

DISCUSSION PAPER Board meeting – Wednesday 11th April 2018

PUBLIC BUSINESS

Subject: Decision paper 5 – Tiger Bam report

Decision to made:

To note contents

Background

Tiger Bam are employed by Kings Heath BID limited to handle its marketing and public relations.

As part of its contract it looks after the following areas:

- a) Social Media
Tiger Bam Communications handle the consumer facing digital strategy on behalf of the Kings Heath BID. This includes:
 - Managing the Enjoy Kings Heath Facebook account
 - Managing the Enjoy Kings Heath Twitter account.
 - Managing the Enjoy Kings Heath Instagram account
- b) Digital newsletters
Tiger Bam Communications handles the following monthly e-newsletters:
 - Kings Heath Business Bulletin
 - Enjoy Kings Heath consumer email
- c) Website
Tiger Bam Comms manage the Enjoy Kings Heath website blog.
- d) Press
Tiger Bam Comms handle the PR strategy on behalf of the Enjoy Kings Heath brand.
- e) Seasonal Campaigns
Tiger Bam run mini-awareness campaigns and launch them on behalf of the BID. These include: Capture Kings Heath competition, Christmas Bauble Trail and Easter Egg Bauble Trail.
- f) Consultancy and Reputation Management

Recent activities by Tiger Bam

Alongside duties outlined in a); b); c), and e), recent activity includes handling footfall incentives such as 'The Great Easter Egg Hunt' and 'The Christmas Bauble Trail'; community engagement & brand awareness campaigns such as the 'Capture KH: Valentine's Edition' photography competition and assisting with campaign support for the Kings Heath BID re-ballot 2018.

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