

SYDNEY **FRINGE** FESTIVAL

2022 ARTIST MASTERCLASS #2 SELL IT NOTES

MARKETING AND PUBLICITY



STARTING WITH STRATEGY

50% ART, 50% SELL

For many independent arts companies and groups, limited resources and limited people-power means that most attention often goes toward producing the art or event itself, at the expense of a marketing and publicity effort. For groups that don't have the budget to employ a Publicist, the push to get the work ready sometimes comes at a cost. The most consistent feedback we have had from Fringe artists over the past few years is that they felt that starting marketing and publicity earlier would have significantly increased their audiences, and therefore their income. We strongly recommend that you start your marketing effort well in advance of Fringe Month and that you dedicate equal time to marketing your work as you do to creating it.

MARKETING BASICS

Marketing is, basically, everything that you do as an artist or company to place and create an interest with your potential audience, encouraging them to see your event.

With 400+ shows Sydney Fringe, like any Fringe Festival worldwide, does not have the ability to provide extensive marketing support for each and every show. It is important that you create a marketing plan for August and September in order to gather the audiences you want. A marketing strategy is key.

- Why do I need to market?
- To create knowledge, intrigue and excitement about your event
- To maximize the number of tickets sold
- To raise the profile of your work, performance, artists, or company
- To form connections with like-minded peers and potential networks
- To place you as an artist in front of potential partners and sponsors
- To prepare you for future projects that you may have in mind – documentation

of your work or performance in the form of posters, flyers, photos, press clippings,

- To garner and gather reviews, etc.

PREPARATION

It is crucial to create a marketing and publicity plan in advance – this will help push your event forward and create exposure to your intended audience. Think about the following:

- Target audience – Who are they and how can you best reach them? Are there specific communities that you need to tap into that you can access by direct contact or through less conventional channels? Make sure your audience isn't too broad, as the more specific, the more targeted you can be. It is important to outline this from the start, as it will impact the look and feel of all your marketing material, the type of venue, the time of your show and the cost of tickets,
 - Publicist – will you engage one or go it alone?
 - What marketing material do you need? Promotional flyers and posters / digital or print advertising / social posts?
 - What does your shows imagery look like? Define your identity, as consistency is key.
 - Do you need to engage contractors to make this imagery professional, attention grabbing and depict your shows narrative? Graphic designer / Photographer – do you need one?
 - Write your press release – see "Getting others to talk about you" for all your publicity tips and a press release template to get you started.
 - What media outlets, agencies or distribution businesses do you need to engage? What are their lead times and how do these work into your timeline?
 - What is your budget? Split your budget between your different marketing channels [posters / fliers / paid advertising / social]
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YOUR VISUAL IDENTITY

We cannot stress enough how important it is to have great imagery and publicity photos. It will be the best investment of your time and money. This imagery can be used across your marketing material and for press enquiries. Previous artists have had their images used time and time again throughout the Fringe period, due to their eye-catching and striking images that have appealed to press and media publications giving them that extra publicity for free. A clear, intriguing, professional image will sell your show better than anything. Make sure you have a strong image and logo that work together in several different types of collateral. See below for standard collateral specifications.

When creating marketing collateral, keep in mind what the purpose is. Different collateral has a different purpose and will be seen in different environments.

POSTER - Make sure all the show information is included, as well as the Sydney Fringe website for tickets. Make sure the poster is eye catching, even when sitting amongst a wall of other posters. Keeping in mind that people may not have time to read lots of text, so keeping the poster punchy and to the point is key.

FLYER - People will be picking it up and have more opportunity to read, adding awards and accolades or a short blurb about the show works well in this instance.

An image that will sit with copy - Such as a press image or an image for the Sydney Fringe guide or website, keeping it clean of any words, and letting the image speak for you will be important.

DIGITAL AD - Keeping the size of the ad in mind, and keeping copy to a minimum, with a strong image, will be key, as these tend to be small. Keep in mind that the purpose of this ad is to make people click, with the ad most likely clicking through to the ticketing page of your show with detailed information.

MOVING IMAGE - To complement your imagery, a show reel, teaser or behind the scenes footage is very useful for social platforms, for us as the festival promoter to push, as well as press to pick up for digital articles. If you have the ability and the funds to produce video it can be a worthwhile investment.

CREDITING THE FESTIVAL

You want people to know you're an official participant of the Sydney Fringe Festival, and we want them to know it too.

All artworks must contain the Sydney Fringe Festival logo, with certain venues requiring specific logos from partners. These logo strips can be downloaded from the Sydney Fringe website, artist info page, from May 31st.

The billing required by your contract applies to all press releases and publicity materials.

- For all festival productions, we require the following format:

[your producing entity], as part of Sydney Fringe 2022, presents [Your Show]

- Or, in cases where producer billing follows the title, use the following:

[Your show], produced by [your producing entity] as part of Sydney Fringe 2022,

- You must use our FULL NAME in official billing – Sydney Fringe 2022 – on postcards, posters, etc.

Always include www.sydneyfringe.com as the site for more information or for tickets. If you have a separate web address for your show, please direct people to it from the Sydney Fringe site rather than including it as the destination on your press release.

STANDARD COLLATERAL SPECS

FLYER

A5 / Postcard / DL
300 ppi
jpeg/PDF

POSTER

A4 / A3 / A2
300 ppi
jpeg/PDF

IMAGE FOR THE SYDNEY FRINGE FESTIVAL GUIDE

490w x 360h pxl
300 ppi
jpeg/pdf

DIGITAL HERO IMAGE FOR SYDNEY FRINGE WEBSITE

1490 x 1060 pxl
96 ppi
jpeg/png

DIGITAL GRAPHICS FOR SOCIAL

Minimum width 1080pxl x height may vary
72 – 150 ppi
jpeg/png

(note: This is the standard size for an instagram graphic, that will also be bigger enough for facebook and other social platforms.)

DIGITAL ASSETS FOR OTHER PAID DIGITAL ADVERTISING

These sizes may vary but the standard sizes are below:

Half Page: 300w X 600h pxl
Leaderboard: 728w X 90h pxl
MREC: 300w X 250h pxl
96 ppi : >100kb
jpeg/png

nb// there will be opportunity for advertising for both the digital and printed guide as well as on the website specs and details tbc.

MARKETING COPY / BLURB

So, what's a blurb? It is a short piece of copy that should encapsulate everything about your event and convince the reader to snap up those tickets. Creating a good blurb is one of the most important things in your advertising arsenal. Right after your artwork, the perfect blurb can mean the difference between a sale and a pass.

PEOPLE LOVE STORIES

Make sure your blurb contains details about your story, even if it's a thin one. Don't just fill your blurb with accolades, awards, stars, etc. Those are great but ensure that there's a story that the reader finds compelling in your blurb.

LET THE PEOPLE PICK YOUR WORDS FOR YOU

Hear how other people describe your work, and then look for commonly used words.

LOOK AT WHAT OTHER PEOPLE ARE WRITING

Visit other festival sites or ticket sales websites and browse through the shows, reading each blurb. Notice what techniques are used. After reading ten blurbs, decide which shows of the ten you would want to see? Which shows do you not want to see? Why?

PHOTOGRAPHY

Come up with a creative, striking image that represents your show – think of something that will express your show's identity and stand out. These shots will be used for marketing materials, on the Fringe website and in the Sydney Fringe Festival Guide

Energetic, strong and original images are a powerful tool. Strong imagery is also what will give your event much higher chances of press coverage.



We strongly recommend that any available marketing budget first be dedicated to capturing that strong image that will sell your show



PRINTING AND DISTRIBUTION

If you are thinking of distributing posters and flyers on your own, bear in mind there are certain laws and regulations that you must follow. It is **ILLEGAL** to put up street posters and distribute a large number of flyers without a license. Therefore, make sure that you respect other people's property, receiving permission before you hang up your posters or when you distribute your flyers on shop windows, cafes and clubs. Otherwise, the owner will remove your posters from the wall/window. Posters and flyers cost money, as you know already, so when they are taken down, that's your money wasted.

You can always hire a professional poster/flyer distributor. There are a number of distributors in Sydney who can do the job for a fee and often, they can distribute in areas where a regular person can't. Depending on the number of flyers and posters, as well as areas that need to be covered, the fees will vary. So, make sure you do your research before proceeding.

ADVERTISING

If you have budget for extra activity, paid advertising in the right places can greatly extend your shows reach.

- There are paid advertising opportunities with the Sydney Fringe. These sit outside the standard listings and will draw more attention to your show. Contact Sarah at marketing@sydneyfringe.com for more information about these opportunities.
- Taking out ads in print publications such as newspapers, and magazines, can be expensive, but if you are targeting the right audience, it can be budget well spent. The Sydney Fringe Festival has, in the past, partnered with certain print and digital publications, which has resulted in reduced advertising rates for artists. Keep an eye on artist communications for these opportunities.
- Digital advertising is a very cost effective, targeted and measurable way to advertise your show. This can be done through paid search campaigns with google AdWords, contacting key websites that draw your target market, or putting money behind ads and boosting posts in social channels.

CROSS PROMOTION

Cross promotion is one avenue that you should consider if you are sharing a venue with another act/event, or if you know other Fringe artists.

GETTING IT RIGHT ONLINE

The online realm is a big one, but when done right, can result in a significant increase of reach for a lot less money. Making sure you chose your digital channels with your target audience in mind and build a strategy that links all your platforms together, with consistent, regular and engaging content.

SOCIAL MEDIA

Social media has become a key player in the online world, which is supported by a whole range of statistics from last year's festival. Since 2016 we have seen the number of people who visit the website clicking through from a social media link, exponentially grow, it is the third most used route to our website behind direct and search engines, as well as people surveyed stating Facebook in the top three most important sources of information about the Fringe.

Make sure you choose the right platforms for the amount of time you can invest, as well as thinking of your target audience. Facebook, Instagram, Twitter, TikTok, Snapchat, just to name a few, all engage people differently.

Make sure you like the Sydney Fringe Festival page on Instagram, Facebook and Twitter [@sydneyfringe] and tag us as well at #sydneyfringefestival2021 and #sydneyfringe when posting on all channels.

Facebook is one of the main platforms that sees results for shows across the board. Images and video rank the best of this platform, so keep them coming! Building a Facebook page and maintaining it is one of the best marketing strategies you can employ. It is something that empowers your artists and friends to help you promote your show. By creating a page instead of a group, your posts will be published in your fans' mini feeds, keeping you on their radar and hopefully attracting new fans.

Creating a Facebook event is also a great way to get information out to audiences, and providing reminders and updates of the show's details.

PAID ADVERTISING ON SOCIAL

Facebook (and Instagram) has made it harder and harder for events and businesses to reach their audiences without monetary investment in boosting posts or paid advertising. The key is engagement, if you create engaging content that people will like, comment on, share or watch this will increase your organic reach to your community. Putting a bit of budget behind these posts can be a great investment and allows you to target the right people. When creating Facebook ads, make sure to follow all the guidelines to get the best outcome for your investment.



We ask artists to not name any Facebook pages with 'Sydney Fringe' in their page title. This will be an essential part of the artist contract and failure to comply with this could result in the Fringe withdrawing an event from the Festival program.

BLOGS

Starting your own blog is also another good idea to promote your show, assuming you don't have your own website already. Blogging is a really easy way to get some current content up to inform your audience. Having a connected dialogue with your audience is an essential way to get them feeling involved with your work. You want to be generating as much conversation about yourself and the Fringe as you can. Just be wary of too much shameless self-promotion, make sure your content is relevant.

These posts can be shared through social media platforms, as well as helping your searchability in search engines such as Google, Yahoo and Bing.

FRINGE WEBSITE

This is where it all starts. The Fringe website receives hundreds of thousands of hits during the months of August and September. Everything we do will be about driving people to www.sydneyfringe.com in order for them to find out about our shows and to buy tickets.

EMAIL

You have an email list, and so does everyone that is associated with your show or who wants it to succeed. Email them an e-flyer of your event, ask them to pass it on and spread the word. Send all your friends and family's details of your show a few weeks before it opens, and another during the season. Ask them to forward it onto their networks and you'll be increasing your reach enormously.

Start thinking about an email database that not only encompasses your friends but expands to include interested audience and industry members - ask people to sign up to your mailing list when they arrive at your show

YOUTUBE AND VIMEO

Moving image is a very effective way to engage potential audience and to give them an impression of what to expect in the live experiencing of your work. You can shoot short videos on your mobile phones these days, easy unloadable to social media. Film behind the scenes or even short segments of rehearsal or performance.

OTHER PROMOTIONAL ACTIVITIES

When Sydney Fringe Festival launches in September, it shouldn't mean your marketing efforts have come to an end. The Festival will be the most critical period for all your promotions. Make sure you are aware of what else is happening during The Fringe. Have your posters and flyers handy with you at all times, since you'll never know when you're going to need them, and above all else just keep spreading the word.



It is crucial that www.sydneyfringe.com be the central location for information about all shows so that we can most effectively cross-promote, helping all shows (and the event as a whole) to be a success.

If you have an individual site for your show - great! – you still need to be directing people to www.sydneyfringe.com for tickets.

YOU MAY NOT DIRECT THE PUBLIC TO CONTACT YOURSELF OR ANY THIRD-PARTY AGENT FOR ADVANCE TICKETS.

GETTING OTHERS TO TALK ABOUT YOU

PUBLICITY

Good publicity is an essential element in organizing your event. Publicity, in simple words, means media coverage for your show. It is a free-flowing medium, and it is important to remember that this is not a form of free advertising, because it cannot be paid for and you cannot totally control what media writes about you. There are a few main reasons why publicity should be harnessed: one, to recruit your specific target audience; and two, to gain profile and recognition for your artists as well as organizers, sponsors, company; to send your message out to a wider audience that you may not be able to reach personally. The media coverage that publicity brings is a greater cache than advertising since it carries third-party editorial endorsement. When done correctly and effectively, it will be able to increase the promotional efforts and level of awareness of your event.

The mediums of publicity include newspapers, radio (mainstream and community), TV (mainstream and community), and the web. If you're looking at print media, it could mean targeting daily newspapers (The SMH or the Daily Telegraph, Sunday papers), community newspapers, monthly magazines (Time Out Sydney), Gay Press (such as Star Observer) or street press (such as Impress, The Music and Brag). Each publication has a different focus, so pick up a copy, get a sense of the house style and tailor your message to them.

Remember, print needs strong images, so here is where your photos can help you. Offer them straight away – preview versions in low resolution first. Or they may want to send their own photographer, so have a photo idea or location prepared and ready to go.

Fringe can provide contact details for Fringe friendly publicists upon request.

THE SYDNEY FRINGE PUBLICIST

Sydney Fringe Festival has a Publicist dedicated to promoting the Festival as a whole. Sometimes there are opportunities to showcase some events through our Publicity channels. The more proactive you are with providing us with a media release and interesting stories/images, the more we can do to try assist in the promotion of your event.

MEDIA CONTACTS

Assign someone in your team to collate press contacts and to start to make approaches with your press release. Also have your team pool their collective resources and industry lists and create a mailing/email/phone list of people that you want to know about the show



Please note; for privacy reasons The Sydney Fringe is not always able to share contact details for media contacts.

WRITING A PRESS RELEASE

You'll need to generate Press Releases in order to create publicity. The purpose of these is to create an angle for media to generate a story. Include positive press quotes, details of cast, a synopsis of the show's content, and any newsworthy details. Keep it simple, always be positive, play up any topicality and keep in mind the needs of the publication and your target audience.

Remember to include:

- Who is involved?
- What the event is about?
- Why should we be interested?
- Where is it happening?
- When is it on?
- The Title of your Show
- The Name of the Company creating it
- Cast and Creatives
- Dates, Times and Venue/s
- Ticket prices and details for purchasing tickets
- Your Contact name and phone number (for media)
- The Sydney Fringe logo

Keep the press release to one page when possible, and no more than two. When you exceed the one page maximum, insert the word MORE at the bottom center of the first page. Subsequent pages should be numbered and alongside the page number, indicate the topic.

You want to balance it so that it's both exciting enough to ignite a journalist's interest, without sounding too much like a completely self-promotional attempt. Writing for the media is different from writing any other marketing pieces. Cut most hyped adjectives (awesome, fabulous), unless they're positive statements you can attribute to someone in the form of a quote. Also, get colleagues to proofread the release, and check it again yourself.

The last thing you want is date and spelling errors (especially of names), or any other factual inaccuracies. Again, really think about what makes your show unique, different and newsworthy, and make that the focus of your media release.

Be mindful when contacting journalists that some won't have time to acknowledge your release but may still be annoyed to have it sent twice. Be polite. Be diplomatic. Keep in mind that journalists don't know a thing about your show, and may just not be interested, without a strong angle. Remember this when contacting a journalist, and make sure they know what you feel is the newsworthy angle of what you're doing. Be prepared to accept a 'no' with good grace.

PRESS RELEASE TEMPLATE

For Immediate Release: [DATE RELEASE IS ISSUED]

[YOUR COMPANY NAME HERE] PRESENT “[YOUR SHOW TITLE HERE]” [MIGHT INCLUDE WRITTEN BY/DIRECTED BY, ETC.] PLAYS AS PART OF THE SYDNEY FRINGE 2016 DATES OF PERFORMANCES [THE RUN] OFFICIAL OPENING DATE: [IF APPLICABLE] THEATRE / VENUE NAME [STREET ADDRESS]

PARAGRAPH DESCRIBING SHOW: PLOT, THEMES, ANY SOURCE MATERIAL (“Based upon”), etc. Not too many adjectives. For example: a show can be called “a dark comedy” – but you should not say “a wildly funny romp” – that’s for the press to say. Adjectives should only be used in so far as they DESCRIBE the show (tone, style, etc.) ...not editorialize about as press quotes would.

A PARAGRAPH on CAST / DESIGN CREW. Who plays who and who designed what. Credits for actors / designers can be listed here as well.

BIO PARAGRAPH on WRITER AND / OR DIRECTOR (bios for any noteworthy creative team members can go in this next paragraph or two. Keep bios to a paragraph each – at most)

BIO on PRODUCTION COMPANY / THEATRE COMPANY if there is one. Mission statement can go here.

FINAL PARAGRAPH: RECAP OF THE SPECIFICS and TICKET INFO. SHOW TITLE plays at THEATRE as follows: LIST SCHEDULE. Tickets are \$XX and can be purchased online at www.sydneyfringe.com. For more information, please visit www.sydneyfringe.com

Contact: [YOUR PRESS CONTACT NAME HERE] at [PHONE / EMAIL ADDRESS FOR PRESS CONTACTS]