

LG Comms Gold Award 2011 - Council Reputation

Robin Hood

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Nottingham City Council



Nottingham
City Council

Brand power



From this.....



...to this

Which image should Notts adopt?

Robin Hood

1: Robin Hood 1116 (27%)

2: Slanty N 551 (13%)

3: Combination of both 2505 (60%)

4: A brand new image 13 (0%)

Total so far: 4185



15 September 2011
 Accessibility help
 Text only

BBC Nottingham
 You are in: Nottingham > Features > Miscellaneous > Putting the N into Notts

MISCELLANEOUS

Putting the N into Notts
 There's a brand new image to promote Nottinghamshire. But will it have the desired effect?

SEE ALSO
 Miscellaneous
 Features
 On this site
 Experience Notts

CLICK!
 of the DAY
 As heard on Radio Notts

Notts' Favourite Sunrise
 Tell us yours now

Nottinghamshire
 The new Nottinghamshire logo

A new logo for Nottinghamshire's been unveiled by the people responsible for its promotion as a tourist and business hot-spot.

Experience Nottinghamshire's 'N' will appear in different forms all over the county on tourism leaflets, road signs and local firms' literature.

You can see some images that'll be used in promoting Robin Hood county but will it have the desired effect?

Experience Nottinghamshire claim our shopping rivals London, Manchester and Leeds, that we have a history that includes a wealth of literary excellence from the romantic to the modern.

Sites near Nottingham
 Derby
 Humberside
 Leicester
 Lincolnshire
 South Yorkshire

Related BBC Sites
 England
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Start

Evening Post

Spam fritters and soggy scones
 Jamie Oliver and giving our kids the food they deserve

NO WAY!
 £120,000 logo was a rush job

MPs U-turn on Green

BBC - Nottingham - Fe...

Reputation,
Reputation,
Reputation

Gun City

Gun City

On Nottingham's front line, the killings are now out of control

Notts top cop: We can't cope

Guns, drugs and a spiralling murder rate

ASSASSINATION CITY

30 murders are still unsolved

£3m bill as he buys extra help

Drug dealers turn coal-rich city into gangland capital

'We are reeling with the murders, we are in a crisis with major crime'



Nottingham
City Council

The campaign

- Form a partnership with the Robin Hood movie and its distributors to capitalise on the film's PR and promotion for the benefit of Nottingham and the Council
- Lead a campaign to ensure that Robin Hood is brought back to life in Nottingham for the benefit of Nottingham people.



The exhibition

March – October 2011

Nottingham Castle



Nottingham City Council
proud
to present



Robin Hood, The Movie

A New Exhibition

23 March –
31 October 2010

Nottingham Castle
and Sherwood Forest

mynottingham.gov.uk/robinhood



Nottingham
City Council

Gala screening

- Held 12 May to coincide with film premiere in Cannes
- Attended by
 - city and county dignitaries
 - business leaders
 - celebrities and press
 - 100 competition winners
 - actors from the film



Use of the brand

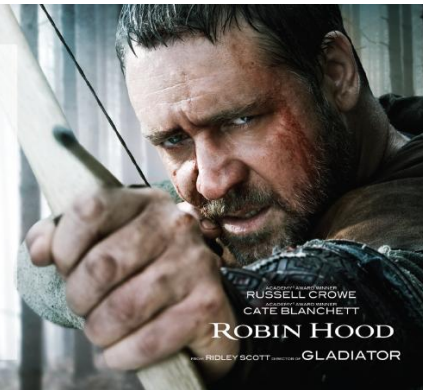
You are invited to an exclusive gala screening of

ROBIN HOOD

on Wednesday 12th May 2010 At 7.15pm
At The Cornerhouse, Burton Street, Nottingham, NG1 4DB

Pre-screening drinks and canapés reception from 6-7pm & post-screening drinks

Dress code: Dress to impress



UNIVERSAL

RUSSELL CROWE
CATE BLANCHETT
ROBIN HOOD
FROM HOLLYWOOD'S GLADIATOR

proud to present

What's On!

IN NOTTINGHAM FEB - MAY 2010

EVENTS MUSEUMS EXHIBITIONS LIVE MUSIC FILM THEATRE

Includes lots of great value things for you to do, plus listings for Broadway, Nottingham Playhouse, Rock City, Royal Centre, Trent FM Arena and more!

www.mynottingham.gov.uk/whatson



UNIVERSAL

A Universal Picture © 2010 Universal Studios

ROBIN'S BACK!
Robin Hood Month May 2010 www.mynottingham.gov.uk/robinhood
ROBIN HOOD releasing Summer 2010



Nottingham

arrow



THE RETURN OF ROBIN HOOD & HIS MERRY MEN

Robin Hood – the Movie

An exhibition of costumes, props and behind the scenes materials
Until 31 October 2010



UNIVERSAL

RUSSELL CROWE
CATE BLANCHETT
ROBIN HOOD
FROM HOLLYWOOD'S GLADIATOR

Nottingham City Council

Robin Hood Month

- Events at Nottingham Castle every weekend in May
- Broadway Cinema Robin Hood movie festival
- BBC Radio Nottingham's Robin Hood Big Night Out
- Local business offers and discounts throughout the month
- The launch of a Robin Hood Beer
- Launch of a new logo for the City



ROBIN HOOD

MEDIAEVAL JOUSTING SHOW
1-2 May

Shows at 1pm and 3pm
Nottingham Castle
mynottingham.gov.uk/robinhood

Nottingham City Council

Name My Beer

Enter at
robinhood@castlerockbrewery.co.uk
4.0% abv
Brewed exclusively for
Robin Hood Month - May 2010

CASTLE ROCK
BREWERY
PORTIFIED with flavour

The Sherwood Archer

4.0% abv
Brewed exclusively for
Robin Hood Month - May 2010

CASTLE ROCK
BREWERY
PORTIFIED with flavour

ROBIN HOOD MONTH

MAY 2010
an exciting programme
of mediaeval events
and activities for
all the family

EVENTS MAY 2010

1 & 2 May

Robin Hood Jousting Show

presented by 'Knights of Nottingham' - real life jousting! Shows at 1pm and 3pm at Nottingham Castle. Book your tickets in advance in person or over the phone at the Royal Centre (0115 989 5555) or Tourist Information Centre (08444 775 678)

8 & 23 May

Family Fun Day at Nottingham Castle

Experience the smells, sounds and music of Mediaeval England. Become a Knight! 11am-5pm

13 - 16 May

Mediaeval Market in the Old Market Square

Arts, crafts and food as well as period craft demonstrations.

15 May

Dogs of War

The mediaeval re-enactment group at Nottingham Castle

16 May

Children's Interactive Theatre

Taking children back to a mediaeval kingdom at Nottingham Castle

29 & 31 May

A Mediaeval weekend

recreating the life and times of Robin Hood at Nottingham Castle. 11am-5pm

mynottingham.gov.uk/robinhood



**Nottingham
City Council**

Evaluation

- Profile of the Sheriff of Nottingham. Over 60 interviews with:
 - Guardian
 - BBC News
 - Channel 4
 - National Geographic Channel
 - New York Times
 - NBC News – The Today Show
 - The Sun
 - ITV
 - Edge Radio – New Zealand
 - Getaway – Australian travel show
- Plus journalists from France, US, Russia, UAE, Spain, Norway, Poland.....and many more
- 429 pieces of global coverage including worldwide coverage for premiere event
- £5m of media value estimated



Event evaluation

Nottingham Castle

- Weekend visitor numbers increased by 50% in May 2010 compared to May 2009
 - Jousting Shows 1 & 2 May attracted 2000 people
 - Family Fun Days 8 & 23 May attracted 2500 people
 - Re-enactment weekend 29 – 31 May attracted 6000 people
- Exhibition attracted over 80,000 visitors from 22nd March to 31st October 2010
- 600 people claimed an offer from the Nottingham Arrow



A partnership effort

- Nottinghamshire County Council
- Experience Nottinghamshire
- Visit Britain
- East Midlands Trains
- Cornerhouse and Cineworld
- Broadway Cinema
- BBC Radio Nottingham
- And the countless local businesses who got involved in supporting the month.



Reputation?

- What would you do?
- Do you have similar tales to tell?
- What is your authority's approach to reputation of the organisation and of the place?
- What role do council communications team have to play in managing place brand or reputation?
- How do you measure reputation?
- What challenges do we face?

