



Creativity in Marketing
A book of bright ideas

A&B

Arts & Business *working together*

A&B is the world's most successful and widespread creative network. We help business people support the arts and the arts inspire business people, because good business and great art enrich society.

Our dual mission is to enable business and its people to be more successful by engaging with the arts, and to increase resources for the arts from business and its people.

We are grateful to Unilever for sponsoring this book of ideas and case studies and its companions *Creativity in Human Resources* and *Creativity in Corporate Social Responsibility*.



Business and the arts enjoy
a chicken-and-egg relationship.
Which comes first? Neither.
They're interdependent.

A&B's job is to strengthen that
relationship and enhance the
mutual benefits it delivers.

Businesses in the UK are particularly well placed to benefit from working with the arts. This country is a recognised world leader in the creative, performing and visual arts. A diversity of arts activities at local, regional, national and international level engage millions of people from all walks of life. We have many globally recognised arts brands, from Tate to the Hallé Orchestra, the Edinburgh International Festival to the RSC.

We have a wealth of world class artists and arts organisations with extensive experience of contributing to companies' business performance, reputation and social impact. Nowhere is this more so than in the fields of marketing and communication. Arts sponsorship is a long-established part of many companies' image management and corporate hospitality programmes. A growing number of companies have gone further. They've met business objectives in brand development, sales, corporate communications and cause-related marketing projects with arts organisations and social responsibility

programmes involving employees and local communities.

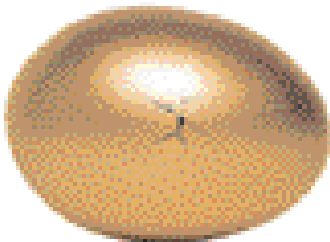
There are deeper benefits, too: the arts and culture embody values that enrich every company that engages with them – whatever its size or business sector.

This book of case studies shows how some companies are harnessing the power of the arts to add value to their businesses by:

- increasing brand loyalty
- creating awareness and visibility
- stimulating sales
- creating opportunities to display or showcase products
- communicating commitment to social responsibility
- entertaining clients and prospects.

I hope you enjoy it.

Colin Tweedy
Chief Executive, Arts & Business





Creativity in Marketing

“We have seen the benefits at both a corporate and a product brand level of innovative partnerships with the arts. With careful management, these partnerships can add a new dimension to an established brand or make a bold statement about what a company stands for.”

Gavin Neath
Chairman, Unilever UK

Creativity in Marketing

Adding emotional energy to brands

How can the arts add value to marketing, branding and corporate communications?

Improve reputation, develop influence

The arts can provide opportunities, often high-profile, to:

- sponsor imaginative and innovative projects that associate these qualities with your brand values
- generate eye-catching stories for the media and good copy for advertising
- sponsor a unique event that would not otherwise have happened
- involve key clients and decision makers through high quality corporate entertainment – attracting higher levels of attendance and celebrity involvement than sport
- engage staff and enlist them as ambassadors for their employer.

Raise profile, build brand recognition

The arts have unique emotional power. Association with major artists and arts institutions offers huge scope for brand renovation and positioning, potentially on an international scale. The sheer breadth and diversity of projects available for sponsorship means that there are opportunities to suit all kinds of companies – bringing known brands to new markets and giving unknown brands higher visibility.

Encourage loyalty, increase sales

More Britons go to the theatre than watch football, and 87% are arts consumers. High attendance levels, and a majority view that the arts are a worthy cause, mean that partnering with arts organisations can help you reach a significant proportion of the population and build lasting relationships with them. These factors are driving growth in corporate social marketing strategies aimed at building and maintaining markets while being seen to make a positive social contribution.

Showcase commitment to corporate social responsibility

Companies' ethical reputations have an increasing influence on consumer behaviour. Strong public support for the arts as a valuable part of national life makes them an ideal partner in CSR programmes. Their high media profile makes them ideal for demonstrating social responsibility to both customers and key opinion formers.



Look what other people have done...

Neil Rhind, Sales & Marketing Director,
LEGO Educational Division

“The LEGO® Lab gives us a brilliant way of showcasing our educational products – and demonstrating that learning with LEGO’s education assortment is creative and fun.”

Client
LEGO Educational Division
Arts partner
Thinktank
Challenge
To raise awareness of the LEGO brand in education

Benefits delivered

- Shows schools and children the educational value of LEGO products
- Linked events increase brand exposure for both Thinktank and the LEGO Company
- Stimulating, hands-on learning environment that attracts many schools in a major population centre

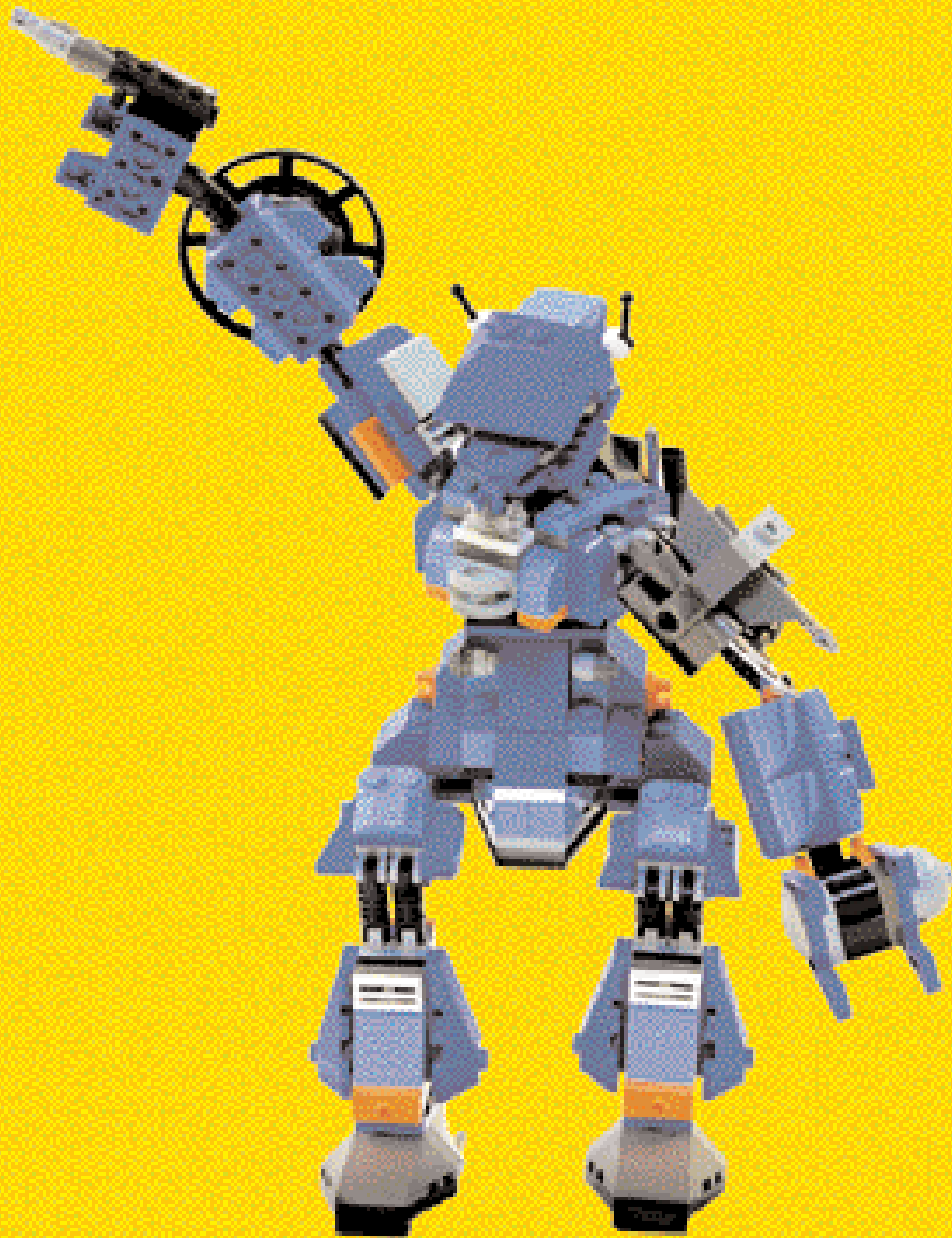
Thinktank is an interactive museum and science showcase in Birmingham, designed to help children understand how science and technology change the way we live. Since 2002 it has been home to the LEGO Lab, an interactive learning workshop that attracts thousands of teachers, children and families each year. A hands-on showcase for LEGO’s innovative educational products, including computer-controlled robotics, the Lab is the product of an ongoing partnership between LEGO Educational Division and Thinktank, supported by an Arts & Business New Partners investment.

For the LEGO Company, with a high profile in the toy market, the LEGO Lab is a way of raising awareness of the brand in the education sector. It provides a friendly, non-threatening place to learn – as appealing to girls as it is to boys – in which children can explore science and technology through play. It has been particularly popular with Birmingham’s many inner city schools, giving them a stimulating environment away from the schoolroom.

Birmingham has proved the ideal location. It is a central and easily accessible city outside the south east (where the LEGO Company already has a high profile thanks to LEGOLAND). It is also a major industrial centre, reinforcing LEGO’s relationship with science and technology, and enabling dialogue with relevant local businesses.

The LEGO Lab has been the venue for high-profile events, including the finals of the FIRST LEGO League, an international tournament that encourages team-building, problem solving and creativity in 9-14 year olds. Through initiatives such as the LEGO Lab, LEGO is playing a part in giving children practical and exciting ways to learn about science and technology.

The LEGO Lab has certainly been good for business: sales of LEGO educational products to schools in the Midlands have increased. And it’s no wonder. For anyone visiting Thinktank, the message is loud and clear: LEGO isn’t just a toy brand, it is educational – and it makes learning fun.



Gavin Neath, Chairman, Unilever UK

“The Unilever Series has fulfilled all our ambitions. To a high-level audience we’ve successfully reaffirmed the link between the Unilever brand and the creativity that is key to meeting consumer needs and growing the business.”

Client
Unilever
Arts partner
Tate Modern
Challenge

To reinforce Unilever's creativity to an audience of key opinion formers

Benefits delivered

- Unilever widely identified as innovative and creative
- Increased employee pride in the company
- Tate Modern able to commission bold new installation with a high international profile
- Winner of Arts & Business Champion of the Year Award

It is often said that the weather is a British obsession. *The Weather Project*, Olafur Eliasson's installation at Tate Modern in London, certainly was. Spectacular both visually and emotionally, it drew over two million visitors in six months. At one end of the gallery's vast Turbine Hall, a giant semi-circular form made up of hundreds of mono-frequency lamps was reflected in an overhead mirror the length of the hall, creating a giant sun and turning the Turbine Hall into a vast duotone landscape. Meanwhile, a fine mist hung in the air, accumulating into faint, cloud-like formations.

The Weather Project was the fourth work in The Unilever Series – the result of a £1.25m sponsorship from Unilever to fund five years of newly commissioned art works. Creativity and innovation are linchpins of Unilever's strategy – qualities shared by the installations in The Unilever Series. For the company, which pledged its commitment even before the gallery opened in 2000, the sponsorship is a way of associating its corporate brand and business strategy with these values – and communicating them to a high-level audience, including government, NGOs and the media.

The Unilever Series has been a big success – and Unilever has committed a further £1m to extend its sponsorship until 2008. Research shows that three-quarters of the key opinion formers targeted by Unilever now associate the company with supporting the arts – and that people are significantly more likely to describe Unilever as innovative, creative and community spirited. Unilever employees agree: according to research, they say the sponsorship strengthens the company's association with creativity – and reinforces their pride in working for Unilever.

Unilever has organised well-attended hospitality events at Tate Modern for its target audiences, as well as a number of special arts-based events for Unilever employees. Meanwhile, all visitors to the gallery get to witness some highly ambitious works of modern art for free. And, for Tate Modern, the long-term commitment of Unilever provides a solid foundation for the risk-taking that is essential to powerful, new work – thereby attracting worldwide recognition for the gallery and its sponsor.



Peter Robertshaw, Marketing Director, SAP (UK)

“Our collaboration has broadened and deepened to encompass areas we never imagined when we set out. And we’re still only at the beginning of what we can achieve.”

Client
SAP (UK)
Arts partner
Donmar Warehouse

Challenge
To differentiate SAP from its competitors in the marketplace

Benefits delivered

- High-profile sponsorship deal with an innovative, high-quality theatre
- Major opportunities for client entertainment
- Commitment to social responsibility highlighted through education outreach programmes
- Arts-based training opportunities for SAP staff

Nicole Kidman’s appearance at the Donmar Warehouse in 1998 was famously described by one critic as ‘pure theatrical Viagra’. The theatre has had a high profile ever since, attracting audiences with its innovative programme and big-name casts. That’s what made it the ideal partner for SAP (UK), the world’s leading provider of business software solutions. SAP began a three-year principal sponsorship deal with the theatre in November 2001 – a partnership that extends the sponsorship by involving customers, business partners and employees.

SAP regularly uses the Donmar for entertaining hard-to-reach top executives from blue-chip clients, seeing it as a unique way of building closer relationships – and one that is highly popular with the clients themselves, who have called it an ‘inspired’ sponsorship.

An investment from Arts & Business New Partners has enabled the Donmar and SAP to develop a number of innovative audience development initiatives.

These include a Student Rep scheme, which recruited university audiences through viral marketing – recognised by Arts Council England as best practice for a scheme of its kind. Meanwhile, the Donmar’s ongoing education outreach programmes have given SAP a visible way of investing in the local community: secondary school pupils in the Feltham area, where SAP is based, enjoy reduced price tickets, workshops and Q&A sessions with the Donmar’s creative team.

SAP employees have also received arts-based training from the Donmar, including a writing workshop designed to help the SAP (UK) management team deliver business messages in innovative ways.

The partnership has been so successful that SAP has decided on an encore, extending its sponsorship of the theatre until 2007. Michael Grandage, the Donmar’s Artistic Director, says: “We are particularly delighted that SAP has found its sponsorship to be the answer to many of its business needs – and we look forward to our continued collaboration in seasons to come.”

Hilary Walkman, Marketing Manager,
Sponsorship and PR, SWEB Energy

“Our sponsorship of Dreamwalk was an excellent opportunity to extend our new brand identity to customers in rural areas of the south west.”

Client
SWEB Energy
Arts partner
Lightquest South West
Challenge
To raise awareness of the new
SWEB Energy brand more widely

Benefits delivered

- New brand identity extended into rural areas of the south west
- Extensive regional and national exposure from TV and radio reaching millions
- Visible support for one of the largest community events in the south west
- Opportunities for employees to collaborate on the project

Getting your new brand seen is easy in towns and cities – but how do you raise awareness in rural areas? For SWEB Energy, which covers large swathes of countryside in the south west, the challenge was a particularly urgent one. The answer turned out to be a walk in the dark – perhaps a surprising way for an electricity company to boost brand visibility, but extremely successful nevertheless.

SWEB Energy was lead sponsor of Dreamwalk, a spectacular, illuminated night-time walk through the grounds of the Castle Hill Estate near Barnstaple in Devon. For two nights, 100,000 flaming torches and lanterns guided almost 20,000 people along marked trails. Hundreds of performers, a spectacular light and water finale and the dramatically lit Devon scenery made it an experience to remember.

Presented by Lightquest South West – specialist lighting designers and environmental artists – Dreamwalk was one of the most ambitious charity events ever in the region, raising around £50,000 for the North Devon Hospice.

A New Partners investment from Arts & Business enabled SWEB Energy to take a creative approach to its branding on the night including a dramatic illuminated hill figure and projection of its brand onto a 150ft water ‘screen’ as part of the event’s finale. Extensive media coverage meant the company achieved exposure far beyond the thousands of people who attended the event itself.

Richard Reed, Marketing Director, Innocent Drinks
“Associating Innocent Drinks with Fruitstock, a free festival that welcomes all, makes it even easier for people to perceive our brand as accessible and nice.”

Client
Innocent Drinks
Arts partner
Fruitstock
Challenge

To make Fruitstock 2004 even better than its predecessor – and extend the benefits year-round

Benefits delivered

- Wider exposure for the Innocent Drinks brand and increased sales
- Hugely successful, outdoor summer music event
- Stronger ties between colleagues thanks to a weekly music club
- Year-round commitment to the community via music workshops in local schools

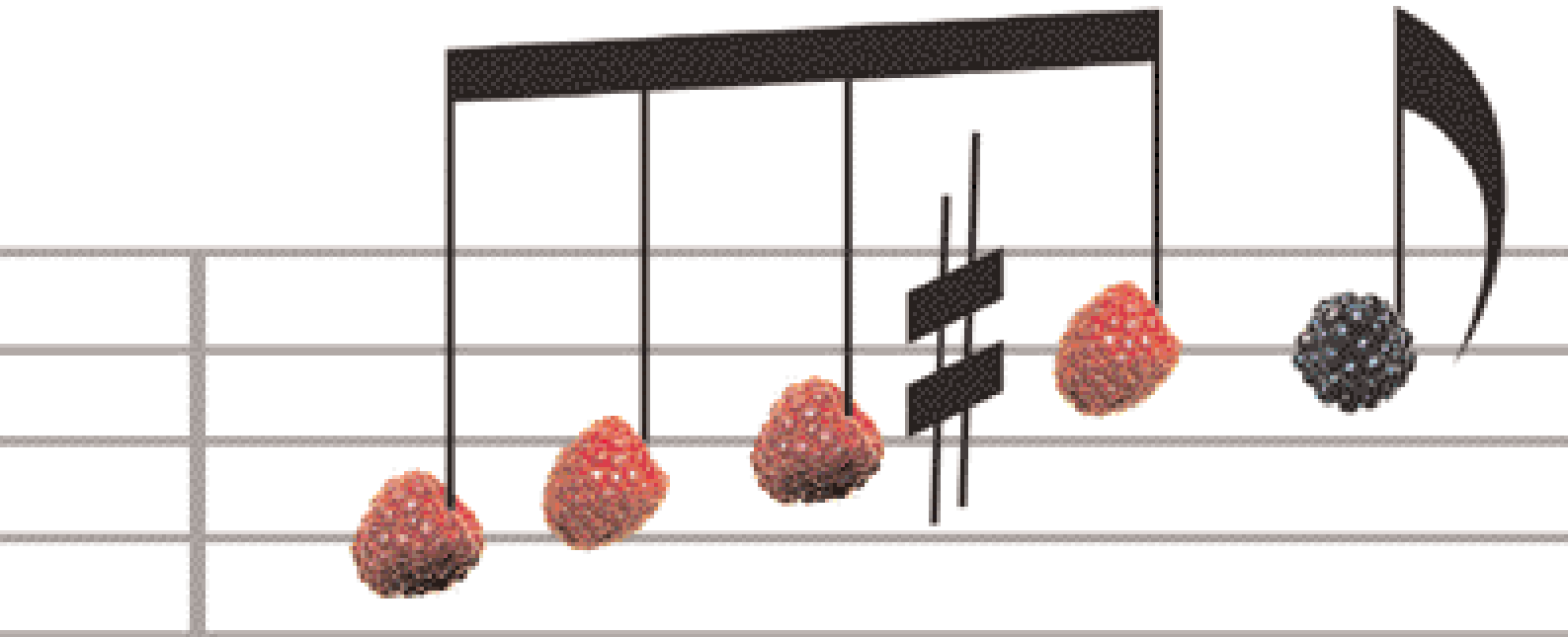
You’ve staged a hugely successful summer music festival. Around 38,000 people have enjoyed a weekend of great jazz, quality food and your own brand drinks in Regent’s Park in London. It’s been great – and you know you can do even better next year.

That’s how the guys at Innocent Drinks felt after the first ever Fruitstock festival in 2003. They knew they couldn’t guarantee the same record temperatures the following year, but with an investment from Arts & Business New Partners they were determined to make Fruitstock 2004 even bigger and better.

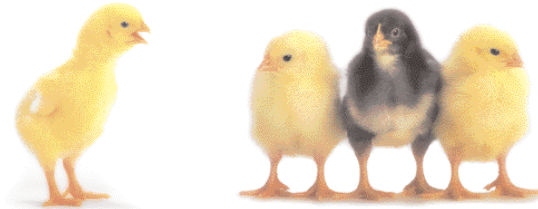
In the event, the weather turned out nice again and Fruitstock 2004 attracted 81,000 visitors, taking jazz to an even broader cross-section of people and raising “buckets full” of money for the festival’s charity, CHICKS (Country Holidays for Inner City Kids).

Innocent has also been able to use Fruitstock as a springboard for a weekly office music club leading up to the festival for its employees and a series of drum and dance workshops with local schools.

The first ever Innocent smoothies were sold at London musical festival Jazz on the Green in 1998 – and the company’s quirkiness, customer focus and love of jazz have been hallmarks ever since. So, for Innocent, Fruitstock isn’t just an opportunity to meet and entertain the people who buy its drinks – it is a celebration and reiteration of the values that have shaped the company since it started out.



Some more people who are pretty chirpy about their experiences...



“Culture is at the heart of the Selfridges brand. Collaborating with artists ensures our brand remains at the forefront of innovative retailing, creating an inspiring and exciting environment for our customers. Our most recent cultural event, Brasil 40°, was an explosion of Brazilian culture celebrating the most accomplished musicians, dancers, film-makers, designers, artists and photographers. Not only are these cultural events commercially successful – supporting the growth of the business – they also deliver great PR and ensure the originality and energy of the brand.”

Bev Churchill
Marketing Director
Selfridges

“Arts sponsorship is a very effective way of making your money work. A correctly targeted sponsorship allows you to really connect with your customers on an emotional level, which just isn’t possible with advertising. It is a win-win situation for both arts and business, and it is good for the community.”

Sarah Mackie
Director of Sponsorship
Bank of Scotland

“To improve our business we had to go back to the drawing board and think about the things that were driving behaviours and results. What we discovered is really what we already knew – these were the attitudes, heritage, beliefs and experiences of our customers and our people. These are the very qualities that the arts are best at bringing to business.”

John Roberts
Chief Executive
United Utilities

“We are very focused on our organisational culture and corporate values and like many businesses work hard to communicate these with our customers. The arts are one way we can communicate these and they form an important part of our marketing strategy.”

Brian Hadfield
Managing Director
Unisys

What comes next?

If you're hatching a bright idea or just want to find out more, please contact me or one of my team.

*Colin Tweedy, Chief Executive,
Arts & Business*

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Since we began in 1976 we've built a network of 20 offices across the UK. We're now in regular contact with over 21,000 businesses and over 6,000 arts organisations. In the past three years we've helped to convert annual government funding of just under £6m into over £100m worth of support for the arts each year.

Helping businesses succeed

Research shows that involvement with the arts increases motivation, builds teamwork and inspires people – factors that business leaders identify as key profit drivers.

Our business members benefit from our research and information, specialist advice, placements and networking events.

We help them to:

- develop individuals and teams
- build brand awareness and reputation
- meet social responsibility and sustainability objectives
- devise innovative projects to meet strategic goals – developing leadership, encouraging creativity, managing change or enabling new ways of working.

Our New Partners programme gives practical and financial support to new partnerships between businesses and the arts. On average, it adds £1 to every £2.50 contributed by participating businesses.

Helping the arts mind their own business

Our Mentoring programme, Skills Bank and Board Bank help arts organisations improve their commercial performance. We've placed thousands of business people to help arts organisations – and they've brought new learning and creative techniques back to their own work. It's a true symbiosis.

We've created the largest UK network of professionals raising money for the arts, with 1,000 members, and each year we deliver nearly 200 specialist training courses and seminars and around 1,300 free one-to-one advice sessions.

Inspiring the next generation

We created the Prince of Wales Arts & Kids Foundation at the request of HRH The Prince of Wales. In its first two years, it's worked with businesses and arts organisations to bring arts experiences to hundreds of thousands of children.

International influence

As the most experienced organisation in our field, we deliver training and consultancy in 32 countries and advice and good practice models in 20 more.

This brochure is available in other formats.
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