

# BRIGHTON FRINGE.

## Brighton Fringe 2023 Creative Campaign Design Brief: Journey into Fringe

Date:	25/07/2022
Who we are:	Brighton Fringe is the largest open-access arts festival in England. It embraces every art form and every form of artistic expression and supports both new and established performers in trying out new work and taking risks.
<b>The product:</b>	
What is the product?	Brighton Fringe 2023 Creative Campaign: Journey into Fringe
#JourneyIntoFringe Description	<p><b>Journey   Explore   Discover   Travel   Tour   Voyage   Wander   Adventure   Experience   Immerse</b></p> <p>Journey into Fringe with England's largest arts festival, and discover a month-long adventure of theatre, comedy, cabaret, circus, music, dance, tours, exhibitions, and events.</p> <p>Brighton Fringe invites you to traverse the city and beyond, exploring its most weird and wonderful venues, from candlelit churches to art galleries in living rooms and big top circus tents. Brighton Fringe is a place to discover up-and-coming artists, experience new genres and come upon some of the most exciting live performances in the world.</p> <p>Immerse yourself in Fringe and soak up the atmosphere, there's an adventure for everyone.</p> <p><i>Journey into Fringe   May 5 – June 4 2023</i></p>

Aim(s):	To advertise our annual arts festival under the theme Journey into Fringe. The artwork must be eye-catching and raise awareness of the festival to an audience in Brighton, the country, and the world.
Target audience:	<p><i>Our audience is broad as we cater to many different audiences with our events, ranging from Children &amp; Young People, Cabaret &amp; Variety and Comedy amongst others.</i></p> <p><i>According to our post-festival survey, our key audience is 35 – 54, majority women, living in the Brighton &amp; Hove area.</i></p> <p><i>We want the artwork to create a feeling of excitement to attend Brighton Fringe 2023 and encourage people to Journey into Fringe by purchasing tickets and attending Brighton Fringe events.</i></p>
Lifetime	The campaign will run from October 2022, when we open registration, and run through until the end of the festival in June 2023.
Distribution/promotion	The campaign will be used for our print marketing (potentially our brochure cover, billboards, banners, venue boards) and online (social media, website etc.)
Campaign Usage	<p>You will be asked to create a colour palette and assets that can be used internally to create designs as required (EG social media cover photos, email headers).</p> <p>You will also be asked to create several set products including GIFs, genre icons and potentially a brochure cover design.</p>
Brand guidelines	We are open to you creating your own colour palette for the creative campaign but details on our current branding guidelines can be found here
<b>Key milestones</b>	
Colour Palette	<i>23 September 2022</i>
Character Assets & Genre Icons	<i>23 September 2022</i>
Deadline for GIFS	<i>Registration Open: 23 September 2022</i>

	<p><i>First Release Tickets on Sale: 25 November 2022</i></p> <p><i>Final Release Tickets on Sale: 13 January 2023</i></p>
Deadline for 2023 Logo:	<i>23 September 2022</i>
Deadline for printed product (if applicable)	<i>13 January 2023</i>
Next steps	<i>To be considered for this project, please submit your portfolio to: <a href="mailto:FAO.Rhiannon.Lingwood@brightonfringe.org">FAO Rhiannon Lingwood marketing@brightonfringe.org</a> by 8 August 2022. A shortlist of portfolios will then be asked to work up a small piece centred on the Journey into Fringe theme for £100 each. A final portfolio will then be commissioned to complete the Creative Campaign for £1000.</i>
Budget	<p><i>Shortlisted portfolio additional work: £100</i></p> <p><i>Creative Campaign budget: £1000</i></p>