

FIND YOUR AUDIENCE

Artist Magazine: Issue 3



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

Issue 4: Your Festival

Modern Maori Quartet. Image: Chloe Elizabeth

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ADELAIDE FRINGE

19 FEBRUARY – 21 MARCH Principal Partner
2021 bankSA

KEY DATES

- 4 November 2020 Print Registrations CLOSE
- 9 November 2020 StandOUT Marketing & Media Session
- 17 December 2020 BankSA Pre-Sale
- 18 December 2020 Full Program On Sale
- 19 February 2021 Adelaide Fringe Opening Night!



Barossa Fringe. Image: Nathaniel Mason

“Nothing will work unless you do”

Maya Angelou

While we are pretty sure Ms Angelou wasn't talking about putting on a Fringe event, we think the sentiment still applies here. Marketing your event to the right audiences takes time, hard work, and a bit of sweat (we've all hiked around town with a backpack full of posters and flyers before), 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 at Adelaide Fringe 2021! If you have any questions, get in touch and the Adelaide Fringe team will be happy to help.

Artist & Venue Team:
+61 8 8100 2022
artists@adelaidefringe.com.au

Marketing Team:
marketing@adelaidefringe.com.au

Ticketing Team:
+61 8100 2012
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Principal Partner
bankSA



MARKETING

THE BASICS

1. Understand your audience

Who are they? How do they behave? Where do they spend their time? This is the best place to start when planning your overall marketing campaign. Who is the average type of person who will buy your tickets? 20-year-olds on a hectic night out? Parents with their children? Retirees? Once you have an idea of who your audience is, it will make it much easier to reach them, communicate with them and pitch your show!

2. Create a promotional / marketing plan

Use the awesome template provided by the Adelaide Fringe marketing team. Breakdown your campaign as best you can and use the template to steer you in the right direction. Be creative, think outside the box and remember to keep coming back to who your target audience is. Find the template on [AVR here](#).

3. Set a budget

Think critically about how you are spending your money. Even a small budget can have a big impact when used the right way! Paying to get in front of a passionate and dedicated audience like this could be way more effective than paying for more generalised Facebook advertising! But maybe your audience is more dispersed and you're great at making engaging online content? In this case, Facebook ads could be the perfect option. It doesn't matter how big your budget is: it matters how effectively you use it and how well it engages the type of people who you're trying to get to come see your show. Check out a budget template on [AVR here](#).



Aboriginal Comedy AllStars. Image: Shaun Higgins

TOP TIPS

- Diversify your spend. Try to purchase or utilise multiple touchpoints – never spend all of your budget in one place.
- Pay attention to what works and what doesn't work. If something in your plan is doing poorly, change it.
- Keep your branding consistent so that people can easily recognise you—this includes imagery, colours, font, writing style, etc.
- Have a range of great, high-resolution images ready to go at a moment's notice (if an opportunity arises, you don't want to scramble to do a photoshoot).
- Think about lead-in time. In order to successfully reach a new person, engage them, educate them on what you're offering, and convince them to buy tickets, you may need to get in front of them a number of times over the course of a few weeks or months. So, do not start thinking about marketing the week before your event!



Electric Dreams Conference. Image: Nathaniel Mason

SOCIAL MEDIA

Social Media is a place where people spend their down time – no one is scrolling through Twitter because they want to be spammed with sales information.

The digital world is constantly changing. More and more, audiences are seeking quality content that provides them with value. These are things that are humorous, or interesting, or changes the way they think about the world. They are looking for connection and conversation. If you want to have strong social media game, you need to think not 'how can I sell my tickets to people' but 'how can I *connect* with people so that they *want* to buy my tickets?'

Posting about promo codes, deals or on sale dates is fine every now and then, but if you spam people, they will find it annoying and they'll tune out or worse, unfollow you.

But how do you grow your following in the first place? Start with your family and friends! There's nothing wrong with inviting your best friend's mum to like your Facebook page or asking your brother-in-law to retweet your photo. Growth is compounding—the more followers and engagement you have, the faster you grow. You can kick-start this with people you already know.

BONUS TIPS!

- Make it easy for people to buy your tickets: put your FringeTIX link in your about or bio section of each social media site.
- Quality over quantity: if you are sparse on time, pick just one social media site and do it well rather than spreading yourself thin over a bunch. *And remember not to spam people.*
- Don't post the same content to each social media site. People will get bored very quickly. When you're creating the content, find ways to efficiently change up the imagery and make it interesting.

FACEBOOK

Start by looking at your own feed. What do you find engaging? What gets you commenting or liking?

People on Facebook are seeking connection and value. Videos can be the most engaging content to post if they are done well—but keep in mind that videos can take a long time to produce. A funny, well-written post with a good photo can be just as engaging as a promo video that took thousands of \$\$\$ to make! Fundamentally, you need to work smart not hard.

Respond to people's questions. Always be well natured. If someone is being hostile to you, deleting and blocking are things you are able to do! Arguing with angry internet people will never positively benefit you. So, if someone is being absolutely unreasonable—practise some self-care, and block them the heck outta there!

Facebook is also a great platform for online advertising. Facebook advertising or boosted posts let you pinpoint exactly who you want to see your content.

If you are a returning Adelaide Fringe artist you can access previous years customer data and use it to re-market to look-alike audiences on Facebook. If you are unsure how to access your Customer Data from previous seasons then contact our ticketing team at ticketing@adelaidefringe.com.au. This can be advantageous to selling your tickets, depending on your budget and/or audience!

INSTAGRAM

Instagram is the most visual of all the platforms. Instagram Feed is best for aesthetically pleasing content that tells a visual narrative. Plus, you can use tags (such as ours: [#ADLfringe](https://www.instagram.com/explore/tags/ADLfringe)) so that new people can discover you. Instagram Stories is more informal—behind the scenes content, Q&As and videos shot on your phone will do great here. More people on Instagram interact with Stories than Feed, however, you can't effectively grow your following if you're only doing Stories. You need to do both to optimise growth on Instagram.

TWITTER

If you are looking to constantly offload your thoughts, funny quips and commentary about the world—Twitter's probably your platform. You don't have to worry about over-posting here like you do with the other sites. Twitter is all about provoking conversation. Twitter is also a great place to connect with journalists and media personalities as it allows for an open dialogue—follow and tweet them and give them interesting content in the hope that they might retweet it.

Remember: you must include the Adelaide Fringe logo, website and ticketing information as the primary point of ticket sales on all promotional material, including social media ads.

SOME AREAS TO CONSIDER

Digital Advertising (Website, EDMs & Social Media)

Digital Advertising is cheaper than print or radio, and can be a great way to target your advertising to the people you want to talk to. Check out lynda.com, [Facebook Blueprint](#) or other free online course sites to buff up your knowledge. You can also check out the Advertising tab in [AVR](#) for further opportunities, such as Email Direct Marketing (EDM) and website advertising.

Even \$20 can go a long way with Facebook Ads, so it's worth investigating what could work for you.

Traditional Advertising (TV, Print & Radio)

TV, print and radio advertising is traditionally very expensive. It's great for larger events or venues as they can have bigger budgets to reach wide audiences. However, keep in mind that in order to garner sales, you will probably need multiple slots booked. If this is the path you want to take, ask the publication or station for a Media Kit or Rate Card. You can also ask them about packages that include advertising, promotional on-air and street giveaways as well as interviews. If you can't afford to buy ads on your own, you can team up with other artists to share a space.

Printed Collateral

It's very busy on the streets during Fringe. Posters and flyers are a way to reach people on a night out. However, this is not a tremendously sustainable practice. It could be much more effective for you to look at PR or digital advertising opportunities instead. If you are set on using physical collateral, consider printing on recycled paper, and don't forget to include vital information like time, dates, venue and the relevant FringeTIX info.

Flying is a tricky skill. It's not about giving out paper as fast as you can: it's about having a real conversation with someone about why they should see your show. Have your elevator pitch ready to go and don't be afraid to show your personality and have fun with it.

For posters, you will need approval to place them inside or outside private property. Without the approval of the owner, your posters will be removed. Posting on poles and walls is illegal.

Outdoor

If you have a big production with many seats to fill, large format outdoor advertising might work for you. Get your show to travel around the city on a bus ad or target a specific area with billboards and street banners.

Make sure to include the 2021 Adelaide Fringe logo and FringeTIX logo on any collateral you produce to let people know your event is part of Fringe—and so they will know where to find your tickets! These logos are provided freely for your promotional use. Please keep in mind, however, that our logo must not be altered in any way. You can find the Style Guide in AVR Resources from October.

Have a Niche Audience?

- If your audience is gamers, approach a local hobby club to get in their newsletter – try [GamesWorld!](#)
- Is your event about motherhood? Find a local Mums and Bubs Group on FB and get to know the members!
- Hunt out the very specific audiences for your event and get them excited for it. If you build it, they will come!

OTHER IDEAS

- Get creative with your advertising! We've told you about the basics, but don't restrict yourself.
- Think about the location of your event and what audience might be near you. Your event may be directly across the road from 1,000 office workers who are looking for something to do or see after work.
- Use ticketing promotional prices like Fringe Membership, BankSA Customer and Midweek Treat to expand your reach.
- Contact clubs, associations, forums or groups interested in the themes of your show.
- Use ticket promotions through media outlets.
- Is your friend doing a show? Why not ask them to recommend your show at the end of theirs.
- Use your venue to your advantage! Get in contact with your venue and see what marketing/promotion they can do for you.
- If it suits you, perform at other registered variety and open mic nights during Fringe. This can be a great way to tap into new audiences.
- Remember to update your material—if you receive a great review or awards, tell people! And don't forget to update your online copy in AVR.

[Visit AVR Resources for more Marketing resources, tips and tricks.](#)



Haus of Hans. Image: Razan Fakhouri

TICKETING

Papering

Papering is an industry term used when complimentary tickets are offered to a specific target audience.

It's always best to get people's emails and invite them to RSVP rather than hand out free tickets on the street. Ask a local café, gym, or travel agent if they have a staff list they could forward your email to or contact a community group that might have a large number of volunteers you could invite. The idea is that these people will then spread positive word of mouth about your show!

If you do decide to give complimentary tickets away try to do this early in your season to spread word of mouth. Be mindful of who you give these to, try not to give them to people who would ordinarily buy tickets.

Consider taking advantage of initiatives such as Fringe Membership (see more on page 9) and BankSA (see more on page 10) ticket offers.

With these offers you have total control of the number of tickets offered and when you offer them and is a great way to tap into an audience you may now have been able to engage with otherwise.

If you have any specific questions around ticketing, get in touch with our Ticketing team!

ticketing@adelaidefringe.com.au
+61 8100 2012

Schools Program

The Adelaide Fringe Schools Program connects artists and youth audiences through the promotion of school-appropriate shows to teachers and schools. Joining the Schools Program will see your event promoted directly to schools and teachers. You can be part of the Schools Program if your event is appropriate for young people aged 2–18 years (18+ rating is not suitable).

You need to agree to:

- Set a Schools ticket price (this is only available to schools and community groups that work with youth) that is at least \$1.50 lower than the least expensive of your Full, Child, Concession and Group 6+ prices.
- Provide free teacher tickets as per the DECD teacher/student ratio guidelines (usually one or two per school group).

We strongly encourage you to schedule sessions during a school day to give your show the optimum chance for school bookings.

And Fringe will:

- Halve the booking fee for all Schools price tickets to \$1.50 which increases your box office income.
- List your event in the online and printed Schools Booking Guides and promote the Schools Program to teachers and schools.

Apply for the Schools Program through your AVR registration or email schools@adelaidefringe.com.au for more info.

FRINGE MEMBERSHIP

Fringe Membership is an all ages program run by Adelaide Fringe, which is available to all arts and entertainment lovers. The program exists to engage audiences year-round and offers heaps of exclusive deals, competitions and events. Members get access to an online hub where they can share their passion for Fringe and find out about new shows, events and venues relevant to their interests.

HOW CAN YOUR EVENT GET INVOLVED WITH FRINGE MEMBERSHIP?

Add a Fringe Membership ticket

Add 2for1 Membership tickets to help boost numbers and encourage audiences to see your events early in season or on specific sessions (ie. mid week).

Adding this price type is a way to get involved with Fringe Memberships at no cost to you. You have complete control of how many FM 2for1 tickets are offered and to which sessions.

Find out more information on AVR and opt-in early to get an advertising bonus!

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.

Opt-in for marketing opportunities through AVR

The Fringe Membership program hosts events and activities throughout the Fringe season. Keep in the loop and find out how you can further be involved by opting in to hear from the marketing team.

*** FRINGE *
MEMBERSHIP**
we cover your arts

Our members are exactly the type of people you want to get in front of:

- Fringe Members are social influencers and are often responsible for group bookings.
- Fringe Members purchase an average of 16 event tickets each.
- \$263,000 of income for artists and venues was generated from Fringe Member priced tickets.
- Fringe Member average EDM open rate in 2020 was 52.10% (the industry average is around 26%). Which means they are hungry for great deals, exciting events and arts info!



Georgia Horgan Show. Image: Shaun Higgins

"This year I've seen more than 50 shows all around Adelaide. I love seeing all the different shows and supporting the artists! Can't wait for next year."

Leanne, Fringe Member

No HalfTIX? No Worries.

Offer 2for1 for the people that matter

**Stand out of the crowd by offering
2for1 TIX to Fringe Members.**

It's the perfect remedy for quieter nights, gives you complete control over ticket allocation, plus comes with a direct line of communication to our highest engaged audience – Fringe Members.

*Sign up for 2for1 TIX before **4 NOV** to receive a complimentary Member e-news listing.**

 **UNLOCK
FRINGE MEMBERSHIP**

*Available for events who allocate 15 or more Member priced TIX.

Whether you're a Fringe first-timer or a seasoned Fringe performer, becoming part of the BankSA Cardholder 25% off program could benefit your show by getting more bums on seats.

Join the BankSA Cardholder 25% off program and make your event the star of Fringe!

How it works:

The BankSA Cardholder 25% off program helps you stand out from the 1200+ other events that compete for attention during Adelaide Fringe.

You control how many discounted tickets are offered and can adjust this number at any time. BankSA actively promotes the program across multiple channels, driving people to a curated list of all events that are offering 25% off.

For some events, there is also the chance for BankSA to promote your event across social, online, print and outdoor advertising channels.

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.

Can't present your work at Adelaide Fringe but still want to connect to industry? Honey Pot will host 'Virtual Events'. Register your event virtually and be given access to the Honey Pot program and delegates.



Honey Pot HIVE. Image: Chloe Elizabeth

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

In 2020, we attracted record attendance:

- 298 Industry Delegates; including
- 125 internationals representing 27 countries



Image: Chloe Elizabeth

THE ADELAIDE FRINGE CAMPAIGN

Adelaide Fringe is the link between artists and audiences. We use our specialised knowledge and marketing expertise to roll out the Southern Hemisphere's biggest arts festival and smash ticket sales records year on year.

As an open access arts festival, all of our efforts come back to selling tickets. Using an effective mix of traditional techniques and highly targeted digital marketing, we saturate the public with Fringe from the beginning of the year until the end of the festival – last year we turned over 853,419 tickets.

We want to help! Check out the [marketing resources in AVR](#), come along to the [StandOUT! Marketing and Media Session](#) or get in contact with our team directly at artists@adelaidefringe.com.au.

Social Media

Adelaide Fringe has the largest social media following of any arts festival in Australia.

Make sure to follow and interact with our accounts:

-  [Facebook @ADLfringe](#) – 100,414 followers
-  [Twitter @ADLfringe](#) – 66,288 followers
-  [Instagram @ADLfringe](#) – 37,787 followers
-  e-News: 142,000 subscribers

Use [#ADLfringe](#) to tag us in your posts and jump in on the conversation with Fringe-goers

adelaidefringe.com.au

Each registered Fringe event has its own event page on our website. Use your specific URL across all your marketing efforts to direct audiences straight to your event to purchase tickets or find out more.

Our website also allows audiences to easily filter the program and search by venue, title, genre, date and accessibility options.

Don't forget to upload your reviews to AVR so we can include them with your event listing on our website.

The Adelaide Fringe website had 3.1 million sessions and 15.2 million unique page views in 2020!

Adelaide Fringe Guide

In 2020, 320,000 copies of the Fringe Guide were distributed across Adelaide and interstate. Plus, a digital version of the guide was also made available on our website with almost 70,000 impressions.

This is a major source of information for audiences and ticket buyers, who are looking to browse and choose events. So, make sure your image and 350 character description are spot on.

FRINGE ADVERTISING

Advertising with Adelaide Fringe is efficient and cost effective in generating interest in your event. We offer advertising packages that provide you the ability to cut-through to the right audiences with options that are tailored to suit your event and budget.

Purchase your advertising through the dedicated AVR module from mid September. Alternatively, pop an email through to ads@adelaidefringe.com.au.

The Adelaide Fringe Guide

82% of audience members consult the Adelaide Fringe guide. We offer display advertising with sizes that range from full and half-page ads right through to smaller display sections.

eNews Banners

With a subscriber base of more than 142,000 people, the Adelaide Fringe eNewsletter gets your show promoted directly to thousands of Fringe-goers.

Fringe Membership Advertising

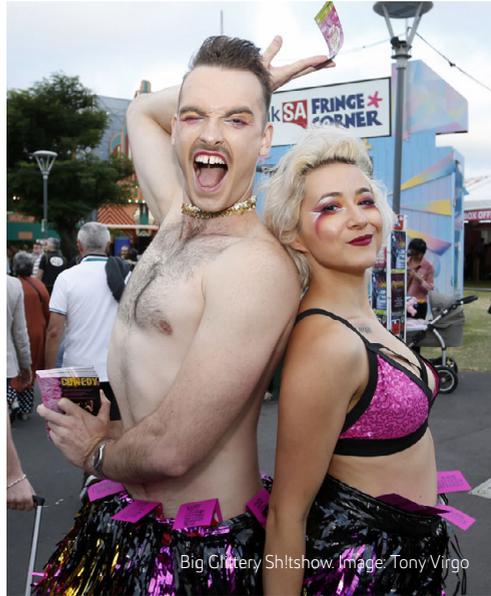
Reach our dedicated Fringe Membership audience of over 25,000 highly dedicated Fringe goers. Get cut-through with banner advertising in Members dedicated eNews, dedicated social media posts in our Member group, additional website listings and more! See Resources in AVR for more info. Starting from \$100 +gst.

adelaidefringe.com.au

95% of audiences use the website to browse for FringeTIX. Banner and button advertising is available for purchase and links directly to your event listing. Capture your audience right as they are making their booking decisions!

Custom

Contact us about custom packages that can suit your needs!



Big Clattery Shitshow. Image: Tony Virgo

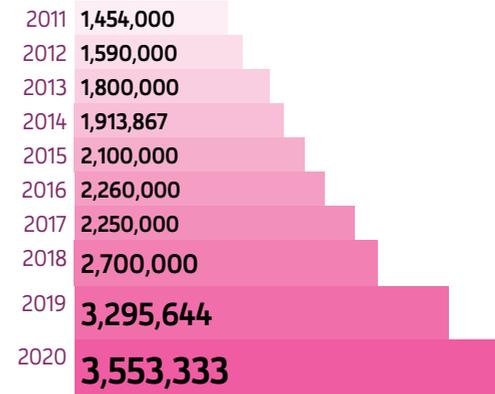
AUDIENCE PROFILE

Who are our audience?

In 2020, 78.9% of audiences said they tried a new event they had not seen before. 30% of tickets were purchased prior to Adelaide Fringe's 2020 opening night, with the remaining 70% purchased during the festival. Traditionally, Adelaide audiences buy late and make spontaneous decisions on shows; make this work in your favour with well-timed marketing!

Total Adelaide Fringe Audience Attendance

This includes all attendances at free Fringe activities



2020 AUDIENCE PROFILE

OUR 2020 EVENTS & VENUES



627

SA Events
2019: 640
2018: 626



319

Interstate Events*
2019: 397
2018: 346



257

International Events*
2019: 281
2018: 259

6,724

Artists

2019: 7,012
2018: 6,929

1,203

Events

2019: 1,318
2018: 1,231

368

Venues

2019: 405
2018: 337

141 (38%) of venues are located in the Adelaide City Council area

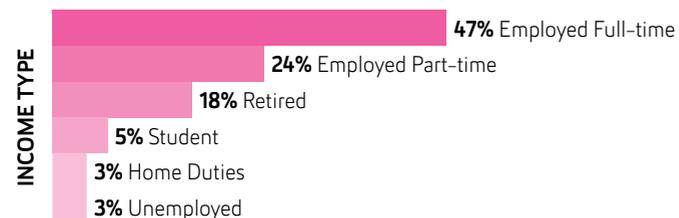
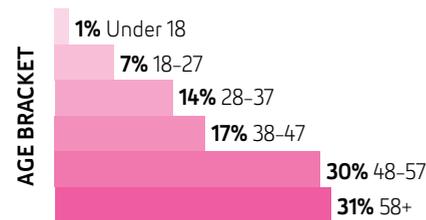
226 (61%) of venues are located outside the Adelaide City Council area

864 (61%) events took place within Adelaide City Council

560 (39%) events took place outside the Adelaide City Council area

*Including events registered as 'Multiple States / Countries' which could include SA / AUS

OUR 2020 TICKET BUYERS



5.4% Interstate
Customers



1.4% International
Customers

2020 AUDIENCE PROFILE (CONT.)

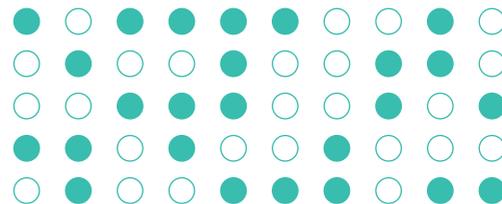
PERCENTAGE OF TICKETS ISSUED BY TICKET TYPE

Price Type	% of Total Tickets Issued	% of Total Sales (Money)
Full Price	56.4%	69.0%
Concession	7.6%	9.0%
Child	1.1%	1.0%
Family	3.9%	3.0%
HalfTIX	5.8%	3.0%
Group6+	4.0%	5.0%
BankSA Support Act	0.2%	0.1%
BankSA Cardholder	4.7%	4.0%
Fringe Member	1.8%	2.0%
Schools	1.2%	0.3%
Access WC	0.1%	0.1%
Other (VIP, M&S, bespoke ticket types, promo codes etc)	4.6%	3.0%
Comp Tickets	8.8%	0.0%

Comp Tickets	% of Total Tickets Issued	% of Comp Tickets Issued
PromoTIX	0.1%	1.6%
Companion Card	0.2%	2.2%
Presenter Comp	6.6%	74.7%
Media	0.4%	4.6%
Honey Pot	0.2%	2.7%
Awards	0.3%	2.9%
Schools Comp TIX	0.4%	4.4%

PERCENTAGE OF TICKETS SOLD BY VENUE CAPACITY

Capacity	% of Tickets Sold
1-50	50%
51-100	45%
101-300	47%
301-500	54%
501-1,000	50%
1,000+	53%



50% of Tickets Sold for venues holding 1-50 people

TICKETS SOLD BY GENRE

Program #	%	Genre	% of Tickets Sold per Genre	Average Ticket Price	
				Full Price	Concession
104	9%	Cabaret	13.6%	\$ 28.97	\$ 41.75
79	7%	Children's	3.5%	\$ 16.43	\$ 19.00
40	3%	Circus & Physical Theatre	18.6%	\$ 37.43	\$ 27.36
308	26%	Comedy	28.1%	\$ 33.20	\$ 21.01
28	2%	Dance	0.6%	\$ 26.02	\$ 21.63
56	5%	Events	0.5%	\$ 30.09	\$ 23.50
8	1%	Film & Digital	1.0%	\$ 12.81	\$ 11.83
40	3%	Interactive	2.2%	\$ 21.44	\$ 22.68
22	2%	Magic	5.1%	\$ 29.06	\$ 23.29
299	25%	Music	20.5%	\$ 38.11	\$ 30.06
137	11%	Theatre	6.0%	\$ 34.25	\$ 21.56
66	5%	Visual Art & Design	0.2%	-	-
16	1%	Workshops & Talks	0.2%	\$ 27.31	\$ 32.53

TICKETS ISSUED BY POSTCODE

Other than Adelaide CBD (5000), the most popular postcodes for Tickets Issued by Genre are:

Genre	#1	#2	#3	#4	#5
Cabaret	5082	5067	5006	5022	5072
Children's	5082	5033	5063	5072	5125
Circus & Physical Theatre	5082	5006	5067	5158	5076
Comedy	5082	5006	5067	5095	5022
Dance	5033	5159	5047	5095	5066
Events	5251	5033	5082	5067	5063
Film & Digital	5067	5006	5165	5171	5062
Interactive	5082	5251	5006	5095	5067
Magic	5082	5067	5006	5095	5023
Music	5082	5067	5006	5072	5061
Theatre	5082	5067	5006	5061	5063
Visual Art & Design	5022	5017	5051	5082	5031
Workshops & Talks	5033	5127	5069	5011	5023

MARKETING PACKS

Other World Elements. Image: Rebekah Ryan

A little stuck on how to spend your marketing budget? Below are a few examples of how you could spread your budget around to get multiple touch-points and increase your reach.

\$0 MARKETING BUDGET

Digital

- Add your event listing to the [Australian Tourism Data Warehouse](#).
- Add your event listing to [Event Finda](#).
- Add a Fringe Membership 2for1 ticket price.

Social

- Make a Facebook event and share it amongst your friends and encourage them to do the same.
- Talk about your event across your personal social media pages.
- Get creative! You don't have to pay to create highly effective social media content. Focus on making things that are engaging and connect with people.

Networks

- Selectively distribute a few complimentary tickets to influential people you know – hairdressers, your popular friends, retail workers, bartenders, receptionists etc.
- Work with your venue – how can they help you promote your show? Will they be able to post your event on their socials?

\$150-\$250 MARKETING BUDGET

- In addition to the previous pack, with \$150-250 you can:

Digital

- Put up 3 double passes to your show and purchase a Fringe Giveaway package to advertise your show directly to the Fringe Membership mailing list.
- Have your event displayed on the Adelaide Fringe Box Office screens.

Social

- Boost your Facebook event to get it in front of more people who wouldn't have otherwise seen it.

Networks

- Consider joining with your venue to promote a 'Dining In' package, and promote it to Fringe Members.

Print

- Print posters for your venue.

\$500-800 MARKETING BUDGET

- In addition to the previous pack, with \$500-800 you can:

Digital

- Add a button or banner advertisement to the Fringe website.

Social

- Run multiple Facebook and Instagram ads through a targeted ad campaign.

Print

- Promote your show with a stand-out advertisement in the Official Adelaide Fringe Guide or Fringe by Day Guide.

\$1,000-\$1,500 MARKETING BUDGET

- In addition to the previous points, with \$1,000-\$1,500 you can:

Digital

- Access Adelaide Fringe Members by offering a Member Deal or Giveaway
- Purchase time on a website banner
- Have a professional photographer snap the first few minutes of your show and post them online
- Get your show poster beamed out to ticket buyers from the Box Office digital screens.

Social

- Run a highly targeted digital ad campaign with multiple ads. Implement dynamic content (multiple images and multiple versions of your copy) to utilise Facebook's machine learning capabilities in order to best target your audiences.



You should have your media kit ready to send out by early December, and uploaded to your AVR registration so that accredited Adelaide Fringe media can easily access your information.

Adelaide Fringe accredited media includes a wide range of local, national and international reviewers, journalists, announcers and arts editors, who all have access to media uploaded by registered artists. If they are looking for more information about your event, you will want everything to be available at their fingertips so you don't miss out.

Making News

Think about your story pitch; how it will stand out and set you apart. It's important to know that the media receive hundreds of emails and phone calls a day, and during Fringe this can increase to thousands.

Journalists are looking for stories that are 'newsworthy' and hunt out stories they consider highly engaging. Perhaps your grandfather was a Fringe performer, your mother was a Fringe performer and now you are too. That's a story (and a brilliant photo opportunity too).

Before pitching a story to the media, it's important to consider whether the demographic for a particular media outlet will be suitable for your event. For example, FIVEaa radio tends to have an older audience, whereas NOVA 919 will attract a younger audience. Do some research. It will make your pitches more effective and any publicity more valuable.

First timer? Please email us your draft media release and we will happily provide feedback, before you send it out to media. Don't be afraid to get in touch and ask the questions!

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Human Factor

When planning or preparing any communication for the media, whether written or verbal, ask yourself the following questions:

- How does your story impact other people?
- Why should they be interested?

By keeping these questions in mind, you will be able to stay more focused on what you are trying to achieve. Remember, a journalist's reason for writing a story will be very different from your reason for wanting a story to be written.

Power of a Great Photo

A bright, strong, clear image is a powerful tool. The inclusion and placement of a story is hugely influenced by the pictorial editor of a publication. A great image will also help you better sell your story when you have an initial conversation with a journalist.

As part of your initial story pitch, you should include your current image, but also additional photo options. For example, if your show or event is about wine, you could do a photoshoot at Adelaide's National Wine Centre of Australia—this would help make the story relevant for an Adelaide audience.

WORKING WITH JOURNALISTS

- Give them a reason – why is your story more newsworthy than somebody else's?
- Make it easy for them – have good information and a few high resolution images in formats they can use, all ready to go.
- Be easily accessible – have a dedicated contact who will ALWAYS answer their phone. If they do decide to pick up your story, they'll need the interview, information and images yesterday.
- Work with their timelines – often you'll need to set up photo opportunities in the morning to make the next day's paper.
- Be understanding – most media are working within very tight timelines and with increasingly fewer resources.

If a photo shoot is taking longer than expected, be gracious rather than complaining. Remember, if you make a poor impression they'll be less likely to invite you back. Also, they may not print exactly what you wanted and can occasionally get their facts wrong—for the sake of your long term career, don't bite the hand that's feeding you.

Top 5 Publicity Tips:

1. Get started on your media strategy ASAP
2. Have a professional media release and photo
3. Upload a media kit to AVR
4. Nail your 'pitch' to get a journalist's attention
5. Do your research read more in [AVR Resources](#)

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.



Guru Dudu's Silent Disco Walking Tours. Image: Rebekah Ryan

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