

# 2019

Ottawa Children's  
Festival de la jeunesse

## MEDIA MARKETING REPORT



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**Charitable**  
**Registration #**  
11891-4977-RR0001





Your questions and comments are always important to us.

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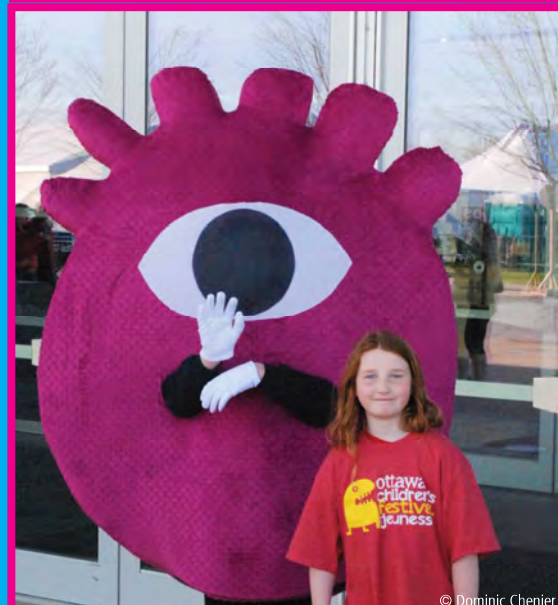
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# INTRO



## A Message from our Artistic Producer Catherine O'Grady

**E**very child has the right to be an individual, to be proud of who they are each and every day, to know that their world has no limitations especially where imagination is concerned. They have a right to safety, to love, to be cherished. Children above all, have the right to be children. Opening up our community's young hearts and minds to creative excellence has been the job of the Ottawa Children's Festival for more than 35 years!

We take great pride in our community, and we celebrate our diversity. We proudly welcome hundreds of new children from war torn countries to the safety of our community and happily offer to them the common language of art, of music, of theatre, of dance; imaginative

opportunities for children no matter what their cultural context.

Our children today are also the leaders and decision makers of tomorrow. Spending a day at the Children's Festival is a day spent in adventure and exploration where the world is full of endless possibilities, a world where imagination reigns supreme and anything is possible! Where new friends are made, boundaries are removed, and the collective joy of just being a child is all that matters!

Let's celebrate the simple joy and beauty of being young and young at heart.

### 2018 – 2019 Board of Directors

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**Julie Greenspoon**  
**Paul Griffin**  
**Laurie Koensgen**  
**Catherine O'Grady**

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**Catherine O'Grady,**  
Artistic Producer

**Lovedyne Dumont,**  
Education and  
Community Outreach Coordinator

**Suzan Zilahi,**  
Director of Marketing

**Joni Hamlin,**  
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Media Marketing Assistant

**Nathan Graves,**  
**James Richardson,**  
Co-Production Managers

**Adi Cajo,**  
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**Chris Elms,**  
Operations Coordinator

**Lankika Ellepola,**  
Operations Assistant

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Onsite Supervisor

**Caelyn Nashiem,**  
**Marijana Tomicic,**  
Artist Liaisons

**Julian Selody,**  
**Jennifer Haughton,**  
**Gabrielle Giguère,**  
Box Office

**JoAnne Sherry,**  
Bookkeeper



A photograph of a man in a dark suit and glasses playing an acoustic guitar on a stage. He has his arms raised in the air. In front of him, a large crowd of children is sitting on the floor, many with their hands raised in the air, mimicking the performer. The scene is set under a large white tent. The text "WE ARE A PERFORMING ARTS FESTIVAL FOR YOUNG PEOPLE" is overlaid in large, bold, yellow letters. Below it, in smaller yellow letters, is "A Children's Paradise!" and "CBC Radio".

# WE ARE A PERFORMING ARTS FESTIVAL FOR YOUNG PEOPLE

A Children's Paradise!  
- CBC Radio



# ABOUT THE OCF



© Tony Hu

**E**stablished in 1985, the Ottawa Children's Festival (OCF) is a professional not for profit performing arts festival for young people and their families. It features a variety of live theatre, music and dance productions by acclaimed companies from around the world. The shows are enhanced by exciting and engaging workshops and on-site extras. The Festival focuses on enriching school curriculum and promoting the arts as an integral part of children's education; strives to present work that excites and challenges audiences of all ages; and prides itself on developing and producing award winning programming that comes from across Canada and around the world.

As the only festival of our kind within 500km of the nation's capital, we know our presence in the community is valued by all—audiences, local businesses, media, government funders, community partners and corporate supporters.

## Every year, we create:

- ✓ an exciting programme of high quality arts and cultural entertainment accessible to all
- ✓ the opportunity for local artists to perform and build their networks
- ✓ new relationships with local businesses, schools and media
- ✓ a unique opportunity for young students to showcase their artistic talents
- ✓ learning opportunities for children through a wide range of creative workshops
- ✓ greater awareness and interest in the arts in the community

## Brief History & Milestones

Over the last 34 years the Festival has become a cultural institution that has:

- ✓ hosted well over half a million young people and their families at performances and workshops
- ✓ invited performers from Singapore to Peru, Denmark to Australia, and all across Canada who create an extraordinary cultural community for children and youth
- ✓ been the proud recipient of both the Lieutenant Governor's Award for the Arts and the Community Recognition Award from the Council of the Arts in Ottawa

In 2016, our Artistic Producer was recognized by Mayor Jim Watson with a city-wide "Catherine O'Grady Day" every June 23rd.

# OUR AUDIENCE



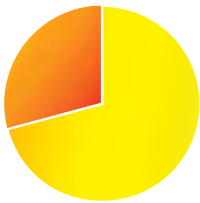
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## Demographics

- 91% - Local
  - 9% - Tourists
- 40km + from Ottawa

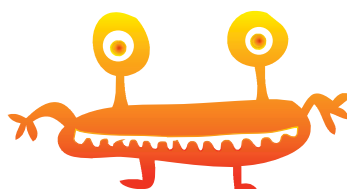


## 96% of festival-goers

stated they will return to visit  
the Ottawa Children's Festival  
in 2020

Our target audience is young people, schools, teachers, community groups, caregivers and families. Here's some info about the local area:

- ✓ More than 1.3 million people reside in the metropolitan area of Ottawa – Gatineau. There are 500,000 families in our catchment area.
- ✓ 17.2% or 227,190 are children under the age of 15.
- ✓ 26.4% or 350,125 are adults between the ages of 25-44.
- ✓ More than 50% of our audience are families, parents and grandparents with children and grandchildren under the age of 15.
- ✓ Ottawa-Gatineau welcomes over 10 million visitors annually who spend over \$1.35 billion.





# 2019 HIGHLIGHTS »

*"The Children's Festival provides a colourful experience for kids of all ages."*

– Emily Cordonier, Ottawa Life

In spring 2019, the Ottawa Children's Festival hosted a spectacular five day celebration of arts and culture for young people in the heart of the Nation's Capital. From May 8th – 12th, children of all ages were entertained with a mix of theatre and puppetry, music and play, exhibitions and acrobatics, artistic workshops and lots of on-site extras, truly making the Festival a children's paradise.

The Festival showcased artists of national and international renown coming from Scotland, Ireland, Denmark, Germany, Spain, and all across Canada.

## In 2019, the Festival achieved:

- ✓ a total attendance of 20,740, including 3000 students and 68 groups
- ✓ the contribution of over 500 hours of work from 100 volunteers
- ✓ the participation of 20 local businesses offering free on-site extras
- ✓ marketing campaign reach of 13 million
- ✓ a total media reach of 33 million
- ✓ the support of over 30 sponsors
- ✓ over 1.5 million website visitors to [ottawachildrensfestival.ca](http://ottawachildrensfestival.ca)



**20+** on-site extras

**100** volunteers

**20,000+** attendees

**48** shows

**5** days

**30+** sponsors



© Lankika Ellepola



© John Messier



© Elisha Davidson



© Andre Gagne



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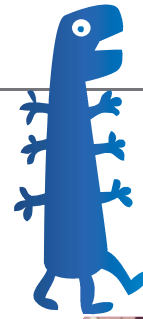


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# 2019 PROGRAMMING



One of our core ideals is that a festival directed toward young people deserves no less curatorial consideration than an event for adults. Each year we spend considerable time and resources to research and book the finest performing artists available, no matter how far we must reach to find them.

Focusing on inclusivity and the celebration of Canada as a diverse nation, we made a concerted effort to offer sensory-friendly experiences, as well as non-verbal productions.

Programming for the 2019 Festival reflected a deep commitment on the part of the team to offer the best in professional performing arts for young people from around the world. Our productions included:

*They Called Her Vivaldi* from Ireland where, through the eyes and ears of a gifted young girl, we were taken on an adventure to discover the gifts and talents hidden within the town of Triste.

*Fly* from Denmark - a poetic journey into a circus universe with strange characters, big emotions and captivating puppet imagery.

Andy Cannon, Scotland's beloved performer for young audiences, brought Shakespeare to life with *Is This a Dagger? The Story of Macbeth*.

*Kaschtanka*, the adaptation of a piece of world

literature for kids with live music, real actors and incredible tricks - a puppetry masterpiece of home, belonging and adventure.

With puppetry and animation, the story of *A MANO*, from Spain, was built with only clay and fingers.

*Paper Planet*, a beautiful, gentle installation from Australia, decorated with tall, strange cardboard trees, paper leaves, boulders, birds, and creatures. It explored the intersection between play and performance.

Festivalgoers young and old enjoyed our circus show *Les Parfaits Inconnus*, where comedy, acrobatics, imbalance, and juggling came together to the rhythm of live music.

We honoured the individual artist and his/her commitment to developing work for young people; and we honoured young people's innate ability to be creative, to ask questions, to challenge and ultimately to have fun just being a kid!



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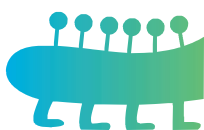
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# THE FESTIVAL WITHIN THE FESTIVAL



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**A**n array of artisans, community organizations and sponsors gathered on LeBreton Flats, providing families with an abundance of cultural workshops and educational activities.

## 100 Watt Earth Stage

Curated by Kristina Watt, 100 Watt's Artistic Director, this stage offers theatre, music, poetry, dance and visual arts -- all created and performed by artists age 20 and under. The 100 Watt Earth Stage presents performances and workshops by kids, for kids! This year's theme was "100 Ways to Tell a Story". Kristina worked with over 75 students throughout the school year in workshop settings to ask "What's your story?" and "How many ways can you tell a story?"

- Number of Young Performers Ages 4-20: **277**
- Number of Schools Involved: **7**
- Homeschooling Groups: **3**
- Number of Ottawa Arts Organizations: **10**
- Paid Ottawa Emerging Young Artists Ages 17-23: **9**
- Paid Professional Artists for Workshops: **3**

## Maze of Discovery

New this year, we created an exciting and colourful maze for children to enjoy. This 'on-site extra' offered chances to explore the senses, brain teasers to solve and fun facts to learn – letting kids of all ages imagine any and all possibilities of "what's around the next corner" in a safe and fun environment.

## Miss Mills' Puppet Workshops

We were happy to work with Miss Mills and her team of Puppet Professors to offer free finger puppet workshops. The children enjoyed their creations and were given a tiny theatre space in which to let their imaginations soar.





# EDUCATIONAL OUTREACH



© Tony Hu

"For my kids today, it was a moment ... a part of a wonderful process. From the bottom of my heart, and on behalf of my students, I thank you so much for this opportunity!"

I challenge anyone who tells me that going to the Children's Festival is not a valuable learning experience."

- Michelle Richardson,  
Teacher at Connaught Public School

This year saw school groups from Ontario and Quebec visit the OCF. Over 3000 students enjoyed a day at the Ottawa Children's Festival. In an era of reduced arts funding for schools, teachers appreciated the opportunity to show students the performing arts are truly alive and well.

All year long the OCF visits schools, stays in touch with educators through newsletters and engages students through interactive workshops and contests.

Creating opportunities for students to volunteer, perform and attend the Festival is another important mandate of the OCF.



© Brenda Dunn

## Adopt-A-School Program

Research shows that exposure to, and participation in, the arts contributes positively to child development, engagement and learning. We keep our ticket prices low to allow as many children as possible to experience live music and theatre productions, but recognize the economic challenges some families face. The Adopt-A-School program allows less fortunate children in our community to spend the day at the Festival free of charge. In 2019, 200 kids were welcomed through Adopt-A-School. This is compared to 400 in 2017. There is an ever-increasing demand for help from teachers through this initiative, and yet we have a difficult time finding sponsors. A new Adopt-A-School sponsorship model and campaign is being rolled out for 2020.



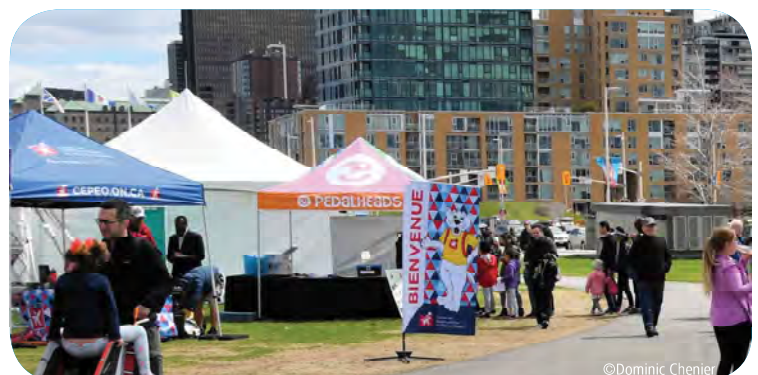
# PARTNERSHIPS

Collaborations and partnerships with artists, businesses, community groups and government funders are a key aspect to the successful delivery of the Ottawa Children's Festival. This year saw over 50 partners offering financial and in kind support such as: catering for artists and volunteers, venue space, equipment, on-site extras, workshops and promotion through networks. In return, partners receive promotion through the Festival program book, social media, website and opportunities for on-site presence.

These partnerships are crucial in order to: support the development and promotion of the Ottawa Children's Festival; raise the profile of the event; and increase awareness of the Festival. Partners in 2019 included:

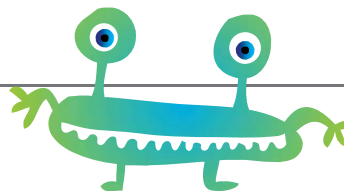


The Harry P. Ward Foundation





# MARKETING



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**F**estival promotion via a combination of traditional print materials, digital marketing and local engagement was integral to spread the word about the Festival and attract audiences, participants, performers and volunteers.

## » Print Materials

Despite the rise of digital marketing, print collateral remains our most important marketing tool. In 2019, we printed and distributed:

- ✓ 1500 copies of a school info brochure
- ✓ 4500 copies of our 32-page program book
- ✓ 6000 flyers
- ✓ 1000 bookmarks
- ✓ and over 700 posters throughout downtown Ottawa and Gatineau

As part of the marketing plan, our printed materials are heavily distributed in key locations throughout the National Capital Region, including libraries, community and recreation centres, hotels, tourist information centres, museums and retail establishments targeting families and children.

## » City Wide Pageantry

When a child and his or her family walk onto the Festival grounds, we want them to feel instantly that they've walked into the right bright and crazy place. That means massive banners and balloons, flags, posters and upright displays. During the 2019 Festival, signage was visible from the Ottawa River Parkway and from Booth Street, both of which are highly travelled roadways that carry rush hour traffic from and to the downtown core and Gatineau. Over 40 banners and trilites were produced and set up both on-site and around the city.



© Dominic Chenier



© Dominic Chenier





# COMMUNITY ENGAGEMENT

Engaging the community through our participation in family friendly events has become a big part of our efforts to create more awareness and broaden our audience.

Since the beginning of the school year, the OCF attended:

- ✓ Rockcliffe Park Book Fair (November 2-4, 2018)
- ✓ Salon du livre de l'Outaouais (Feb. 28, Mar. 1, 2019)
- ✓ Kidsfest (March 2-3, 2019)
- ✓ OCSB "Arts Incentive Day" (March 5, 2019)
- ✓ OCF Library takeovers at various branches – free craft workshops (Mar 11-15, 2019)
- ✓ Little Ray's Natural History Exhibition (March 29-30, 2019)
- ✓ Ottawa Carleton ETFO PD Day (April 12, 2019)
- ✓ Parent & Child Expo (April 13-14, 2019)
- ✓ OCF Mascot visit to IKEA (April 28, 2019)

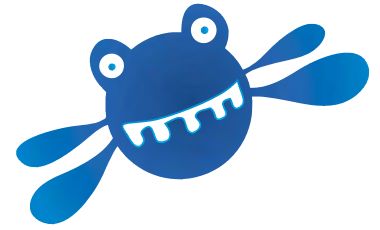
Look out for our Monster Mascots to be making more appearances at community events beginning with the 2019 Rockcliffe Park Book Fair November 1-3, 2019).

"Festive" rocks created by young participants at the OCF Ottawa Public Library workshops





# DIGITAL MARKETING



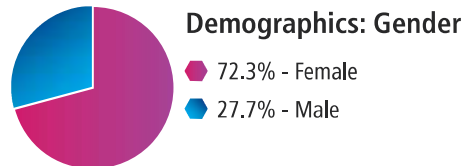
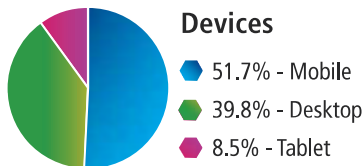
## OttawaChildrensFestival.ca

The website is our public face, and we're proud of its broad mobile-friendly layout, intuitive navigation and assortment of eye-catching videos and graphics. It features a fast and secure e-ticketing system, easy online application forms and interactive content.

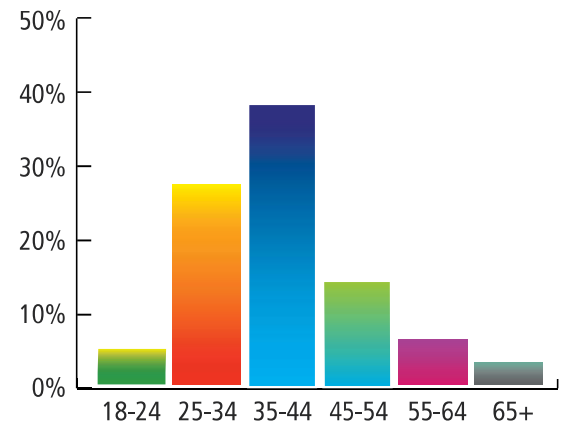
In 2019, 79% of visitors to the website came from Ontario, 15% from Quebec and 6% from other areas.

During the Festival (May 8<sup>th</sup> to 12<sup>th</sup> 2019), our site had:

- **1.2M** total reach
- **55K** total page views
- **5.5K** average daily visits



### Demographics: Age



### Top Referring Sites



OTTAWA  
TOURISM • TOURISME



Macaron  
Kic

2019 statistics provided by Google Analytics



**CBC's Digital Coverage** of the Festival



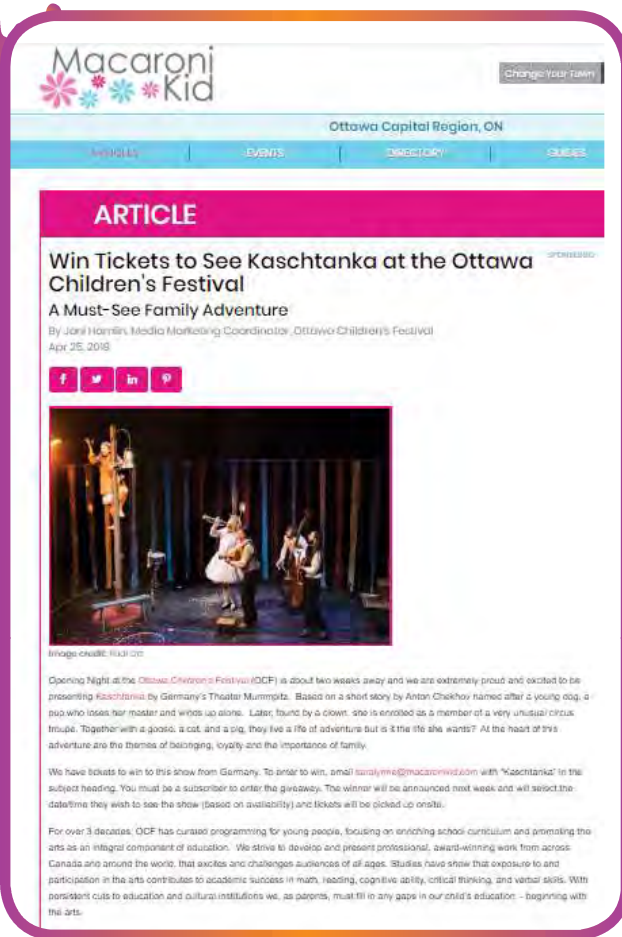
# CONTESTS & COVERAGE

Ticket giveaways and contests ran on CTV, Hot 89.9, Magic 100, CHIN, Macaroni Kids, Kids Ottawa, Kidspass.ca and Kitchissippi Times. Additionally, the Festival curated its own contests on Facebook and Twitter.

## Top Facebook Contest

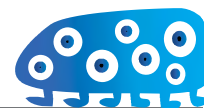


## Top Website Contest



Many media outlets extensively covered the Festival, such as the **Ottawa Citizen**





# ADVERTISING CAMPAIGN

The combination of using event listings, press releases for editorial coverage and the purchasing of advertising achieved a **campaign reach** of **31 million**.

2019 Advertising Campaign Table

Media	Circulation
<b>Newspapers</b>	
Ottawa Citizen	4,714,848
Kitchissippi Times	9,000
Ottawa Fun Map	50,000
<b>Radio</b>	
CHRI	7,500,000
CBC Radio	9,476,000
Hot 88.9	1,740,700
<b>Online</b>	
Ottawa-Kids	4,071
Macaroni Kid	20,000
Kids in the Capital	3,128
<b>Transit</b>	
OC Transpo	3,256,000





# MEDIA COVERAGE

Our 2019 edition drew more attention from the media than ever before thanks to an extra-dynamic lineup and new exciting on-site extras! The Festival made headlines in the Ottawa Citizen, artsfile, CBC, CTV, and online on some of Ottawa's most popular blogs. Our **TOTAL MEDIA REACH** for 2019 was **33 million**.



Actor Nick Barlow explains how imagination powers the world of Planet Paper. 0:29

Andy Cannon of "Is This A Dagger" at CBC's All in a Day with Allan Neil (top left), "Paper Planet" with Annette Goerner at CTV's Morning Live (top right), "Paper Planet" interview with CBC featured on CBC.com



 ottawachildrensfest Thanks to minister Catherine McKenna for her support of Ottawa Childrens Festival Paper Planet by Polyglot Theatre project at Lebreton Flats such a great gift of her time in support of the children and the future! #ocf2019 #ottawaevents #festival

T6W

 cathmckennaottcen We had so much fun! 🙌 Thanks for organizing such a great event for the whole family and for our community.

# SOCIAL MEDIA

Social media played an integral role in promoting the Festival; connecting us with potential visitors, artists and partners. A series of posts advertising acts and posts targeting different groups were planned and scheduled throughout the Festival campaign period creating total of **325,000 impressions**. Below is an overview of our established Facebook, Twitter and Instagram pages:



**Ottawa Children's Festival**

**4.9K** Likes  
**44K** 1 year reach

**Top Post in 2019**  
**963** people reached  
**53** engagements



**Ottawa Children's Festival**

**2.9K** Followers  
**166K** 1 year impressions (doubled from 2018)

**Top Post in 2019**  
Received shoutouts and engagements by public figures such as : @missemmanuel @CTVottawa @Ottawaartgallery



**Ottawa Children's Festival**

**1K** Followers  
**1150K** Total 1 year likes (increased engagement by 30%)

**Top Post in 2019**  
Earned 58 likes





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