



**THE LIPS:**  
2020/21 Marketing Pack  
[www.puppetswithguts.com](http://www.puppetswithguts.com)

#BigPuppetLips



@puppetswithguts



@puppetswithguts



/puppetswithguts

## KEY CONTACTS

**Artistic Director** Ivan Thorley ([mail@puppetswithguts.com](mailto:mail@puppetswithguts.com) / 07942459451)

**Associate Producer** Frank Wilson ([bookus@puppetswithguts.com](mailto:bookus@puppetswithguts.com))

**Marketing & Communication Executive** Lara Costello ([lara@puppetswithguts.com](mailto: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** There are several videos of The Lips performing at different festivals and events. These can be found on our [Vimeo](#).

**Website** Please create a link to our website from your website: [www.puppetswithguts.com](http://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.



Supported using public funding by

**ARTS COUNCIL  
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.



ENCHANTED HORSHAM 2019



HIDDEN HEATHBROOK 2019



FESTIVAL OF THE SKY 2019

## THE LIPS CAST & CREATIVE TEAM

Artistic Director Ivan Thorley

Designer Caroline Bowman

Director Andy Dawson

Writer Andrew McCaldon

Assistant Director Sam Clark

Puppeteers Katrina Wesseling, Iskandar Sharazuddin, Tom Wilton, Bertie Harris, Laura Reeves, Matt Rudkin



Supported using public funding by

**ARTS COUNCIL  
ENGLAND**

# THE LIPS SHOW COPY

## 10 Words

A dazzling big puppet mix-tape spectacle

## 30 Words

A big puppet mix-tape show, The Lips reanimate our favourite songs, celebrate our shared love of popular music and uphold our freedom to speak out through a luminous lip-sync performance.

## 60 Words

The Lips are a chorus of delightfully deviant divas whose mouths have broken free from their bodies!

A luminous outdoor big puppet mix-tape show with something to say, The Lips reanimate our favourite songs, celebrate our shared love of popular music and uphold our freedom to speak out through a big pop-puppetry performance that is seductive yet subversive.

## KEY SELLING POINTS AND TARGET AUDIENCES

- Like nothing you've ever seen before – this show is a dazzling and surreal visual spectacle.
- Feel-good – The Lips are a joyful and uplifting experience
- A mix-tape celebration – dance and sing along to all your favourite tunes
- An impressive puppetry display – experience high-quality contemporary puppetry work
- Suitable for all ages – especially good for families



Supported using public funding by

**ARTS COUNCIL  
ENGLAND**

# 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](http://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 #TheLips

## 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](mailto: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.



Supported using public funding by

**ARTS COUNCIL  
ENGLAND**

# SUGGESTED PRESS RELEASE

## Puppets with Guts to illuminate (Insert name of festival/event) with their dazzling new big puppet creation The Lips

This (Insert month) big puppet theatre company Puppets with Guts will be performing their dazzling and surreal new outdoor mix-tape show The Lips in (Insert location) as part of (Insert name of festival/event).

A luminous lip-sync performance, The Lips are a charismatic chorus of big puppet mouths reanimating our favourite songs through a pop-puppetry performance. This joyful, engaging show has universal appeal due to the combination of visual spectacle, dancing puppeteers and mix-tape tunes that celebrate the unifying effect of popular music. Animating the urgent need for people to come together in acts of community, exploring joyful and subversive ways of bringing new audiences into public spaces, The Lips are mouth pieces amplifying a diverse range of voices in contemporary society.

### Roxy Robinson, Festival of Skye Director comments:

"The Lips were just so fabulous...!"

### About Puppets with Guts

Puppets with Guts 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.

**Website:** [www.puppetswithguts.com](http://www.puppetswithguts.com)

**Facebook:** /puppetswithguts

**Twitter:** @puppetswithguts

**Instagram:** @puppetswithguts

### Press Contact:

**Lara Costello** – Marketing and Communications Executive at Puppets with Guts

**Email:** [lara@puppetswithguts.com](mailto:lara@puppetswithguts.com)



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**