



Stand out at the Fringe

Edinburgh Festival Fringe 2019



Welcome to Assembly's 39th year. We are looking forward to working with you all, and are delighted to have you on board.

We've created this guide to help visiting companies promote their shows. Marketing and Communications are important, therefore all companies should invest time in planning their communications campaign before arriving in Edinburgh. Your campaign should focus on communicating what your show is about, and on engaging with audiences in unique and interesting ways, so that you can **stand out from the crowd**.

It is important that your campaign has the same unified message, fonts and style throughout. Make sure you also use the same image on your press release, programme entry and social media profiles, as it will help people identify your show.

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

Box Office Enquiries

Boxofficemanager@assemblyfestival.com

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1. Identify and connect with your audience.

Plan your communications 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 your audiences. Take into consideration that word-of-mouth and personal recommendation are very strong marketing tools. In addition, don't forget to encourage your audience to submit their own reviews online and help you spread the word about your show during the festival.



2. Familiarise yourself with Edinburgh Festival Fringe

If this is your first time at the Fringe, do some research into what is happening before and during the festival. Join Fringe participant groups on Facebook, visit the Edinburgh Fringe Office when you arrive, and sign-up to their newsletter to receive the latest news and information on important deadlines. On the Fringe website you can also find and download information on ways to promote your show, press contacts, information about Fringe audiences, print and distribution, and advertising options.

<https://www.edfringe.com/take-part/putting-on-a-show/marketing-and-promotion>

3. Write your Press Release.

If you haven't already, download the Assembly Press Release templates from our website www.assemblyfestival.com/who-we-are/press and send us a copy of your release. **(Deadline Monday 13th May 2019.)** Your release should be one side of A4, include a thumbnail image, important quotes, and stars from previous reviews.

If you need local press contacts then email media@edfringe.com and they will send you their most up-to-date list of journalists who regularly cover the Edinburgh Fringe.

If you have hi-res quality production images then please send a selection (x6) to press@assemblyfestival.com or email us a dropbox link.



Should you decide to hire a freelance press person or agency, then please send us their details and we will stay in touch with them directly on the lead-up to the Festival and throughout. The Fringe office has a list of publicists who work specifically on the Fringe so get in touch with them if you need help media@edfringe.com.

4. Photocalls, Opening Nights

If you are planning a photocall or press drinks on your opening night, then check the Fringe anti-clash diary <https://www.edfringe.com/take-part/fringe-guide-for-media-professionals/clash-diary> to see what else is going on.



5. Reviews, Stars and Awards

If you receive a 4 or 5 star review, then we will organise to get this listed on your Foamex boards and posters. Please give us 24 hours to get them up. At the end of the Festival your printed reviews will be available for you to collect from the press office, and we will also email you PDFs of your reviews.

If you receive a Fringe First, Total Theatre Award, or any other award during the Fringe we will put this on your foamex boards and posters. For a list of all the awards that you are able to apply for during the Fringe visit <https://www.edfringe.com/take-part/awards>

6. Print and Design

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, use striking, eye-catching visuals and use a good weight of paper to avoid the 'flop factor' – when your flyers wilt in the display racks.

A3 is the most common size for posters. Keep the design of your poster and the front of your flyer the same, as it helps people identify your show more easily, and make sure you use the right templates and fonts for your artwork - [download here](#)

Assembly recommends printing around 10,000 flyers for a full show run and 200 – 300 A3 posters. **For our venues we can take up to 30 x 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.**

If you need any recommendations on design companies for your Fringe artwork, just drop us a line. **Before you go to print, please make sure you send your artwork to marketing@assemblyfestival.com for approval** and allow us 48 hours to sign it off, as we receive a huge amount of artwork prior to the festival.



7. Distribution

Do invest time flyering and putting up posters.

Do some research on best places to flyer, and consider exit flyering shows with similar audiences, but please be considerate of venue rules and the other performers.

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

Distribution Companies in Edinburgh

[Take One Media](#)

[Direct Distribution](#)

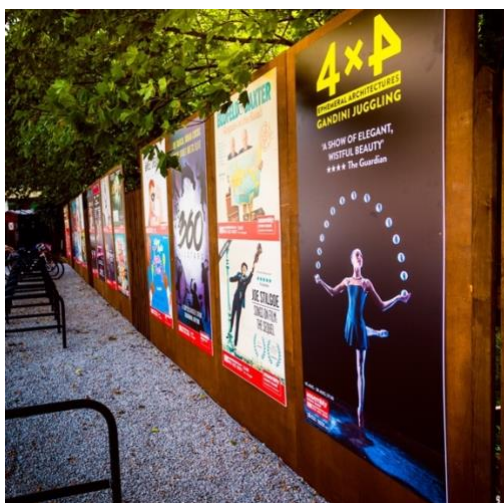
[Hanging Rock](#)

[Out of Hand](#)

Assembly flyering regulations:

All Assembly companies are able to flyer (**hand to hand only**) 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 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 outdoor areas only at 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.**

8. Assembly Venue Outdoor Advertising (Foamex)



Foamex bookings will open on the **29th of April 2019**. Email marketing@assemblyfestival.com after the **29th April** to book your site. Bookings will close on **31st May**.

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

If your show is at one of the following venues, you are entitled to up to 3 x (1mx2m) Foamex sites.



These are mostly portrait, but we can also do landscape, you just need to let us know if that is the case. The cost of printing and installing these is £120 each.

Assembly Hall: Main Hall
Palais du Variete
Gordon Aikman Theatre
Music Hall
Ballroom

If your show is at one of the venues below, you are entitled to up to 3 x (1mx1m) Foamex sites. The cost of printing and installing these is £60 each.

Checkpoint
Piccolo
Treehouse
George Square Studios
The Box
The Blue Room
Roxy Central
Roxy Upstairs
Roxy Downstairs
Drawing Room
Front Room
Powder Room
Bijou
Off-site venues



If you have a special request for more Foamex, it will be on a first-come-first-served basis based on availability. Assembly reserves final right for poster board positions, and there will be no opportunity to change the sites during the festival.

9. Festival Advertising

There are many advertising options during the Fringe. Publications like The List, Fest Mag, The Skinny, Primary Times, Edinburgh Festivals Magazine and Families Edinburgh, have special Fringe editions and guides for the festival that might be worth looking into. In the near future, we will send out 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 outdoor advertising around Edinburgh and they start taking bookings on [29th April](#). Check their website for more information outofhandscotland.co.uk

10. Digital Marketing and Social Media

If you don't have one already, create a Facebook page, Instagram account and a Twitter account for your show or company and start interacting with your audience.

Make sure you follow us (Assembly Festival), and that you also tag us **@AssemblyFest** **#MyAssembly** **#EdFringe** so that we can share your posts.

Upload promotional videos on YouTube or Vimeo. Connect with fellow artists, and if you would like to take part in the Assembly blog, email digitalmarketing@assemblyfestival.com

Finally, don't forget to update your own website and email your database about going to Edinburgh this year. Keep your newsletter short, include some eye-catching images, don't use words or styles (such as all capitals on the subject line that will direct your email to their spam folder), and change your email signature to include info on your show.

Assembly Social Media Details:

Facebook: /assemblyfest

Twitter: @AssemblyFest

Instagram @AssemblyFest

#MyAssembly

11. Promotional Videos

Consider creating promotional videos for your show or if your show is new then a one minute (max) trailer/teaser is also ideal for sharing on social media, on our website and on the EdFringe site.

12. Marketing Giveaways and Merchandise

Promotional giveaways can be used with flyers and sent to journalists, or given out instead of flyers.

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





13. Events

Check the Clash Diary on the Edinburgh Fringe website for dates of press and networking events, we will also update you regularly throughout the festival with any information on our events, launch parties and networking opportunities.

14. Ticket Sales and 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 regularly and on a daily basis during the festival. You might also want to consider running some offers to boost sales if necessary. There are several offer options available, such as 2for1, papering comps, group discounts and the half price hut. All the offers need to be approved by our marketing team during, and prior to the festival. If you have any questions, email marketing@assemblyfestival.com to discuss the different offer options, and find those most suitable for your show.

Papering comps are more effective during the first week of the festival and are used to help you boost sales and spread word-of-mouth, rather than give away free tickets. You need to be targeted and give the comps to the right people, on a 2for1 basis, those that are most likely to come, create a buzz and help promote your show through word-of-mouth. We strongly suggest trying to interact and engage with potential audiences, rather than simply giving away free tickets.

Papering comps can be used only on the first week of the festival and you have a limited number - 5% of your total capacity. To request papering comps, you need to email a papering request form to marketing@assemblyfestival.com before 19:00 the day before you want to use them. We will send over the forms closer to the festival. Papering comps can be collected from our reception desk at George Square.

2for1 in-house (Box Office, Online)

At 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 at 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 sold 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 limit 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 (HPH)

This is a Fringe Festival offer. The 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 Half Price Hut box office will open after the general 2for1 days.

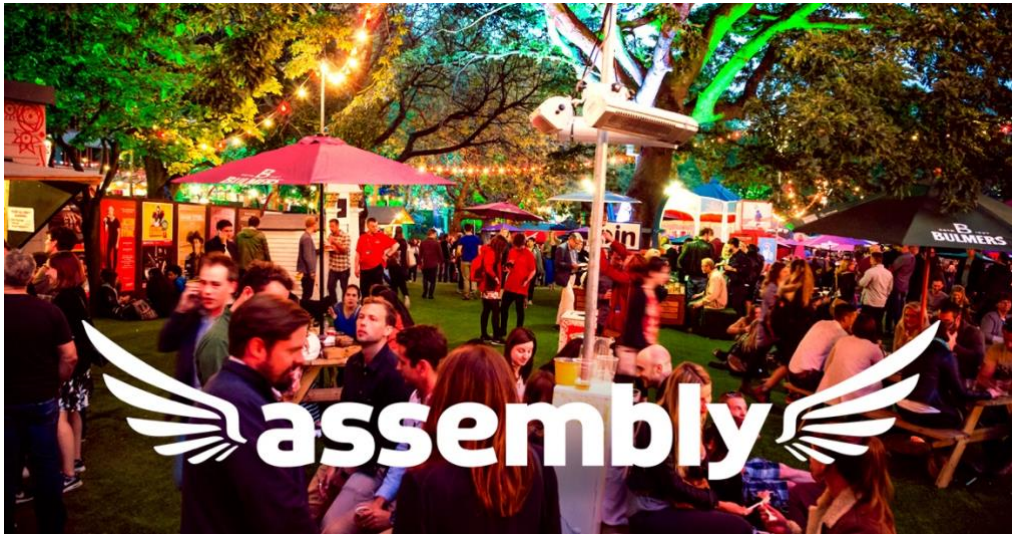
In order to allocate tickets to the half price hut you need to fill in or email a form to marketing@assemblyfestival.com by 13:00 the day before, if your show starts before 14:00. Or before 17:00 the day before, if your show start after 14:00. The HPH box office will start selling tickets from 17.30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



15. Direct Marketing Campaigns

Word of mouth and creating buzz for your show could be your best sales tools. Look at 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 for 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 the staff at your favourite café or restaurant and give them tickets to your show. Get them to talk about your show and help you promote it.
- 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.
- Connect with other artists and performers, go and see shows, post about them on social media and attend networking events.



If you have any questions, please get in touch

See you in Edinburgh this summer!

The Assembly Team