

KEY BRAND VALUE

LIF believes Ireland's stories, told creatively across forms, develops social capital that helps to unite communities. As an organisation we can be relied upon to promote inclusivity, recognise difference and provide access to unique, ambitious and challenging work that celebrates Irish culture and creates enjoyable, thought provoking experiences.

ATTRACT

LIF's imaginative and inclusive programme, blends high and popular culture to create an immersive festival atmosphere. We are trusted to provide high quality artistic content, promotional material and events. This reliability attracts artists, partners and audiences to us and provides us with rich content to reach new audiences and encourage revisits. Our effective campaigns deliver more than promotion, they encourage word of mouth support, tell interesting stories and expand our reach beyond the festival, the city and the island

At our core, *LIF* celebrates Liverpool's Irish heritage and **creative future by sharing Irish culture in Liverpool and telling stories worldwide. We offer a warm Liverpool invitation to participate in high quality & unique expressions of our Liverpool Irish identity, providing a positive contribution to the arts and to the cultural fabric of our city, at home & abroad**

IMPACT

By creating a repeat visit, annual event, *LIF* will generate appreciable impacts within communities by improving individual and collective identity confidence; securing deeper, richer partnerships and engaging more people in interactive (rather than passive) activities. We will maintain and develop our national cultural calendar position; encourage tourism to Liverpool and demonstrate the social capital we generate in our annual review. *LIF's* work will actively contribute to city successes and arts sector achievements.

LIF provides access to Irish culture in all its forms via participation, creative ingenuity & value for money. We are accessible, fun and offer high quality in all we do – from the niche to the popular. We take our roles (commissioner, platform for diverse expression and collaborator) seriously, believing the whole is greater than the parts. Our artists and audiences will engage in artful and cultural storytelling, via traditional and contemporary creative practices, whose content reflects Ireland's history and engage people in its future

KEY BRAND PROMISE/PITCH

BRAND ESSENCE

ENGAGE

LIF will work closely with Irish community organisations, city partners, venues and communities to generate and promote work from Liverpool and from the island of Ireland, providing rich content and legacies for audiences, artists and venues alike and securing long term relationships. We seek to reflect and engage diversity within the city, from the diaspora and beyond. We will create interesting opportunities and open forums, sharing them using creative PR strategies and scrutinising our work to ensure it contributes to "bringing Liverpool and Ireland closer together".

KEY BRAND PERSONALITY

LIF provides a snap shot of high & popular culture, accommodating all aspects of the Liverpool Irish community and Ireland's creativity; maker, spectator & participant. *LIF* is about exchange rather than a broadcast or lecture. We are convivial, diverse, distinct & daring, for everyone.