



RAMPAGING RHINOCEROS

2020/21 Marketing Pack
www.puppetswithguts.com

#RampagingRhinceros



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KEY CONTACTS

Artistic Director Ivan Thorley (mail@puppetswithguts.com / 07942459451)

Associate Producer Frank Wilson (bookus@puppetswithguts.com)

Marketing & Communication Executive Lara Costello (lara@puppetswithguts.com)

Contact Lara for any marketing or press queries, or for photo/artwork requests.

KEY RESOURCES

Images You will have been sent a variety of photos for use in your marketing campaign. Please request more from Lara if needed.

Videos These can be found on our [Vimeo](https://www.vimeo.com/puppetswithguts).

Website Please create a link to our website from your website: www.puppetswithguts.com

Social Media Please talk about us on your social media channels. Please tag us too (and we'll repost) - we're 'Puppets with Guts' on Facebook, Twitter, Instagram, LinkedIn and TikTok.



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ENGLAND**

ABOUT US

We make extraordinary big puppets, animating public spaces with spectacular shows that illuminate contemporary society. From greenfield festivals and urban parades, to heritage attractions and town halls, botanic gardens, forests, theatres and film sets, our shows excel at transforming spaces with their audacious and subversive style of performance.

Artistic Director, Ivan Thorley has had over fifteen years' experience working with some of the world's most exciting creatives. Puppets with Guts have performed at numerous events and venues, including Kew Gardens, The Royal Albert Hall, Greenwich & Docklands International Festival, The National Theatre and Latitude Festival.



WANDSWORTH FRINGE 2017



HAYES CARNIVAL 2014



Gi20 2014

RAMPAGING RHINOCEROS CAST & CREATIVE TEAM

Artistic Director Ivan Thorley

Designer Caroline Bowman

Director Nathan Curry and Robin Guvier

Puppeteers Katrina Wesseling, Iskandar Sharazuddin, Tom Wilton, Bertie Harris, Laura Reeves, Seb Myer, Maia Kirkman, Sam Clark, Oliver Hyman



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RAMPAGING RHINOCEROS SHOW COPY

10 Words

A roaming rhino puppet act that's engaging, beastly and fun.

30 Words

A bizarre but highly entertaining puppet walkabout act comprising of two rhinoceros body puppets, an exhausted 'keeper' and a big, nobbly rhino bum. The act – better described as pandemonium – is engaging, beastly and heaps of fun.

75 Words

Rampaging Rhinoceros is a bizarre but highly entertaining puppet walkabout act comprising of two rhinoceros body puppets, an exhausted 'keeper' and a big, nobbly rhino bum.

They might have split apart because of artistic differences, or were they humans once upon a time who have become so thick skinned, short sighted and grumpy that they morphed into rhinoceros and a giant bum?

The act – better described as pandemonium – is engaging, beastly and heaps of fun.

KEY SELLING POINTS AND TARGET AUDIENCES

- **Hilarious** – The act is sure to have you in stitches!
- **Educational** – The rhinos engage audiences on themes of extinction and conservation.
- **Engaging** – the roaming nature of the puppets means the rhinos are always running round causing commotion.
- **An impressive puppetry display** – Experience high-quality contemporary puppetry work
- **Suitable for all ages** – Especially good for families



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Social Media

Here are a few suggestions on how to make your social media support in the run up to the event even more effective, and ensure show consistency between us.



PUPPETS WITH GUTS DIGITAL PLATFORMS

WEBSITE: www.puppetswithguts.com

VIMEO: /puppetswithguts

YOUTUBE: Puppets with Guts

TWITTER: @puppetswithguts

FACEBOOK: /puppetswithguts

INSTAGRAM: @puppetswithguts

LINKEDIN: Puppets with Guts

TIKTOK: @puppetswithguts

- Please tag us in all your social media posts. This will enable us to re-tweet and help you reach more people.
- When tweeting about the show, please use the hashtag #rampagingrhinoceros

SUGGESTED MARKETING PLAN

2 months to go.

Call local magazines and other long-lead publications to let them know about the event, and ask if they'll run a preview article.

6 weeks to go.

Share posts on your social media channel once a week, using the photos and videos you've been sent to improve engagement and generate excitement about the event.

4 weeks to go.

Call local radio & TV stations to let them know about the show and ask about the possibility of an interview with Puppets with Guts. Contact lara@puppetswithguts.com to discuss.

1 week to go.

Daily posts to your social media channels, reminding your audience that the event is soon to take place. Use the photos and videos you've been sent to improve engagement.

On the day

Last minute reminders on social media channels (if it's a sunny day, it might be worth referencing the beautiful weather!). Provide live social media coverage throughout the day. If we are performing more than once, remind audiences where they can catch us.



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