



**BUXTON WALKER PUBLICITY**

# **MELBOURNE FRINGE FESTIVAL**

## **MARKETING HANDBOOK 2008**

**For media information please contact Buxton Walker Publicity**

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**ARTS  
VICTORIA**



*Living  
the Arts*

[melbournefringe.com.au](http://melbournefringe.com.au)

## **MARKETING**

Marketing encompasses advertising and other paid promotional activities designed to attract attention to your show.

The extent of your marketing campaign depends on how much money you have to spend.

Regardless of whether you are spending a lot or a little, a strong uniform image and consistent promotional approach for all your publicity and marketing helps encourage public and media recognition of your show. Branding works!

Remember that the point is to communicate information so make sure that your ads, posters, website and press releases effectively communicate your message.

## **ADVERTISING**

WORK OUT WHO YOUR TARGET MARKET IS and chose advertising that will access these people

WORK OUT YOUR BUDGET and stick to it!

PRINT ADS NEED GRAPHIC DESIGN. Don't forget to include the cost of your ad design in your budget.

NEGOTIATE A GOOD RATE. A number of media companies will be offering discount rates to Fringe registered artists so make sure you get these discounts. Some companies offer additional discounts for bulk buying ads.

PLACES TO SPEND YOUR ADVERTISING \$\$\$ INCLUDE

|            |  |
|------------|--|
| Print      | The Age<br>The Herald Sun<br>InPress<br>Beat<br>Gay Press<br>Other – MX, Melbourne Weekly, Melbourne Times etc |
| Radio      | RRR<br>PBS<br>3CR  |
| Television | Commercial Stations<br>Ch 31<br>Commercial Stations  |

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## **POSTERS/FLYERS**

If your budget allows it, posters and flyers are a good way to create street presence for your show.

Ideas that will help your budget and the environment include:

- using recycled paper
- printing double sided flyers or
- teaming up with another complimentary show and have 2 flyers in one!

It is wise to include the Melbourne Fringe artist band on these materials so it is clear your show is part of Melbourne Fringe Festival. Also include the Fringe website and booking phone number so people know how to book tix to your show.

Remember that posters & flyers require both graphic design and distribution. Its not just the cost of printing the poster that you must take into account.

- To hang a café poster usually costs approx \$1 per poster – OR you can do your own leg work!
- To distribute flyers usually costs between \$70 and \$90 per 1,000 - OR do it yourself.

When you are arranging distribution make sure you hit the streets and cafés where your target audience hang out.

### **SOME RECOMMENDED CAFÉ POSTER DISTRIBUTORS:**

Step Right Up Ph: 03 9534 6833

Mr Moto Ph: 03 9417 7008

ROCK POSTERS (PRINT & DISTRIBUTE) Ph: 03 9416 9966

## **SETTING UP YOUR OWN WEBSITE**

You may decide to build a website for your show. The site can include background information on your production and performers plus images which the public and the media can access.

Make sure your website is easy to navigate and quick to download.

You may wish to include a link to the Melbourne Fringe Festival site to encourage on-line bookings for your show.

Myspace and facebook as free, easy and enjoyable ways to set up your own website.

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## **DIRECT MAIL-OUTS & MAILING LISTS**

You may wish to do a direct mail-out to your own mailing list members, interest groups, friends and companies to encourage ticket sales. You can use your flyer as the mail-out information or design something specifically for this purpose.

There are two options for direct distribution of marketing info:

- **BY POST** You can do a direct mail-out by post. Remember that postage is relatively expensive.
- **BY EMAIL** You can also do a direct mail-out electronically. The advantage of emailing is that it is very cheap. It is a good idea to attached a pdf of your flyer but also paste the text into the email for those who cannot open pdf files

If you don't have your own mailing list start one now. Ask people to sign up to your mailing list when they arrive at your show. The good thing about your own mailing list is that these people have asked for more info on your shows.

## **WORD OF MOUTH & PAPERING YOUR HOUSE**

Creating word of mouth about your show is one of THE key ways to attract audience attention. Nothing sells tickets better being 'the talk of the town'.

To create word of mouth you need to get people in to see you show. Try your hardest to fill your house in opening week by giving tickets to friends and family, local clubs, arts organizations, schools and universities, media giveaways etc.

## **GIMMICKS & STUNTS**

Producing gimmicks (some examples include branded matches, branded stubby holders, toys, cardboard masks) for audience members and/or the media AND performing attention seeking stunts (particularly at the Melbourne Fringe Media Launch) are good ways to get more coverage in the media and more people to your shows.

Sending lollies or chocolates with your media release can help to sweeten the deal.

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