Welcome to Assembly’s 37th year at Edinburgh Festival Fringe. Edinburgh Fringe is the greatest arts festival in the world and we are proud to play our part in it. We are looking forward to working with you all, we are very pleased to have you on board.

We understand that standing out in an arts festival like Edinburgh Fringe, can be very challenging. We created this guide to help visiting companies, promote their shows. Marketing is important, as it is peoples’ first access point to what they are going to see, thus, theatre companies should invest time on planning their marketing campaign before arriving at the festival. You marketing campaign should focus on communicating what your show is about, and on ways to engage with audiences in unique and interesting ways, so as stand out from the crowd.

It is of great importance for your campaign to be integrated, meaning that whichever marketing tools you use, they should promote the same unified message. You should be consistent, use the same fonts and style throughout everything you do, and the same image on your press release, programme entry and social media profiles, as it will help people identify, and call your show in mind.

Below you will find some suggestions to help you make the most of the festival, offering some general guidelines, Please, keep in mind, that not everything will be suitable for your show. Be creative, and use the marketing tools that are most appropriate, considering your company’s profile, your audience, and your show.

**Enjoy reading**
Assembly Main Contacts

Programming Enquiries
Programming@assemblyfestival.com

Marketing Enquiries
Marketing@assemblyfestival.com

Press Enquiries
Press@assemblyfestival.com

Technical Team
Technical@assemblyfestival.com

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Boxoffice@assemblyfestival.com

Contents
1. Identify and connect with your audience
2. Familiarise yourself with Edinburgh Festival Fringe
3. Write your press release
4. Print and Design
5. Distribution
6. Assembly Outdoor Advertising (Foamex)
7. Festival Advertising
8. Digital Marketing and Social Media
9. Promotional Videos
10. Marketing giveaways – memorabilia
11. Events
12. Tickets sales and offers
13. Direct Marketing Campaigns
1. Identify and connect with your audience.

Do some research and try to figure out your audience characteristics, not just about their genre and age, but also about their lifestyle. Keep that in mind, when you are trying to promote your show. Plan your marketing strategy according to who your audience is, what they can relate, to and what they enjoy doing.

Be friendly and try to interact and engage with audiences. Take into consideration that word-of-mouth and personal recommendations are a very strong marketing tool. In addition, don’t forget to encourage your audience to submit their own reviews and help you spread the word about your show during the festival.

2. Familiarise yourself with Edinburgh Festival Fringe

Especially if this is your first time in the Fringe, it is of great importance to do some research on what is happening before and during the festival. Join Fringe participant groups on Facebook, visit the Edinburgh Fringe Office once you are in Edinburgh, and sign up on their newsletter, to receive the latest news, and information on important deadlines. On the Fringe website, you can also, find and download guides related to the festival. They also have information on ways to promote your show, about the Fringe audience, print, distribution and advertising options

www.edfringe.com/participants/promoting-your-show/marketing


If you haven’t already, download the Assembly Press Release templates from our website www.assemblyfestival.com/industry/performingwithus While you/your press agent may use a different layout for your future direct communication with media, for our website we ask you to use the template provided. We appreciate your cooperation in advance for adhering to and presenting our press release to us in this manner.

Your press release shouldn’t be more than an A4 page in size. It should include your show thumbnail image and information about the show. Keep it short, smart and sharp. Make sure you put the main selling point of your show in the headline and opening line. The first
paragraph should summarise the whole show, and each further paragraph should expand on the details. Include famous names involved with the show, and any links your show has to current affairs. You could mention some important quotes, or stars from previous reviews but only if they are relevant to the show. Do not include biographies of the cast and make sure you have the right contact and show details.

Our press team will be able to help you with any press related enquires. Please send your press and promoter contact details and your press releases to press@assemblyfestival.com

4. Print and Design

Print is one of the most important marketing tools at the Fringe, thus it is essential that your design reflects your show and appeals to your audience. The most popular size for flyers is either A5 (210mm x 148.5mm) or DL (99mm x 210mm). It is important to keep details clear and easy to read, and use striking, eye-catching visuals. Use a good weight paper to avoid the flop factor and for your flyer not to wilt in the display racks.

Posters are excellent for attracting attention and reminding audiences about your show, so it is more about having a striking design and providing the main information about the show. A3 is the most common size for posters. The poster and the flyer front design could be the same, as it helps people identify your show easier and use the back of the flyer to provide more information about the show. Make sure you use the right venue specific Assembly templates for your artwork available for download here.

Assembly recommends printing between 10,000 – 15,000 flyers for a full-run show and 200 – 300 A3, but that really depends on the flyering activity you plan to do during the festival and your distribution campaign. For our venues we only accept up to 40 A3 posters and up to 1,000 flyers depending on the length of your run/size of your venue. Please do not send more and don’t have all your print delivered to us as we have limited storage and display space.

You can download the Assembly templates for your posters, outdoor ads and flyers from our website https://www.assemblyfestival.com/branding/ Within each venue specific template pack, you will find a brand guidelines document, and the Assembly font, please read that and pass it to your design team before submitting your artwork to us for approval. If you need any recommendations on design companies for your Fringe artwork, just drop us a line.

Before you process with printing, please make sure you send your artwork to marketing@assemblyfestival.com for approval. Once the artwork is signed off by our team, you can then send your artwork for printing. Please allow us some time to sing off your
artwork as we receive a huge amount of artwork for approval prior to the festival

5. Distribution

Invest time on flyering and putting up posters. Flyering on busy streets could be easier but it might be more effective to do some research on where potential audiences hang out, and enjoy spending time, and focus on flyering at those areas. Because of the amount of flyers people are being offered while walking on the streets, you need to find ways to interact with them and attract their attention. You should also do some research, and consider exit flyering on shows with similar audience, but please be considerable of venue rules and the other performers.

Make sure, you are familiar with regulations and laws regarding flyering (Fly-posting for example is illegal, as well as fixing posters on publicly owned areas)

Distribution Companies in Edinburgh
- EAE
- Direct Distribution
- Hanging Rock

Assembly Street Team
We have our dedicated Street Team that you can book slots, to hand out flyers during the Festival. We will discuss with you the best options and plan a flyering campaign to make sure you reach your target audience and promote your show in the best possible way. The earlier you book the better. We have a 48-hours cancellation policy, and we cannot guarantee that we will have free slots if you give us less than 48hours notice. The cost is £10+VAT per hour.

This will be on a first come first served basis and we will start taking bookings on the 8th May. Email streetteam@assemblyfestival.com to express your interest.

Assembly flyering regulations

All Assembly companies are able to flyer hand to hand only for an Assembly show at any of our premises – George Square, The Roxy, Checkpoint, Assembly Hall and Assembly Rooms. This may be within the Gardens, around George Square, outside the Roxy and their queues, as well as outside Checkpoint and their queues and Assembly Rooms. Promoters who have a brochure with several shows that may be at other venues are allowed to flyer as long as an Assembly show is within this brochure. Assembly shows are also able to flyer in the Pleasance Courtyard, Underbelly Courtyard and Gilded Balloon. Flyering at these venues must be hand to hand only and cannot be outside the front of the venue or queues. Any flyers left on tables or anywhere else around our venues, will be thrown away.
6. Assembly Venue Outdoor Advertising (Foamex)

Bookings for Foamex will open on the 8th of May. Email marketing@assemblyfestival.com after the 8th of May to book.

In Assembly we offer you the opportunity to advertise around our venues, by providing outdoors advertising space for large posters (Foamex).

If your show is at one of the following venues, you are entitled to up to 4 1mx2m Foamex sites. Those are mostly portrait but we can also accommodate landscape, you just need to let us know if that is the case. The cost of printing and installing these is £110 each.

- Assembly Hall
- Spiegeltent
- George Square Theatre
- Music Hall
- Ballroom

If your show is at one of the venues below, you are entitled to up to 4 1mx1m Foamex sites. The cost of printing and installing these is £55 each.

- Checkpoint
- Piccolo
- George Square Studios
- The Box
- Roxy Central
- Roxy Upstairs
- Roxy Downstairs
- Snug Bar
- Rainy Hall
- Baillie Room
- Drawing Room
- Omnitorium
- Off-site venues

If you have a special request for more Foamex, it will be on a first come first served basis (everyone will still be able to get three sites per show), based on availability, and they won’t all be grade A sites. If you have specific requests for the positioning of your foamex, please let us know your preferences, but be flexible about it, as we are trying to be as fair as possible.
to all the shows. Assembly reserves final right for poster board positions, and there will be no opportunity to change the sites during the festival.

7. Festival Advertising

There are a lot of advertising options during the Fringe. Publications like The List, Fest Mag, The Skinny, Primary Times, Edinburgh Festivals Magazine, have special Fringe editions and guides for the festival that it might worth looking into. In the near future, I will be sending more information about advertising opportunities and any special prices you can get as part of the Assembly Festival programme.

In addition, you can check the EdFringe website for online advertising and maybe consider investing in social media advertising and post boosts which could be more affordable.

Out of Hand Scotland is dealing with outdoors advertising around Edinburgh and they start taking bookings on the 27th of March. Check their website for more information outofhandscotland.co.uk

8. Digital Marketing and Social Media

If you don’t have one already, create a Facebook page and a Twitter account. Post information about the show and any other relevant news that you think might interest your audience. Bear in mind that with social media it is important to encourage interaction with your followers and participation.

Make sure you follow us on Twitter and Facebook (Assembly Festival), and that you also use @AssemblyFest #MyAssembly and #EdFringe, to engage with the Fringe audiences. There are several social media platforms that you can use, for example if you have a promotional video, upload it on YouTube or Vimeo, or use Instagram to give hints and insight information about your show through images. Connect with fellow artists, interact and share knowledge and tips. Assembly Festival also has a dedicated blog that we invite the companies to participate. If you would like to get involved with the Assembly blog email marketing@assemblyfestival.com

Please email marketing@assemblyfestival.com with your social media details and links to any promotional videos available. We will try to re-tweet and share posts but if we miss something, don’t hesitate to remind us about it by email.
Don’t forget to update your website about your Edinburgh Fringe shows and email your database about going to Edinburgh this year. Even if they are not based in Edinburgh they might be travelling or have friends that could recommend your show. Your newsletter shouldn’t be very long, include some eye-catching images and make sure you don’t use words or styles (such as all capitals on the subject line) that will direct your email to their spam folder. You might also want to create an email signature including your show, venue and Fringe dates.

Assembly Social Media Details
Facebook: /assemblyfest
Twitter: @AssemblyFest
Instagram @AssemblyFest
#MyAssembly

9. Promotional Videos

Consider creating promotional videos for your show. Promotional videos offer a unique window into the artistic process, bringing audiences into intimate connection and true engagement with the artists and the company. In case your show is new or you don’t have any footage for a trailer you can consider making a teaser. Trailers/teasers should be around one-minute-long, and should reflect your show’s identity and personality. Make sure you share them on your social media accounts, as they are a great tool to attract attention.

10. Marketing giveaways - Memorabilia

Promotional giveaways will add value to overall experience, attract audience in, and help people remember your show. It could be something that you give with flyers or instead of a flyer, or something that you could integrate into your show.

If you decide to sell any merchandise after your show, make sure you contact your venue manager first to arrange the details.

11. Events

There is a variety of press and networking events taking place during the Fringe Festival. Check the Clash Diary on Edinburgh Fringe website for dates, have a printed version of your press release available, and prepare to interact with journalists, prometers and other participants. We will also keep you updated, throughout the festival, with any information and dates about in-house events, launch parties and networking opportunities.
12. Ticket Sales – Offers

Our box office team will send you log-in details, once you have a signed contract, and it is essential to follow up with your ticket sales every day. You might want to consider running some offers during the festival, in order to boost up sales if necessary. There are several offer options available, such as 2for1, papering comps, group discounts and half price hut. All the offers need to be approved by our marketing team nearer the time, but maybe you could spend some time before the festival, coming up with any creative ideas for special offers. If you have any questions, do not hesitate to contact us, by emailing marketing@assemblyfestival.com to discuss the different offer options, and find the most suitable for your show.

Papering comps
Papering comps are more efficient during the first week of the festival and the concept behind them is to help you boost sales and spread word of mouth, rather than give away free tickets. You need to target and give the comps to the right people, on a 2for1 basis, that are most likely to come to the show, create buzz and help promote your show through word-of-mouth. We strongly suggest trying to interact and engage with the potential audiences, rather than simply give people free tickets that they never going to use.

Papering comps can be used only on the first week of the festival and you have a limited number available that equals to 5% of your total capacity. To request papering comps, you need to email the papering request form to marketing@assemblyfestival.com 24 hours before your show’s start time. We will send over the forms nearer the time of the festival. Papering comps can be collected from our reception desk at George Square.

2for1 in-house (Box Office, Online)
In assembly after the EdFringe general 2for1 days, we start running 2for1 offers through our box office only. If you decide to run a general 2for1 your show will go on the 2for1 Assembly board, by our box offices and all the available tickets will be sold on a 2for1 basis. You won’t be able to put a limit on the tickets if you want to do a general 2for1.

Another way to run a 2for1 offer is by setting up a promo code, or with a flyer. In this case, you can put a limit to the tickets offered. To promote the offer, you could use social media, or add 2for1 stickers to your flyers.

To set up any 2for1 offers during the festival you will need to email our marketing team before 19:00 the day before you want your offer to go live.

Fringe Half Price Hut
This is a Fringe Festival offer. The Virgin Money Half Price Hut on the Mound Precinct sells half-price tickets on the day of the performance for shows that have chosen to be included.
This is a promotional opportunity to achieve last-minute sales and we would advise you to combine it with flyering around the area. The Hapf Price Hut box office will open after the general 2for1 days.

In order to allocate tickets to half price hut you need to complete a form and email it to marketing@assemblyfestival.com or bring it to us, by 13:00 the day before, if your show starts before 14:00 or before 17:00 the day before if your shows start after14:00. The HPH box office will start selling tickets from 17.30 the day before, for shows that start before 14:00 and from 10:00 the day of the performance for shows that start after14:00.

13. Direct Marketing Campaigns

Word of mouth and creating buzz for your show could be your best sales tools. Look at some of the topics and themes of your show that you could promote. You may decide you would like to offer some strategic papering tickets and/or group discounts early in the run to organisations that naturally align to your show. See below some direct marketing suggestions:

- A percentage of audiences are people associated with a member of your cast and crew. Use these networks to market your show through their social media sites and email,
- Create an e-flyer for your show that goes out to your database and ask your friends and their friends to forward it on to their networks,
- Research local businesses that connect with the themes of your show. Offer group deals to these companies, and invite them to preview performances,
- Get to know staff and your favourite cafe, and give them tickets to your show. Get them to talk about your show
- Have a unified banner on all emails going out from your team. Target bloggers and strong social media users in Edinburgh and give them tickets to your show.
- Look out for opportunities to partner with other shows touring from your region or of a similar genre/vibe and do some cross-promotion for each other.