

Case Study



2019 Darwin Italian Festival

True North was proud to help turn Civic Park green, white and red for the 2019 Darwin Italian Festival as official sponsors and through public relations support.

Project

Every two years the Darwin community has a chance to celebrate and enjoy the best of Italian food, culture, art and entertainment, from decadent cannoli to traditional flag waving.

Darwin has a dedicated and vibrant local Italian community who are passionate about sharing their heritage through the free festival. True North was engaged by the Darwin Italian Festival Association to promote the event through traditional media, social media and provide communication support.

In the lead up to the event, True North developed a media plan and wrote a number of media releases to highlight key information as it was released, raise awareness and generate excitement for the upcoming festival. This was accompanied by a targeted social media plan.

Social media was used to get people excited about the festival and promote every detail of the event from getting there on the day to promoting the food vendors.

True North also assisted with stakeholder engagement, including identifying key stakeholders and organising letter box drops for nearby residents.

True North provided on the day support at the festival, with a focus on creating social media content and strategically managing media who covered the event and coordinating interviews and visual opportunities.

Sponsorship

True North was proud to support the 2019 Darwin Italian Festival not only through public relations services but as official sponsors. We recognise the importance of community events and the benefits of telling the story of our diverse culture, heritage and traditions. We are passionate about the Territory and acknowledge the considerable flow-on effects an event like this has on our community. We are looking forward to more pizza, pasta and cannoli in 2021!



Challenges

True North developed a comprehensive social media and media plan to guide our activities throughout the event. Organising a major event is no easy feat and the association members dedicated their time and skills often outside of working hours. Our approach had to be adaptable and responsive to the association's needs and the changing deadlines that come with major events.

The dry season is a busy time in Darwin with a lot of events competing for media attention. In addition, the festival coincided with additional high-profile activities such as the federal election campaign. To overcome this competition, we ensured our media releases were high quality and put the most engaging and important content at the forefront, and drew on our relationships with local media to pitch strong ideas.

Outcome

The Darwin Italian Festival was featured numerous times across radio, print and television on the day and in the months leading up to the event.

Over 60 000 people were reached through the Facebook event, with more than 8 200 people responding. True North created more than 45 social media posts across Facebook and Instagram, and posts in the week leading up to the festival reached 33 053 people.

On the day, True North identified key areas to highlight on social media to encourage people to attend the festival and showcase the efforts of the association. We effectively managed any media who attended and ensured they were given the access they required while simultaneously working the requests into the busy schedules of the association representatives.



True North's expertise in PR management played an important role in delivering the successful 2019 Darwin Italian Festival, with almost 20 000 people attending the event. True North ensured the festival benefited from a high-level of media coverage, quality social media engagement as well as thorough stakeholder communication.

Paola McCarthy

Darwin Italian Festival Committee Member