

KEY BRAND VALUE

The Festival believes Ireland's stories, told creatively across artforms, develops social capital that can unite communities. Our organisation can be relied on to promote inclusivity, recognise difference and provide access to unique, ambitious and challenging work that celebrates Irish culture and creates enjoyable, thought provoking experiences.

**KEY BRAND
PERSONALITY**

Liverpool Irish Festival provides a snap shot of high- and popular-culture, accommodating all aspects of Liverpool, Liverpool Irish and Irish creativity; maker, spectator and participant. We foster exchange rather than broadcasting or lecturing. We are convivial, diverse, distinct and daring. We are for everyone.

ATTRACT

Our imaginative and inclusive programme, blends high- and popular- culture creating an immersive festival atmosphere. We provide high-quality creative content, promotional material and experiences. This reliability attracts artists, partners and audiences, providing 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'll generate appreciable community impacts by improving individual and collective identity confidence; securing deeper, richer partnerships and engaging more people in interactive (rather than passive) activities. We'll maintain and develop our national cultural calendar position; encourage inward tourism and demonstrate our social capital via our annual review. Our work will actively contribute to city successes and arts sector achievements.

BRAND ESSENCE

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.

**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.

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

ENGAGE

