



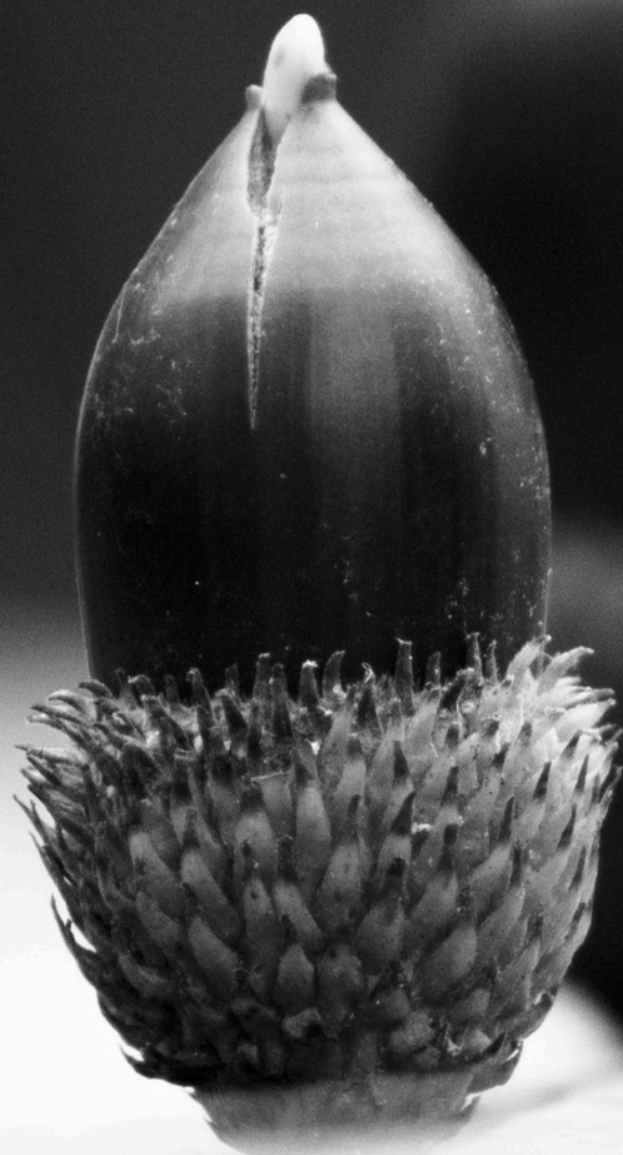
Audience-first Marketing
for Arts & Business

Impact Report

October 2025 – October 2026

A year of growth

Helping arts organisations
communicate with confidence,
grow audiences and build
sustainable marketing.



Our first year

A year ago Simply IC launched
with a simple mission:

**To make high-quality marketing
support accessible to every
organisation, regardless of its
size or budget.**

Since then we've had the privilege
of working alongside:



Choirs



Orchestras



Churches



Arts Organisations



Festivals



Creative Businesses



Charities



Year one in numbers



33

Organisations
supported



33

Marketing strategy
projects



27

Concerts
supported



19

Venues worked
across



11

Charities
supported



5

Outreach projects
supported



4

PR campaigns
supported



3

Brand audits
completed



3

Training days
delivered



17

People
trained



5

Free consultations
delivered

What we delivered

Throughout the year we provided practical marketing support including:

- ✓ Marketing strategy
- ✓ Branding
- ✓ PR & publicity
- ✓ Social media management
- ✓ Email marketing
- ✓ Audience development
- ✓ Listings management
- ✓ Website support
- ✓ Content creation
- ✓ Graphic design
- ✓ Marketing training
- ✓ One-to-one consultancy
- ✓ Group training sessions



The difference we made

Our work helped organisations:



Reach new audiences



Build stronger brands



Increase marketing confidence



Create sustainable plans



Promote concerts and events



Improve digital presence



Strengthen supporter relationships



Build long-term resilience

Every project was different.
Every project shared one goal.

**Helping more people experience
music and the arts.**



More than marketing

We don't just deliver campaigns.

We build confidence.

We create practical systems.

We equip organisations with skills they continue using long after our work together ends.

Marketing shouldn't feel overwhelming.

It should empower organisations to thrive.



Building lasting relationships

One of our proudest achievements?

Many organisations chose to continue working with us.

Our first year has been built on:



Repeat partnerships



Word of mouth recommendations



Trusted relationships

We believe long term partnerships create long lasting impact.



Investing in the Arts sector

Alongside commissioned work, we also invested in the wider cultural sector by providing:



Free consultations



Marketing advice



Mentoring



Practical support



Work experience opportunities

Because every organisation deserves access to the tools that help audiences grow and communities flourish.



Looking ahead

Plans for year two include:

- ① Expanding PR services
 - ① Delivering more marketing training
 - ① Supporting more arts organisations
 - ① Developing longer-term partnerships
 - ① Growing audience development work
 - ① Creating more resources for the cultural sector
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Thank you

To every organisation, artist,
volunteer and client who trusted
Simply IC during our first year.

Here's to another year of helping
organisations communicate with
confidence, while using the
power of music and the arts to
inspire even more people.

ICameron



A message from Simply IC Founder Isla Cameron

A year ago I launched Simply IC with the belief that every organisation deserves access to high-quality marketing support regardless of its size or budget. I now have the privilege of spending every day working alongside organisations that enrich lives through the arts, helping them grow their audiences, inspire participation and create an even greater impact in their communities. Thank you to everyone who has trusted, supported and believed in Simply IC, especially the Simply IC team, whose encouragement and expertise have been invaluable. I'm incredibly proud of everything we've achieved in our first year, but I truly believe this is only the beginning. Year two will see the launch of the first Simply IC grant. The Marketing Growth Award for organisations building audiences and strengthening their communities. I can't wait to see how many more organisations we can support in year two. Thank you so much for being part of our first chapter.
