



AFROFUSION 2023



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Our Story



Background of the festival



The Nottinghill carnival was founded in the 1960s by recent Afro-Caribbean and African settlers as a response to the anti-blackness that swarmed the UK and affected parts of Notting hill. The festival was created and enjoys the rich cultural heritage of Caribbean black people through music, food, dance and art.

The carnival synonymous with dancers in bright coloured feathers and other extravagant accessories introduced this symbol in the 1970s to signify happiness and joy to combat the perception of it being a violent or political protest as such people were to wear their traditional outfits, sing, dance and eat.

Although created by the Caribbean to celebrate their culture, our brand has now expanded to include black people of different backgrounds (Afro-Asians, Afro-Arab, Afro-Latinos, and Afro-Europeans etc.) This festival over sixty years after its debut has now amassed over 2 million attendees per year and has become not just the symbol of Black Britons in the UK but also has become a phenomenon in the world of Art and history as it has become the second most attended carnival or festival in the world.



<https://nhcarnival.org/>

Mission of NHC



Our Mission: To build on Notting Hill Carnival's continuing successes, and to produce a safe and spectacular event. As official organizers we undertake to:

- Honour, Protect and Promote the heritage of Carnival.
- Promote the Carnival Art Forms, facilitating and disseminating the delight and inspiration that Notting Hill Carnival provides.
- Deliver an event of immense value both culturally and economically.
- Protect and increase audience reach and engagement.
- Implement practical and lasting measures to improve on the performers' and public's experience
- Create robust and accountable internal organisation and infrastructure.
- Effectively work with the local community, strategic partners, stakeholders, relevant agencies and bodies.
- Protect and increase audience reach and engagement.
- Implement practical and lasting measures to improve on the performers' and public's experience.

Culled from NHC Official website

TARGET AUDIENCE



The UK is home to a diverse ethnicity of people with population according to Statista with black people accounting for 3% of the population.

These numbers have drastically increased as countries like Nigeria, Jamaica, Ghana and South Africa have seen over a 70% increase in immigrants arriving in the UK between 2021 to 2022 due to the relaxed immigration policies.

Black people or people with mixed black heritage are the key target audience for this campaign.
The festival also welcomes people of other races or ethnicities and nationalities who are followers of arts and culture.

Notting Hill
2022

<https://nhcarnival.org/>



NEW DIRECTION FOR

**NOTTING HILL
CARNIVAL®**

Whilst we are proud of the yearly success we have had, we have decided to now bring more attention to the other parts of the culture- food.

Music and dance have since become the face of the brand, we realize that it is our responsibility to shine the light on this important part of the culture.

This new focus births the need to partner with companies in the food industry that have invested in and supported our target audience.



Nestlé X

**NOTTING HILL
CARNIVAL®**

Nestle is the biggest food production company with factories in over 79 countries and operations in 186 countries, making it a worldwide brand. It has undeniably become the market leader in countries, especially in African and Caribbean communities.

Your brand through its purpose of 'Unlocking the power of food to enhance the quality of life for everyone, today and for generations to come' have distinguished itself not just for its varieties of products and support of sporting events but also for its commitment to minority market and consumers. Nestle had demonstrated this through its educational scholarships among countries in Sub-Saharan Africa and the Caribbean and the IAAF kids' sports competition. Nestle's products especially its Maggi seasoning cube, Nescafe coffee and bottled water have become a cultural symbol and tradition of ethnic households around the world.

The joint affinity for youth's minority youth and the commitment to sports and culture provides the opportunity for collaboration. NHC is therefore requesting sponsorship for the 2023 Nottinghill carnival. In a similar fashion to your commitment to

Campaign Objectives



Efficiently coordinate, support and facilitate the multiple events that makeup Notting Hill Carnival.



To increase attendance of the festival by 10% in 2023



To increase the awareness of Afro caribbean and African cuisines



To maintain the carnival's image as Europe's biggest carnival

STRATEGY



Given the goal, objectives and our new focus outlined above, we have decided to create an event titled - 'Afrofusion at Nottinghill 2023' or 'Afrofusion 2023' with the tagline 'taste the culture.'

This event will be held next year tentatively on the 26th to the 28th of August, 2023 during the Nottinghill carnival at Nottinghill. Blunt (2019) recommends friendly competitions as a way to boost in person as he describes it as the most effective way to live a lasting impression and engage the audience.

This event will be a two-part event featuring celebrity appearances by some influencers of Afro-British heritage who will host the event and participate in a cooking competition.

Our choice of celebrity appearances is Nella Rose, Filly and members of the Beta squad. This group of people have averaged over 100 million views in total and at least 1 million followers on Instagram. They are also a multinational group with members from countries like Nigeria, Colombia, Somalia, Congo and Jamaica.

The task will be to make meals native to their home country with ingredients provided by your brand which will then be judged and the winner will be decided. Attendees will then have the opportunity to participate in this task for a price with the winner chosen by the celebrity guests.

Secondly, Festivals are often busy and prone to stress, the second part of the strategy is creating tents/ placed strategically stalls close to the Afro-fusion venue. The tents will have photo booths and charging stations, music and water stands. These tents will be an opportunity for people to immerse themselves in the culture whilst relaxing and also interacting with each other.

We also recommend discount vouchers for nestle products should be given to attendees to encourage sales. This also makes its easier to measure the impact the event had.

MEDIA AND PUBLICITY STRATEGY

01

CELEBRITY
APPEARANCES

02

AGGRESIVE
SOCIAL MEDIA
CAMPAIGNS

03

LIVE STREAMING
EVENTS

MEDIA AND STRATEGY



The media strategy for the Afrofusion event will mainly be executed using social media as the main focus. This decision is supported by the data derived from our previous events. We have been able to ascertain that the vast majority of the attendees are usually around the ages of 17-35. As they account for the large population of social media users of about 89%, In addition to this, The NHC over the years has been covered by newspapers and media houses including the BBC, guardian, daily mail etc.

All of this makes social media the perfect tool for advertising and pr for this campaign. The official hashtag would be unveiled as #afrofusion2022

We would use a combination of paid social media ads, influencer marketing and a pre-festival contest.

The pre-festival content as recommended by Blunt (2022) is perhaps the most effective way to familiarize and create the buzz for an event. Of recent, there has been a friendly social media rivalry between Africans and black from other continents as to who contributed the most to Afro cuisine, In this spirit, we will run a pre-festival contest around that. Using the #Afrofusion2022 and #Ithinkof.... (name of country), they would plead their case. This could be either using videos, reels or pictures. We would encourage all the attendees to also Livestream the events in real-time.

Secondly, the celebrity influencers as mentioned before will leverage their platform by making posts on Instagram, Twitter and TikTok. Our media team will help create content for them and they will make announcements about the event and how they will participate.

Paid Social media ads will also be used. We will selectively run paid ads on 'black Twitter and Instagram'. Brock (2019) describes black Twitter and Instagram as an internet community of African American and African British communities where they interact with each other by posting memes and discussing topics of interest to the community. We will work with shade room borough, Hollywood unlocked, and other accounts with the target audience as the main demography.

Although most attendees use social media, some people do not use social media or belong to the older generation; based on our statistics, anywhere above 35. Traditional media platforms will be used- Radio jingles, Newspapers, Billboards and posters. Branded souvenirs and branded decorations will be used.

CRISIS MANAGEMENT



SECURITY

In continuation of our longstanding tradition, with the police force, more policemen will be employed as well as metal detectors.



STAMPEDE PREVENTION TEAM

Due to recent stampede events, major sporting and cultural events, are making necessary changes to protect the lives of the attendees and members. our team is dedicated to preventing this by ensuring training staff members and volunteers on stampedes and how to handle them as they occur



FIRE PREVENTION

Some key facilities and types of equipment that are required for the event could potentially be dangerous if used incorrectly. Grease, gas stove, electrical appliances etc all pose serious risks and as a result, staff members and volunteers will be trained on fire protocols and the evacuation process. We suggest a short instructions/ guidelines advising attendees on safety measures are sent to the emails of attendees following the purchase of tickets

Evaluation

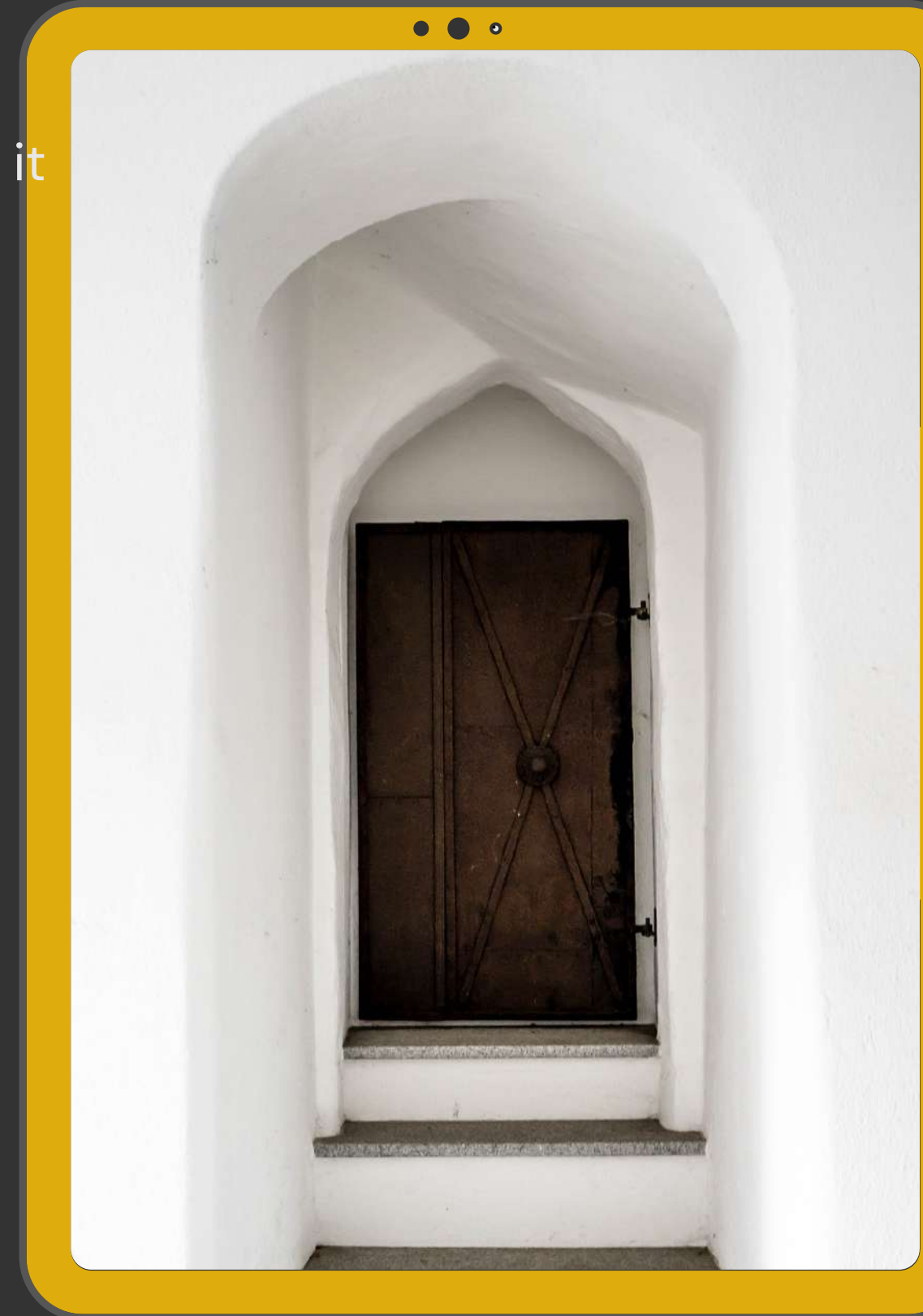


Short term result

To achieve a successful campaign, especially digital media and social media campaigns, it is paramount to constantly monitor it.

Our short-term goal is to create more awareness for the event and increase traffic and generate buzz. We would be evaluating the success or failure of our campaign for the short-term goal by

1. Generally, analyzing the website traffic and social media interactions of paid posts and influencers
2. Monitoring the use of the #Afrofusion2023 to monitor the success of the competition
3. Short pop-up questionnaires will be sent across all platforms for the viewers to answer a series of questions as to how they were informed about the event influencers
4. Questionnaires will be administered to attendees and media content consumers to measure their satisfaction with the event.





Evaluation

Long term result

Whilst our long-term goal is to increase sales, popularize African and Afro-Caribbean cuisines and finally ensure satisfaction.

This will be measured by:



- 1.Attendance: An stated in the objective, one of our objectives is the increase attendance by 10% by next year. To evaluate the achievement of this goal, we would analyse the number of ticket sales, and attendance of individual events such as the concert, the afro-fusion event, etc.
- 2.Another objective was to popularize foods from African and Afro-Caribbean heritage. To measure this, we would compare google searches, and social media mentions about African and Afro-Caribbean cuisines before we embark on the campaign, during the campaign and after the completion of the campaign.
- 3.Whilst there is no guaranteed way to ascertain if any sale increase after the carnival may be directly linked to the campaign, however, the discount code that will be shared with attendees to unlock some discount for the product could be indicative of attendees directly purchasing the product.
- 4.Social Media: we would consider the post social media buzz, increase in followers, youtube reviews and media coverage from the event.



SPONSORSHIP BENEFITS

Increase in
purchase of
brand
products

Achieve
Target
Sales

Build
relationship
with other
carnival stake
holders

A chance to
show case
brand
extension to
carnival
attendees

Gain Valuable
Insights on
customer
experience

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PORTFOLIO GALLERY













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