RAMPAGING RHINOCEROS WORKSHOP

2020/21 Marketing Pack

www.puppetswithguts.com

#RampagingRhinoceros @puppetswithguts @puppetswithguts /puppetswithguts

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.

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 re-post) - 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.

RAMPAGING RHINOCEROS WORKSHOP COPY

10 Words

A wildly fun rhino mask making workshop for families.

30 Words

A drop-in rhino mask making workshop that's popular with the whole family! Watch our engaging online instructional video and let your imagination run wild constructing and decorating our innovative high-quality flatpack cardboard rhino masks. Take a moment to join in, create your own mask and take it home as a memento of your remarkable rhino filled day.

KEY SELLING POINTS AND TARGET AUDIENCES

- Educational – The rhinos engage audiences on themes of extinction and conservation.
- Creative- – The masks provide a blank canvas to decorate and let your imagination go wild.
- Challenging – The unique design of the masks allows children to develop their problem solving skills.
- Engaging – Our digital mask making video is fun and informative.
- Suitable for all ages – Especially good for families.

Supported using public funding by ARTS COUNCIL ENGLAND

bookus@puppetswithguts.com https://puppetswithguts.com/ Puppets with GUTS Ltd, Registered in England, Registration number 11163158.
Registered Office Address: Puppets with GUTS Ltd, Europa House, Goldstone Villas, Hove, East Sussex, BN3 3RQ

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.

SUGGESTED MARKETING PLAN

2 months to go.
Get in touch with community groups, schools and local venues to ask for cross-promotional opportunities. Post on local social media groups and platform to share news of the workshop

4 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 workshop.

4 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 workshop.

1 week to go.
Daily posts to your social media channels, reminding your audience that the workshop 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 about the workshop and live social media coverage throughout the activity to show everyone how much fun your having. Be sure to take plenty of pictures for evaluations and promotion.

Supported using public funding by ARTS COUNCIL ENGLAND