

## KEY BRAND VALUE

*Liverpool Irish Festival believes* Ireland's stories, told creatively, can develop social capital that unites communities. We can be trusted to promote inclusivity, recognise difference and provide access to unique, ambitious and challenging work. We represent and celebrate Irish culture and create enjoyable, thought provoking experiences. We are fun, informative and joyful

## ATTRACT

Our imaginative and inclusive programme, blends high and popular culture to create an immersive festival atmosphere. We provide high quality creative content, promotional material and experiences. This reliability attracts artists, partners and audiences and provides 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 create legacy beyond the festival, the city and the island.

## IMPACT

By creating a repeat visit, annual event, we generate appreciable impacts within communities, improving individual and collective identity confidence; securing deeper, richer partnerships and engaging more people in interactive (rather than passive) activities. Sustaining our national cultural calendar position encourages Liverpool tourism. We measure and report the social capital we generate in our annual review, actively contributing to Liverpool's cultural offer and arts sector achievements.

We celebrate Liverpool's Irish heritage and creative future by sharing Irish culture. We offer a warm Liverpool invitation to participate in high quality, unique expressions of our Liverpool Irish identity. Our work provides a positive contribution to the arts, the cultural fabric of our city and shares stories worldwide.

## BRAND ESSENCE

## ENGAGE

We 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 and participant. We foster exchange rather than broadcasting or lecturing. We are convivial, diverse, distinct and daring, for everyone.

## KEY BRAND PROMISE/PITCH

We provide access to Irish culture in all its forms using participation, creative ingenuity and 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 to engage people in its future.