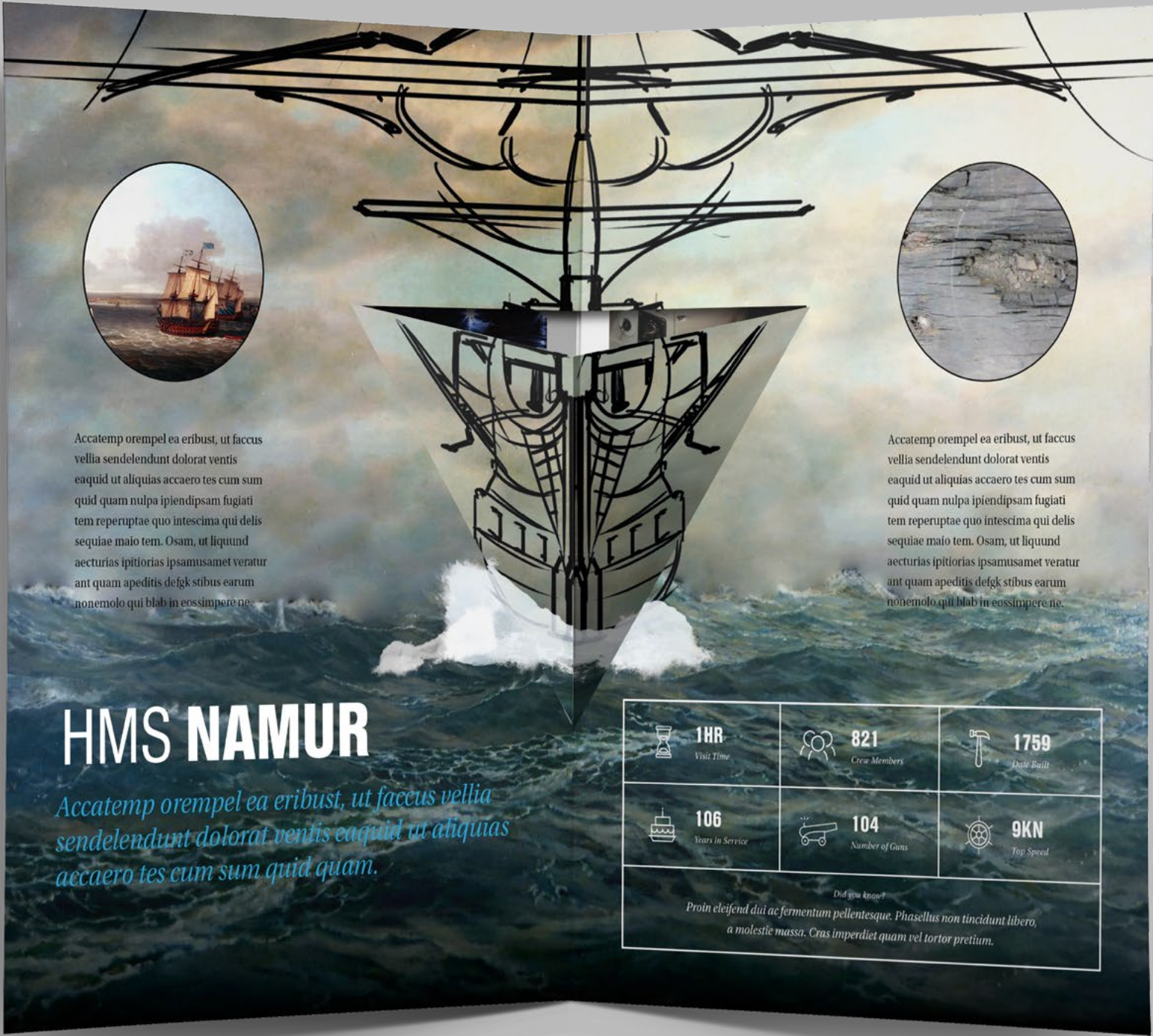
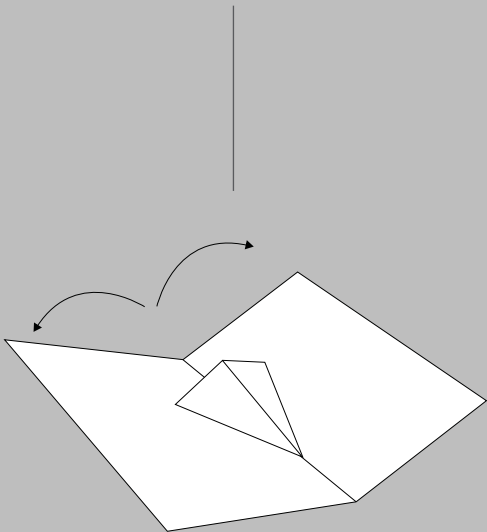
Left-of-centre spread, attractions.

Command of the Oceans centre spread.
Shows exhibition space on front cover.

Cut through due to central pop up.

HMS Namur, shown here in 'scamp' form, a pop-up created out of the bow of the ship.

As the centre page is opened the bow of the ship raises up creating a 3D front of the HMS Namur



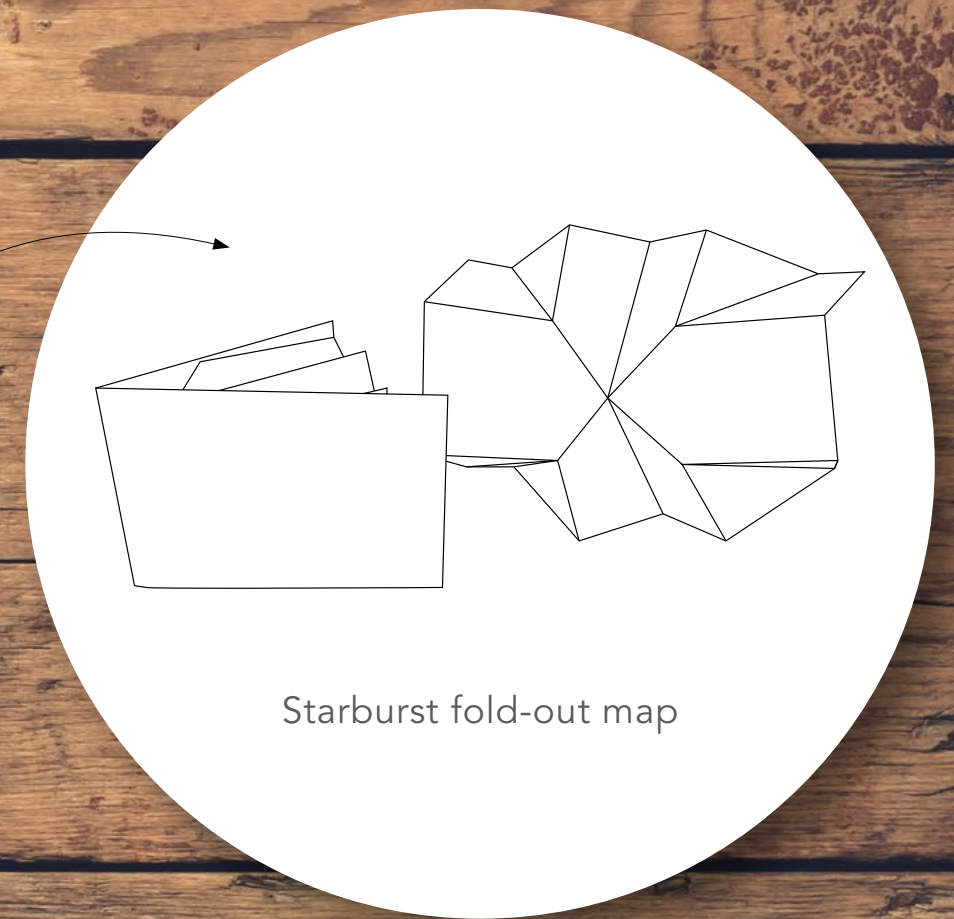
Centre spread for 'Command of the Oceans' shows info on the HMS Namur vessel as well as info on Age of Sail as a whole.

Content TBC

Booklets delivered in an old style envelope, bound with rope from the Victorian Ropery and sealed with the CHDT logo.



Booklet



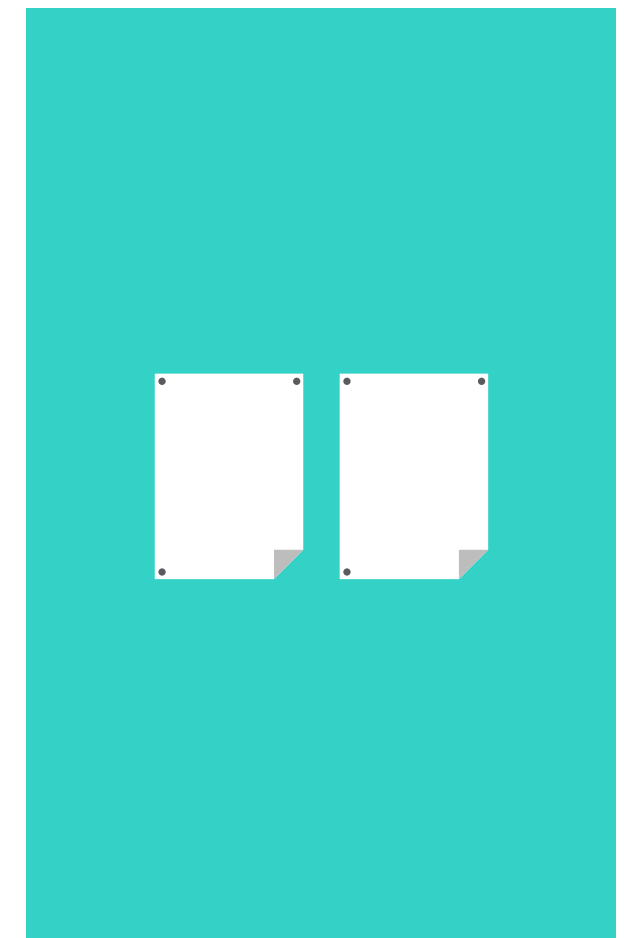
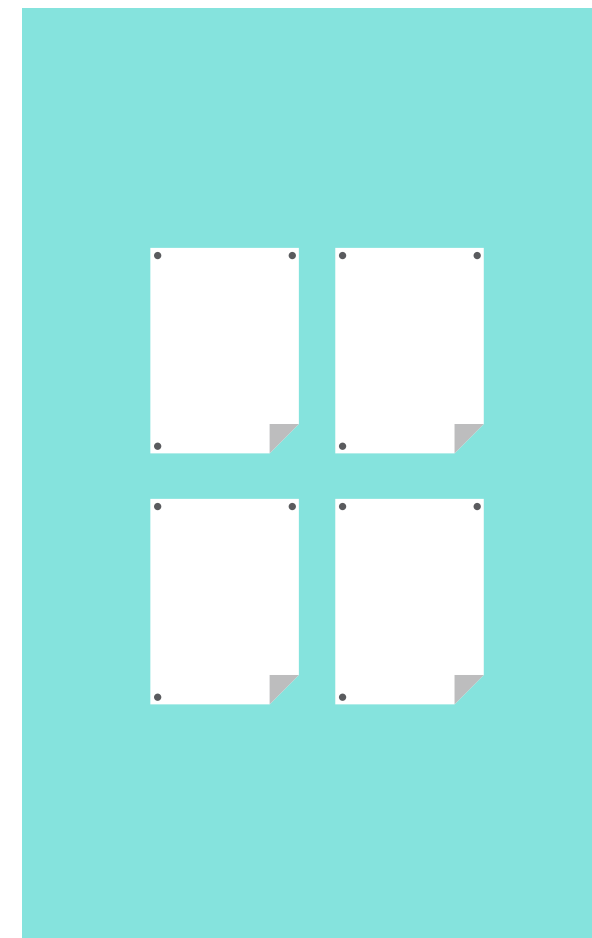
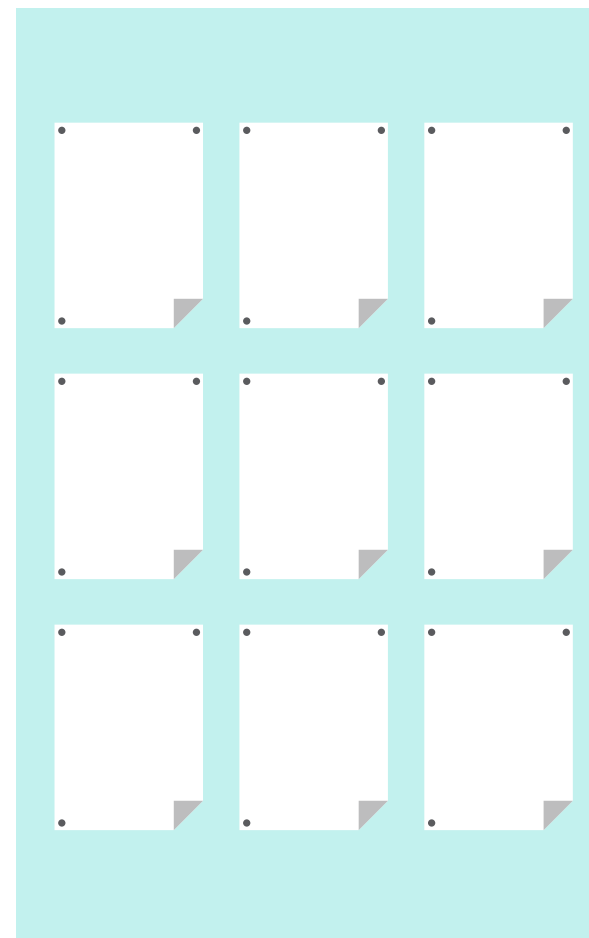
Starburst fold-out map

Visitor Map

As the map is to be created by Dorling Kindersley, we want to be sympathetic to the asset, rather than trying later to 'shoe horn' the asset into a set design. However, we have looked here at what the style of the front cover may look like and a folded technique. For the overlays of the map we'd use what we are using currently for the new website design.

Project delivery

It's important that a bespoke solution is tailored to the individual client and project and as time is not on our side, so we need to get this in place quickly, staying close an eight step process explained in the following section.



5 / 35 / 840 / 50,400

Weeks Days Hours Minutes

1

Brief

Ensuring an approved brief is in place that both client and agency are happy with is imperative. This brief is the foundation of the project, informing and educating everyone about the objectives.

2

Planning

With insights taken from the brief and supporting documents about the brand and its target demographics, it's the agency's job to understand and establish a proposition that all creative thinking and output is based upon.

3

Collaboration

With the brief and proposition in place, both client and agency will work together in a collaborative creative process using our 'Creative Walls'.

4

Buy in

With a creative territory in place (or two) the agency will arm the client to take to the internal stakeholders for buy in and approval. Only when a full approval has been given to the chosen creative should the next stage commence.

5

Exploration

With everyone on the same page, the agency would begin to explore the creative territory and push the output. The agency will investigate visual and graphic styles, typography, photography treatments and further conceptual thinking.

6

Approval

The visual look-and-feel, along with individual executions, will be established and a clear plan on delivery and production will be in place for approval ready for implementation.

7

Implementation

With final approval and a clear plan on execution, production will take place ensuring that at all stages the creative output is not compromised and is delivered on time and in budget.

8

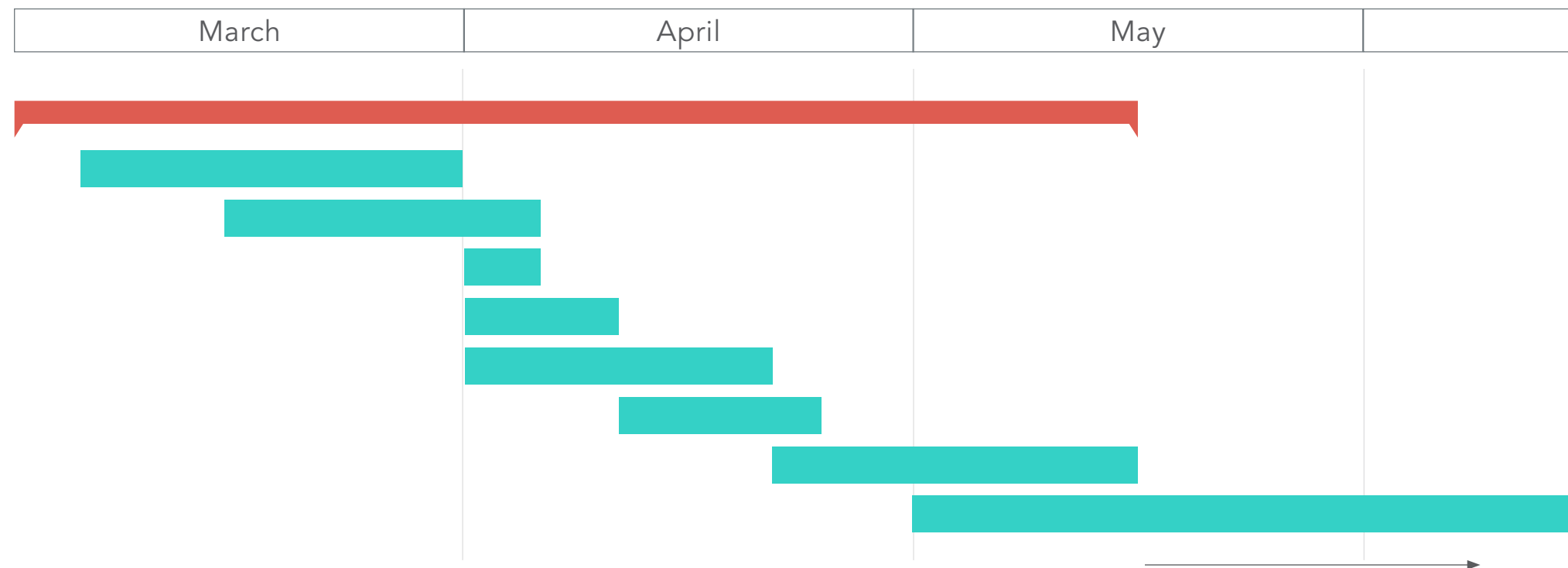
Rollout

With the creative assets ready to go and all media booked, it all comes together to roll out the creative campaign. Working within a range of media channels it's important that this step is executed precisely, working together with all parties involved.

Launch timing plan

Campaign production

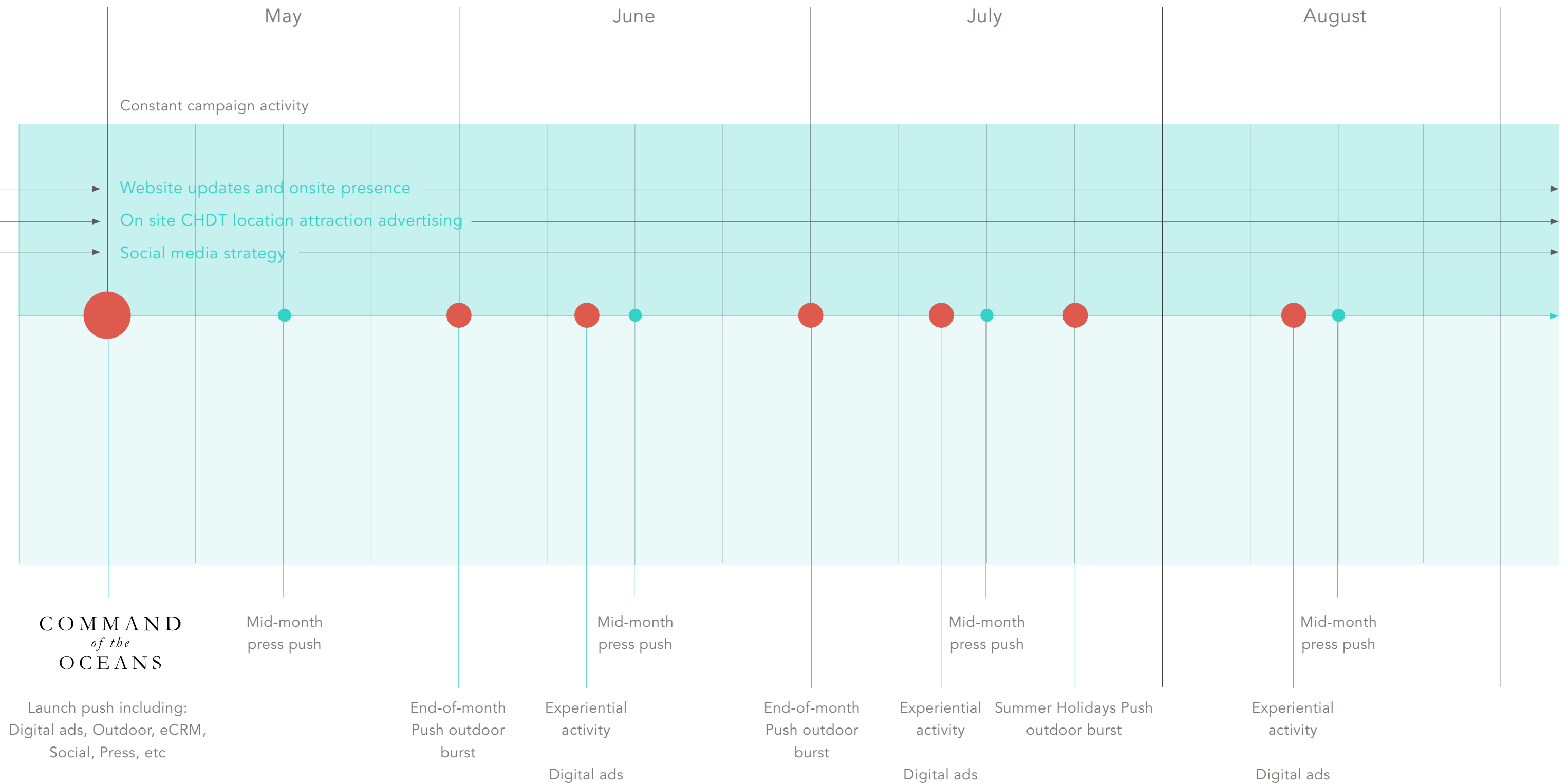
- Brief
- Planning
- Collaboration
- Buy in
- Exploration
- Approval
- Implementation
- Rollout



- Timings show windows of time and the duration of each stage of the project.
- With approval to proceed, a further detailed proceed plan showing key milestones will be produced.

Ongoing plan

The following ongoing timing plan shows a rough roadmap of what the four months post-launch may look like. The idea is that we plan out regular bursts of activity so keep the momentum going and at front of mind, so it doesn't just spike and burn out after launch.



Visitor collateral timing plan

Collateral production

- Feedback & creative development
- Copy and content collation
- Final artwork for client approvals
- Final approval of artwork
- Flight check and artwork
- Print & production
- Delivery

The Gantt chart shows the following timeline for Collateral production:

- March:** Feedback & creative development (approx. March 10 - March 20).
- April:** Copy and content collation (approx. March 20 - April 10); Final artwork for client approvals (approx. April 10 - April 15); Final approval of artwork (approx. April 15 - April 20); Flight check and artwork (approx. April 20 - April 25); Print & production (approx. April 25 - May 5); Delivery (approx. May 5 - May 10).

Thank you

Call

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Brand communication for the independently minded.

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