

# FIND YOUR AUDIENCE

Artist Magazine: Issue3

\* ADELAIDE  
\* FRINGE \*

18 FEBRUARY – Principal Partner  
20 MARCH 2022 bankSA



Look out for the final issue of the  
Artist Magazine coming soon:

Issue 4: Your Festival



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Marketing your event to the right audiences takes time, hard work, and a bit of sweat, but when it's done well, it makes the world of difference to your Fringe season. The following pages are full of advice on how to find your audience, how to communicate with them and include some hot tips for marketing your show at Adelaide Fringe 2022!

## KNOW WHO YOUR EVENT IS FOR AND FIND THOSE PEOPLE

As much as we hate to say it, your event is not for everyone - and that is ok! If your event involves dance, you may want to expand your audience to Zumba lovers or dance schools. Use our marketing strategy guide and templates to help identify your audience found here at [adlfrin.ge/MarketingStrat](http://adlfrin.ge/MarketingStrat)

## SET A MARKETING BUDGET

Implement a budget and be honest with yourself about that budget. If it's a small budget, then work it! Make a Facebook event and share it amongst your friends and encourage them to do the same. Or set aside a small amount each week to run paid digital ads and/or boost your social media posts. Our Marketing team has created a Marketing Strategy and budget template to assist you at [adlfrin.ge/MarketingStrat](http://adlfrin.ge/MarketingStrat)

## NETWORKS

If you are going to give out a few complimentary tickets, we recommend doing this early on in your season to help spread word of mouth about your show. Remember to set the expectation of that free ticket, ask them to bring a friend or post on their social media, or leave a Fringe Feed review. Selectively distribute tickets to influential people you know will help spread the word - hairdressers, retail workers, bartenders, receptionists, etc.

## CUSTOMER DATA

Start your own mailing list and grow it (long term). If you've done previous seasons / festivals, download your customer email opt in data from those seasons and let them know you're coming back! But don't spam them, nobody likes a spammy inbox! Find out how to download your data here at [adlfrin.ge/CustomerData](http://adlfrin.ge/CustomerData)

## LEARN WHAT MAKES YOUR SHOW STAND OUT

Does it have a heart-warming tale about your childhood dog? Do you perform it standing on one leg? Are you the first person from your tiny Swiss town to leave the country let alone your province?...use this to your advantage to uniquely brand/market your show. Talking about your unique selling point will make you stand out from the rest and this is important when writing press releases, talking to the media and even writing your event description for your registration.

This can be an opportunity to find your voice from the beginning or introduce your own story. Below are two examples of event descriptions that tell a great story!

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### KAREN FROM FINANCE IS OUT OF OFFICE

PRESENTED BY KAREN FROM FINANCE • THEATRE (MA15+) VIC



Pack your calculators, save your spread sheets and set your automatic email reply because Karen From Finance is heading Out of Office! She's hitting the road and she's hitting it hard. Say goodbye to the 80 hour work week and jump on board the finance express for this one-woman journey of self-discovery...and self-annihilation.

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### HAPPY-GO-WRONG

PRESENTED BY UNDER THE MICROSCOPE & ANDI SNELLING  
PHYSICAL THEATRE (MA15+) SA/VIC



Powerhouse performer Andi Snelling is in the fight of her life after a tick bite plunged her into dangerously ill health. Little does she know, she is about to orchestrate her own rescue in this visceral odyssey that blends clowning, storytelling and roller skates. "Highlight of the year" The Age. ★★★★★ Theatre People. SA TOUR READY AWARD WINNER.

## TEAM UP WITH OTHER ARTISTS

Do some research into who is on at your venue or which events in the 2022 program have similar themes or tags to yours! Use double sided flyers and split the cost. During your seasons or any of your preseason, talk up each other's shows. Combine efforts and win!

Matt Tarrant, Isaac Lomman and Dom Chambers teamed up to offer a discount to their audiences if they booked one of the other shows. This was offered on screen during the performance as well as in a follow up email. To set something like this up, chat to our ticketing team – [ticketing@adelaidefringe.com.au](mailto:ticketing@adelaidefringe.com.au)



### Matt Tarrant - Happy

Experience world-class magic, mind-blowing mentalism and incredible wonder from Adelaide's own; and my good friend - Matt Tarrant.

Secret promo code **THANKS** for \$5 off full price tix.



### Hypnotised

My friend, and fellow Hypnotist Isaac Lomman takes his show to the next level with this must see Fringe show. This fun all ages show will change your mind about everything you know of hypnosis and give your sides a work out with massive laughs along the way.

Secret promo code **THANKS** for \$5 off full price tix.



### Dom Chambers: A Boy and His Deck

"As seen on America's Got Talent, Penn and Teller Fool Us and the Broadway hit 'The Illusionists'". My mate, the talented Dom Chambers returns to Adelaide Fringe with one ambitious goal; to bring glory to the world's least credible art form - card tricks.

Secret promo code **THANKS** for \$5 off full price tix.

## ENGAGE WITH FRINGE MEMBERS

Fringe Members are our most engaged audience. Last year, Fringe Members spent \$1.9 million on tickets that went straight into artists & venues pockets. They often buy in groups, share content on social media and are first to support new shows.

Get your event on our Members radar by offering 2for1 tickets for your season, opt in through AVR. When you opt in for 2for1tix you automatically get listed on our 2for1 Member tix filter giving your event high cut through.

- **Offering 2for1 tix through AVR**

You can select which sessions to offer and you can cap how many you offer. Use this to your advantage to move tickets on weekdays or review nights. Win-win!

- **Consider paid advertising through Fringe Membership**

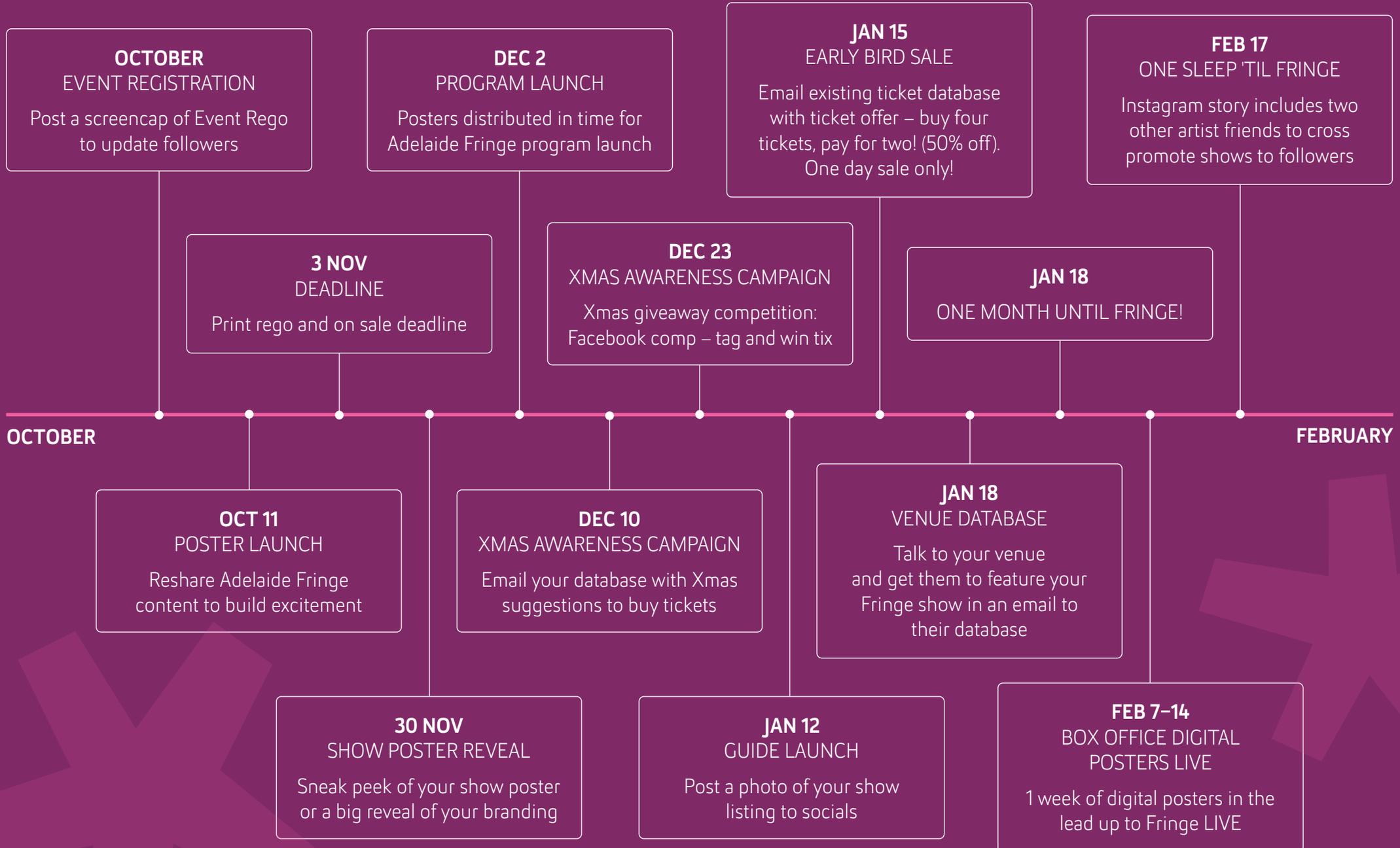
There are a range of paid opportunities to engage Fringe Membership, including competitions, email banners and promotional Deal of the Week. Prices start from \$100+gst.

## WORK WITH YOUR VENUE

Check in with your venue to see what they're doing! Ask to use their database, get some posters up or artwork on their digital screens. Can you give them some more images or promo gear to use? Work together! A successful season is beneficial for both parties.

# MOCK TOUCHPOINT TIMELINE

*This is a mock timeline. Please refer to keydates in AVR.*



# SPEAK TO YOUR AUDIENCE

## CREATE THE PERFECT EMAIL

If you want to step up your communications game Email Direct Marketing (EDM) is the best tool to personalise your messages to speak directly to your audience. Coupled with the right messaging, EDMs can become one of your most impactful marketing channels to build relationships with past, present and potential ticket buyers to drive ticket sales.

Free platforms like [Mailerlite](#) and [Mailchimp](#) can help you get started and if you're a returning artist don't forget to use past Customer Data ([adlfrin.ge/CustomerData](http://adlfrin.ge/CustomerData)) to build your email database.

### 1 Create your subject line

Try to aim to have under 10 words / 100 characters and give you recipients a reason to open your emails.

### 2 Add a personal touch

Use tags (via Mailchimp or Mailerlite) to address the recipients personally.

### 3 Add a call to action

Make sure your call to action is visible on the first screen and make it clear. Add a button with a clear action 'Book Now'.

### 4 Think about timing

Plan when you are going to send your emails to make the most of your messaging and think about what time of day your recipients will want to hear from you.

We've found our audiences like to read our EDM's during office hours, particularly 3-5pm, so you could try in that time-frame and adjust from there!

The screenshot displays an email campaign for Adelaide Fringe Cabaret. At the top, there's a banner with the Adelaide Fringe logo and dates: '19 FEBRUARY - 21 MARCH 2021'. Below this is a large image of a performer in a white feathered costume with the text 'FEEL YOUR WAY.' To the right, the headline reads 'Cabaret your day away!' followed by a paragraph of descriptive text. At the bottom of this section are three buttons: 'Midweek Treat tix', 'View all Cabaret tix', and '\$20 Cabaret tix'. The lower part of the email features a section for 'RUEBEN KAYE' with a 'BOOK NOW' button, a photo of the performer, and a 'Book now' button. Below that is a 'FREEDOM TO CREATE' banner for the Adelaide College of the Arts. The final section, 'Check out these Cabaret shows!', features two show thumbnails: 'Burlesque Idol' and 'The Kaye Hole', each with a 'Buy now' button.

## FACEBOOK

Audiences on Facebook want to see content related to them. Literally anything can work; images, videos, articles, announcements, re-sharing a post. It's all about cracking the Facebook algorithm – Facebook takes hundreds and thousands of posts and bids them against each other, to then display to the right audience. Posts with excellent reach and engagement will be put on the forefront of audience profiles.

Monitor what is trending and where possible align your content with it.



For example, in June, Adelaide was announced as the third most liveable city in the world.

On our feed, it was the most talked about subject of the day. We jumped at the chance and re-shared a post with very basic copy, the rest took care of itself. The objective was to maintain engagement while keeping it relevant to Adelaide.

## INSTAGRAM

Instagram has evolved and now includes Stories, IGTV and Reels.

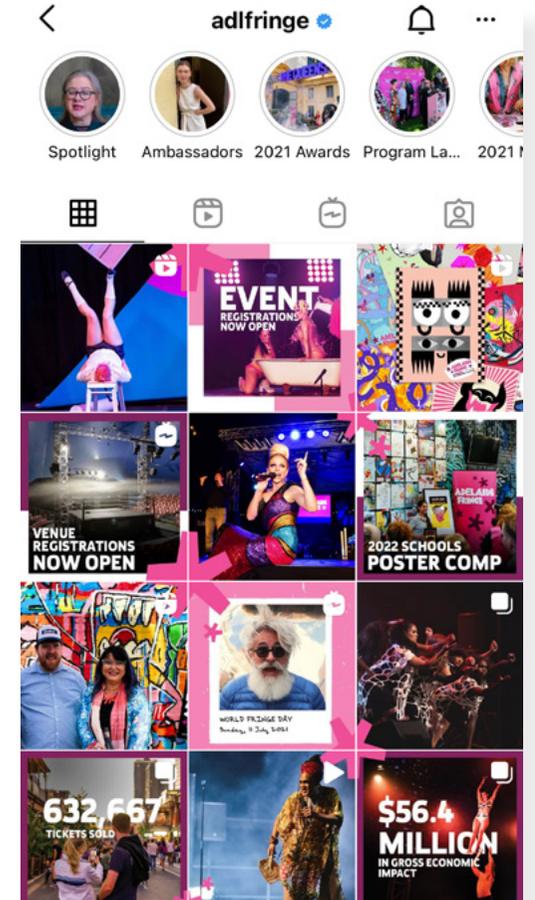
Unlike other platforms, sharing links on posts isn't what it's used for – so don't try and post your event link in your post captions. Keep it brief, make sure your images are engaging and suit the style of your profile (if you have a theme).

Check out our Instagram theme with new grid for inspo: [instagram.com/adlfringe](https://www.instagram.com/adlfringe)

- IGTV is a good way to share longer video content, which could include content from your show, interviews and behind the scenes footage.
- Posting reels can expand your content to the Instagram Reel page and utilising hashtags can help spread it far and wide.
- Utilising different trends and sounds is a good way to get noticed, like this example we posted during Fringe. [adlfringe.com.au/Reels-StateTakeover](https://www.adlfringe.com.au/Reels-StateTakeover)

A great example of an Instagram profile sharing behind the scenes footage, event images and IGTV content is Fringe artists GOSPO Collective, see here: [instagram.com/gospocollective/reels](https://www.instagram.com/gospocollective/reels)

Want more help with Instagram?  
Visit [adlfringe.com.au/InstagramCourse](https://www.adlfringe.com.au/InstagramCourse)

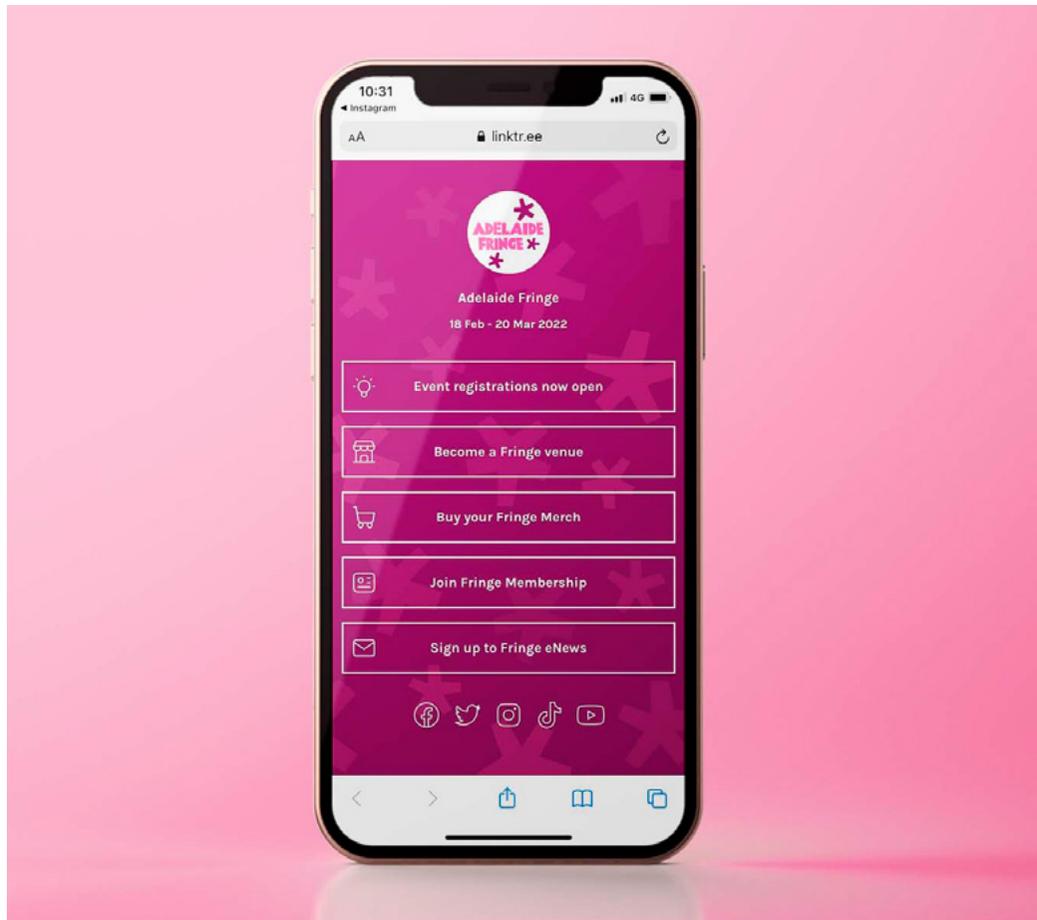


## LINKTREE

Ever wanted to share more than one link in your Instagram bio? Stuck on the dilemma if you should put your own website in your bio or your Fringe event page? Welcome to Linktree.

Linktree is a launchpad platform to link all your important URLs in one place and it is completely FREE. Create a launchpad for your event page, social media handles and your media reviews – all by sharing your own personalised Linktree URL.

See how we are using it: [linktr.ee/AdelaideFringe](https://linktr.ee/AdelaideFringe). Learn more here: <https://linktr.ee>



## TWITTER

A great platform to build relationships with other artists and industry professionals, along with media and other festivals. Twitter is an opinionated platform; you can share thoughts, opinions, funny meme content and personal announcements. Letting your Twitter community know you are performing a show or achieving something at a festival is a great way to build your network all in 280 characters or less.

**Want more help with Twitter?**  
Visit [adlfrin.ge/TwitterMarketing](https://adlfrin.ge/TwitterMarketing)

## TIKTOK

TikTok is the pinnacle for all video content. Still new, but so massive around the world. Getting noticed on TikTok only takes a video and then you could be viral. There are so many things to consider on TikTok, so here are some tips!

- Post often to build following and engagement (Some accounts recommend up to 2-6 videos a day – whatever works for you!)
- Check the latest trends on the discovery tab, which include hashtags, sounds, video effects and more
- Use hashtags, especially the trending ones as that is how you get noticed
- Engage with other accounts, especially the viral accounts with a lot of followers and engagement
- Share your content across other platforms, including behind the scenes content of your event or footage from your show

**Want more help with TikTok?**  
Visit [adlfrin.ge/TikTokSupport](https://adlfrin.ge/TikTokSupport)

## USE TICKETING INITIATIVES

You might consider taking advantage of ticketing initiatives such as 2for1 Fringe Membership pricing and BankSA cardholder 25% discount. With these opportunities, you can choose the amount of tickets offered and when you offer them.

Midweek Treat is a discounted ticket price for your Monday – Thursday performances, encouraging people to see weekday shows. Be sure to check out our ticketing types explained and for more ways to tap into new audiences, visit: [adlfrin.ge/FringeTIX101](http://adlfrin.ge/FringeTIX101)

## PROMO CODES

You can create a promo code discount on tickets as a handy marketing tool. Our FringeTIX team will assist you in getting this ready for you to add to your own marketing plan. Chat to our Ticketing team to find out more or read the Ticketing 101 resource here: [adlfrin.ge/FringeTIX101](http://adlfrin.ge/FringeTIX101)

## SCHOOLS PROGRAM

If your Fringe event is appropriate for young people aged 2–18 years, you are welcome to be a part of the Schools Program (18+ rating is unsuitable). Schools Program performances can be a Schools only performance or may also include tickets for the general public in the same session. You will need to offer one or more sessions within school hours, this is Monday – Friday between 10am and 2pm. We create a Schools Program Guide and distribute this to every school in the state, plus we have a staff member dedicated to facilitating these group bookings on your behalf!

For more information on the Schools Program and it's criteria head here: [adlfrin.ge/SchoolsProgram](http://adlfrin.ge/SchoolsProgram)

## HONEY POT

Take your work global with Honey Pot! Adelaide Fringe's International Arts Marketplace provides opportunities and connections that can catapult your work around Australia and throughout the world via the industry delegates that attend Fringe (in person and virtually) seeking work and artists to program.

There is no cost to take part in the Honey Pot program, which provides opportunities for future programming, new commissions, collaborations, professional development and networking.

2022 will see new and improved networking and pitching opportunities in the marketplace – providing greater connections for you and your work. In 2021, we attracted attendance from: 230 Industry Delegates; including 72 international Delegates representing 21 countries.

Industry delegates that take part in Honey Pot are made up of:

- Venue Programmers
- Festival Directors & Programmers
- Producers
- Event planners
- TV, Radio & Digital Producers
- Media & Tourism professionals
- Talent scouts



## PRINT ADVERTISING

We offer a range of print advertising in our Official Fringe Guide, Access Guide and Fringe By Day guide. Each guide has a unique distribution plan and advertising in a range of sizes to suit your budget. Advertising appears in both printed and digital versions of the guide.

### Official Fringe Guide (from \$650):

82% of audiences surveyed referred to the Adelaide Fringe Guide.

Print Distribution: 290,000

Digital Distribution: 87,000 page views

### Access Guide (from \$600):

A companion to the main Guide highlighting additional access provisions.

Print Distribution: 4,000

Digital Distribution: 7,900 page views

### Fringe By Day (from \$600):

The Fringe By Day Guide promotes shows starting prior to 5pm.

Print Distribution: 7,000

Digital Distribution: 17,900 page views

Advertising doesn't need to be expensive. Adelaide Fringe offers advertising opportunities to our ticket buyers so you know it will get in front of people who are already interested in Fringe shows. Go to [adlfrin.ge/adkit-2022](http://adlfrin.ge/adkit-2022) for the 2022 Adkit.





Thomas Green: Cultivated. Photo: Fumika Takagi, 2021

## DIGITAL ADVERTISING

Adelaide Fringe can help to place your show directly in front of your audience with direct email marketing, Box Office advertising and website ads.

### Adelaide Fringe eNews (from \$330):

With a subscriber base of more than 148,000 people, the Adelaide Fringe eNewsletter promotes your show directly to thousands of Fringe-goers.

### Digital Posters (from \$100):

On display at Fringe operated Box Offices from November, digital posters are a cost effective additional touch-point for capturing the attention of potential audiences right as they are making their booking decisions.

## ADVERTISING PACKAGES

Not sure where to start? We've created some multi-channel packages based on successful previous artist campaigns; check out Advertising Packages in AVR for more information.

To tailor an advertising package to compliment your existing marketing strategy for the 2022 season, contact [ads@adelaidefringe.com.au](mailto:ads@adelaidefringe.com.au).

East End. Photo: Chloe Elizabeth, 2021



# 2021 AUDIENCE PROFILE

## OUR 2021 EVENTS & VENUES

**5,058**

2021 Artists

2020: 6,724  
2019: 7,012

**905**

2021 Events

2020: 1,203  
2019: 1,318

**318**

2021 Venues

2020: 368  
2019: 405



**635**

SA Events

2020: 627  
2019: 640



**210**

Interstate Events\*

2020: 320  
2019: 397



**68**

Overseas Events\*

2020: 262  
2019: 281

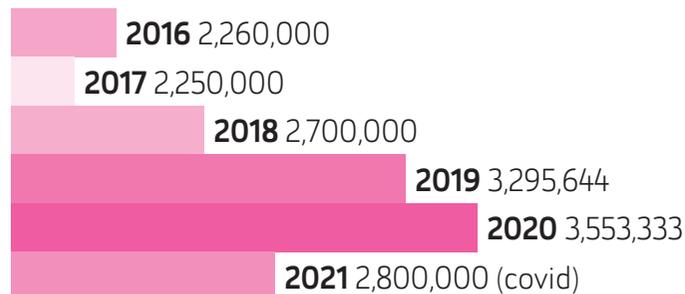
**112 (36%)** of venues are located in the Adelaide City Council area  
**198 (64%)** of venues are located outside the Adelaide City Council area

**643 (58.5%)** events took place within Adelaide City Council  
**455 (41.5%)** events took place outside the Adelaide City Council area

\*This includes events that took place in both Adelaide City Council and other Council areas.

## WHO GOES TO FRINGE?

### Total Adelaide Fringe Audience Attendance

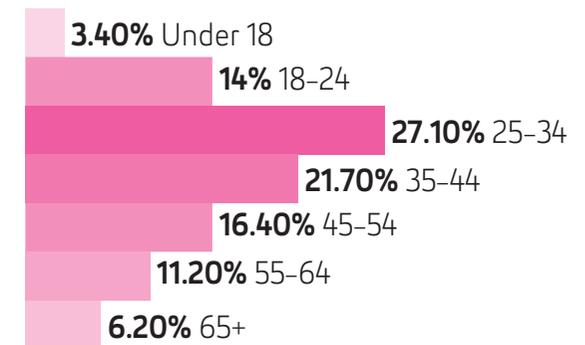


This includes all attendances at free Fringe activities.

### Audience by Combined Household Income



### Audience by Age



In 2021, there were 2.8 million attendances to Adelaide Fringe registered events – that's an average of 87,000 attendances out every day/night for 31 days.

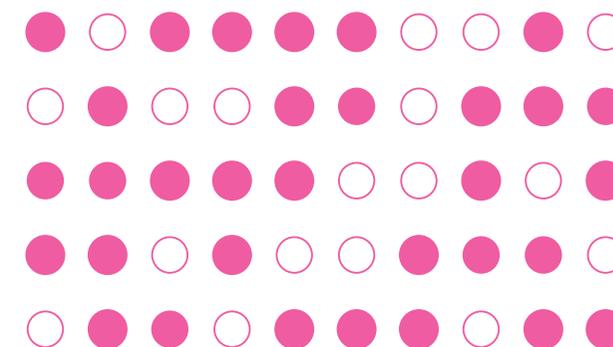
## Percentage of Tickets Issued by Ticket Type

Price Type	% Tickets Issued Total	% Sales (Money) Total
Full Price	63.30%	73.30%
Concession	8.10%	7.50%
Child	1.40%	0.90%
Family	5.80%	3.60%
Group6+	4.30%	4.40%
BankSA Support Act	0.10%	0.20%
BankSA Cardholder	4.70%	3.50%
Fringe Member	3.10%	1.60%
Midweek Treat	2.10%	1.90%
Double Your Applause	0.20%	0.40%
Schools	0.40%	0.30%
Watch From Home	0.30%	0.10%
Access WC	0.00%	0.00%
"Other?" (VIP, Meal & Show, bespoke ticket types etc)	3.50%	2.50%
Comp Tickets	2.60%	0.00%

Comp Tix Breakdown	% Tickets Issued Total	% Comp Tickets Issued
PromoTIX	2.60%	0.07%
Companion Card	8.39%	0.23%
Presenter Comp	73.81%	2.06%
Media	4.90%	0.14%
Honey Pot	1.92%	0.05%
Awards	7.89%	0.22%
Schools Comp TIX	0.48%	0.01%

## Tickets Sold by Venue Capacity

Price Type	% Tickets Sold
1-50	64.00%
51-100	67.00%
101-300	63.00%
301 - 500	61.00%
501 - 1000	62.00%
1001+	62.00%



**64% Tickets Sold**  
for events holding 1-50 people

## Tickets Sold and Top Ticket-Buyer Postcodes by Genre

Genre	% Tickets Sold per Genre	Average Ticket Price	Top Postcodes (outside of 5000)				
			#1	#2	#3	#4	#5
Cabaret	12.15%	\$ 32.00	5045	5067	5159	5022	5082
Children's	4.64%	\$ 18.80	5082	5063	5066	5067	5022
Circus & Physical Theatre	3.09%	\$ 21.80	5159	5082	5159	5067	5045
Comedy	20.55%	\$ 32.71	5159	5045	5022	5158	5062
Dance	3.10%	\$ 31.00	5022	5031	5067	5043	5062
Events	5.30%	\$ 12.20	5082	5067	5063	5085	5051
Film & Digital	0.80%	\$ 17.60	5062	5066	5051	5068	5065
Interactive	2.76%	\$ 31.18	5082	5067	5022	5033	5125
Magic	1.65%	\$ 32.00	5067	5158	5043	5125	5024
Music	25.90%	\$ 38.45	5067	5062	5159	5022	5045
Theatre	9.06%	\$ 35.00	5067	5082	5061	5034	5063
Visual Art & Design	6.00%	\$ 14.49	5090	5082	5007	5031	5127
Workshops & Talks	5.00%	\$ 21.60	5081	5062	5061	5033	5063

# MEDIA

## TOP 5 PUBLICITY TIPS

**1** Get started on your media strategy now

**2** Have a media release and high quality photo

**3** Upload a media kit to your AVR registration

**4** Nail your 'pitch' to get a journalist's attention

**5** Do your research and read more in AVR Resources

Uploading your information to AVR gives Adelaide Fringe accredited media access to information about your event so they can review your show – you will want everything to be available at their fingertips so you don't miss out!

## YOUR MEDIA KIT SHOULD INCLUDE

- A one-page media release that includes all relevant information for your event (venue, session times, dates, ticket prices etc) as well as your contact details
- High resolution 300dpi images. AT LEAST one portrait and one landscape option
- Information about the company and excerpts from past reviews
- A background sheet with biographies for each artist/performer/writer/director
- MP3 audio files for a music event
- Links to a show reel or footage of your event

# KEY DATES

- 20 SEP 2021** Meet the Venues Event
- 25 SEP 2021** Professional Development Series  
Session: *Action Stations*
- 30 OCT 2021** Professional Development Series  
Session: *Put Yourself Out There*
- 3 NOV 2021** Printed Program and Program  
On Sale Deadline
- 27 NOV 2021** Professional Development Series  
Session: *Marketing Spend*
- 1 DEC 2021** BankSA Presale
- 2 DEC 2021** Full Program On Sale

**18 FEB – 20 MAR 2022**  
**ADELAIDE FRINGE 2022**

Inma. Photo: Jordan Gollan, 2021



# Be the good kind of sell-out.

Cut through the crowd and draw attention to your event by joining our BankSA customer 25% off promotion. You control how many tickets are discounted, while we take care of the advertising to make your event easier to find.

Opt in online on AVR when registering your event