

*A little peek inside*

**THE  
BIG  
PICTURE**

*(Project managed by Smarty Pants Marketing)*

# Hello



**Over the past twelve months, I've been hugely busy project managing one of the West Midlands' most successful, colourful and collaborative arts projects – The Big Picture.**

I was commissioned by Audiences Central, who conceived and creatively developed The Big Picture concept, to manage all aspects of this ACE (Arts Council England) funded project: *developing and fulfilling the project plan; recruiting suppliers and sponsors; managing an ongoing relationship with the BBC; implementing creative marketing; overseeing a large team* – and of course breaking a world record!

This book is a little peek inside The Big Picture, to give you an insight into this huge project, the people who helped make it a reality, some of the challenges we faced and the successes we achieved.

**Kerry Endors**

**Smarty Pants Marketing**

PS – if you'd like a bigger version of the story, you can find out more at [www.smartypantsmarketing.co.uk](http://www.smartypantsmarketing.co.uk)

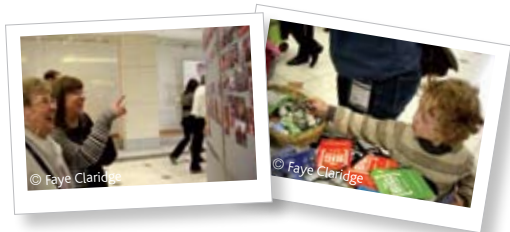
# The big idea

(and some big numbers)

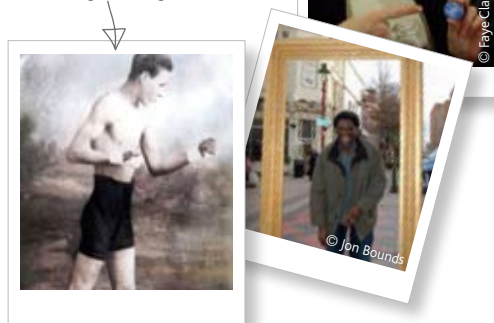
The Big Picture aimed to encourage Midlanders to participate in visual arts by taking and submitting photos, and attending photography workshops and events at venues throughout the region.

Between January and June 2008, over **45,000** people visited the Big Picture website, submitting an amazing 113,000 photos (**112,896** to be precise!), each and every one of which was used to create the world's largest photo mosaic.

Attendance at Big Picture associate galleries increased by over **50,000** and **the project was awarded the 2008 Jaguar Arts & Business Cultural Branding Award** for our exceptional relationships with the BBC and Jessops.



The winning mosaic image -  
Tipton-born Arthur James Bunce,  
taken in 1926 and submitted to  
us by his granddaughter, Lucy.



# The big build-up

One of the reasons The Big Picture was so successful in attracting new arts attenders was the fresh approach taken to reach this audience.

**A consumer-orientated brand identity** which was brought to life through: bus covings; phone box vinyls; city information points; e-marketing and regionally targeted direct mail.

**Regional high street roadshows** – one even featuring a red carpet and big stars 'David Beckham', 'Will Smith' and 'Kylie'!

**48-sheet billboards** used to showcase contributors' photographs throughout the region.

**Workshops in non-arts venues** including Birmingham Rag Market, Worcester Parks and Dudley Zoo.

**Strong stories, features and campaigns** that ensured regular coverage across all BBC channels, generating over £4million\* of media exposure.

\*advertising value equivalent.



Look who people had their photos taken with!

**Martyn Duggan**  
from Hereford  
is in the Big Picture.

**Are you?**

Send us your pictures by 30 June to be part of our record attempt to create the world's largest photo montage!

Find out more at  
[www.inthebigpicture.co.uk](http://www.inthebigpicture.co.uk)

**THE BIG PICTURE**  
BE IN IT

Accompanying text: © 2005-2010

I also established a relationship with leading photography retailer Jessops, to ensure Big Picture participants had a high street entry point and access to photographic expertise.

The in-kind support provided by Jessops (including the printing of all 112,896 photos) was worth around £30,000.

[www.smartypantsmarketing.co.uk](http://www.smartypantsmarketing.co.uk)

# The big ... build!

On 23 August 2008 all of the submitted photos were unveiled, creating a wonderful piece of public art and the world's largest photo mosaic. Here are just some of the things involved with such a big build.

**The commissioning of an artist** (Helen Marshall) to design the final piece. Helen worked with mosaic specialists PollyTiles to realise this enormous piece of public art.

**Working with Helen, Audiences Central and ACE** to select the final image which not only worked as a 30m x 30m mosaic but also had a strong story which engaged the media.

**Obtaining all the materials** required including: plywood boards; tarpaulin sheets; a crane; security fencing; timber batons and hundreds of metres of scaffolding!

**Securing space within Thinktank** for three weeks to construct the 288 mosaic panels and then outside for two weeks to build and display the final mosaic.

**Obtaining in-kind support** from, and managing relationships with, several businesses.



The **BBC's Shefali Oza** with Lucy, who submitted the winning photo



Mosaic by artist, Helen Marshall



We're all World Record holders!



**Creating world-record marketing** and dressing material including a showreel, numerous huge banners and printed material for the big reveal.

**Hosting a VIP reception** and staging the official mosaic unveiling for 200 VIPs, members of the public, national and regional members of the press – and the lady from the Guinness Book of World Records!

# The big compliments

A few kind words from some of the people who helped make The Big Picture such a huge success.

We have been impressed with the **dedication, commitment and professionalism** of Kerry Endors in successfully managing a **multi-partnership project** that was both complex and challenging. I have **no hesitation in recommending Kerry** for large scale projects and events.

**Nigel Singh** – Chief Executive, Audiences Central

Kerry is a **professional and enthusiastic** project manager. While working with Kerry on the Big Picture project I was impressed by her attention to detail, outstanding management skills and the **ability to deliver beyond expectations**. The Big Picture project was a huge success and this was due to Kerry's **hard work and dedication**.

**Karen Lamerick** – Head of Marketing, Jessops Plc



Me and my daughter at the grand unveiling of the record-breaking **Big Picture!**



Kerry is **an exceptional project manager** with an enviable talent for keeping on top of even the smallest of details whilst delivering the most challenging of events. On top of that, she is **great fun to work with**, highly creative, a real motivator and you can rest assured that Kerry's involvement guarantees that **your project is in safe hands**.

**Ruth Ward** – Rewired PR



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## The small print

If you want to **find out more** about me, other projects I've worked on or how I may be able to help support your projects and campaigns, **please get in touch!**