



MARKETING & PR INFORMATION PACK

EDINBURGH FESTIVAL FRINGE
3 - 29 AUGUST 2022

2 (1F4) Commercial Street, Edinburgh EH6 6JA Tel: 0131 622 6555
email: marketing@gildedballoon.co.uk web: www.gildedballoon.co.uk



GET IN TOUCH

Press:

If you have any questions about your press release and images, please email press@gildedballoon.co.uk

Marketing:

If you have any questions about your promotional materials, advertising and social media, please email marketing@gildedballoon.co.uk

DEADLINES

Important Dates:

- **Fri 6 May 2022**

Email press@gildedballoon.co.uk with your press release and images.

- **Fri 3 June 2022**

Email marketing@gildedballoon.co.uk any marketing materials for approval before sending to print, including your poster design.

PRESS & PR

Press Release:

All press releases will be reformatted into a standard Gilded Balloon template and distributed to journalists before and during the Fringe. You must send your press release to press@gildedballoon.co.uk for approval by **Fri 6 May 2022**.

We suggest that your opening paragraph captures what is unique about your show and why it is worth seeing, but without making grandiose claims. Your press release needs to both convince journalists to come and see the show, and answer some of the questions that they will have about it, so it's worth including details about your company's background.

Think about your company's current position and decide what your major selling points are – will journalists be most interested in who you are or the ideas behind your show? Lead on whichever you feel is the most attention-grabbing.

Don't forget the important admin information too – when your show is on, and where, and who to contact for more details, or image/interview requests.

If you want more inspiration for the press release style, content and format, contact press@gildedballoon.co.uk who can supply examples from previous years.

You should circulate your show's press release to the EdFringe Society's media list, made available to all shows registered with the Fringe. You can obtain it by emailing mediaadvice@edfringe.com. Think carefully about which publications and websites your show will be of most interest to, eg. don't pitch your dance show to a comedy website.

Send the journalist a personalized email addressed to them, with a clear and concise subject line. Explain why your show would be a good fit for their publication, before pasting your press release into the body of the email. Doing this individually for everyone you get in contact with might be time-consuming, but it'll be worth it when you start getting reviewers book in!

Avoid emailing multiple people at once, or emailing people with attachments – it's more likely to end up in someone's junk. It's also a good idea to try and avoid sending the same journalmultiple emails where possible, unless you have something new to follow up with, ie a casting announcement or production images.

Press Images:

- Choose one main press image (ideally the same image that you use as your lead marketing image/ brochure entries), in order to keep communications around your show consistent and easily recognisable.
- You should also have additional production shots or press images for us to offer journalists, editors and reviewers in addition to your main image. Try to provide images in various formats (portrait and landscape).
- Your main press image should be print res (300 dpi, high quality JPEG, alongside a photo credit and the names of all the performers in the picture). Send it to press@gildedballoon.co.uk as a WeTransfer link, Google Drive link or similar.



POSTERS & FLYERS

We allow PORTRAIT only A3 posters, and A5, A6 or DL flyers to be distributed and help decorate our venues. Please keep this in mind when designing them! Posters and flyers are one of the most valuable sales tools for your show so think carefully about the design to make sure they stand out from the thousands of others you will be competing with.

If you plan on street promo for your show this year we recommend a large format, hardback poster that you or your street team can carry around, encouraging people to take a picture of the poster or bookmark your show through scanning a QR code. This reduces your printing costs for flyers, is much better for the planet and can encourage people to buy tickets online in that moment.

Make sure to avoid flyposting – putting up posters and flyers on buildings, posts, poles, litter bins and elsewhere in public without permission. It's illegal and can result in fines.

Please remember all printed material must follow our guidelines (see page 5) and be approved by our team before being sent to print. We aim to get back to all print approval requests within two working days – send any printed material designs to marketing@gildedballoon.co.uk by 3rd June.

Once approved, please send us:

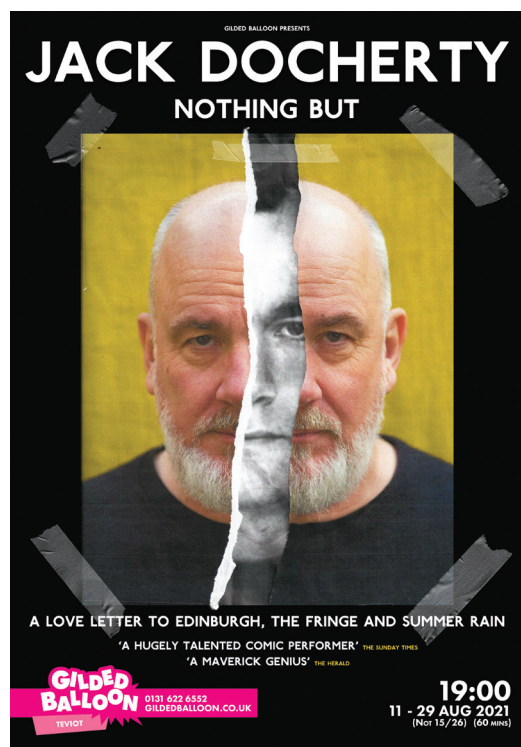
- A maximum of **50** Portrait A3 Posters
- A maximum of **500** A6, A5 or DL Flyers

Between **Mon 25th July - Friday 29th July** to the addresses on page 6.

Please note, if they are delivered any earlier they will be returned to sender. Any uncollected excess left with us at the end of the festival will be charged a fee for disposal.

We do not have space to accommodate more than 500 flyers and 50 posters per show, and you may be charged if these quantities are exceeded.

We provide equal distribution to all shows around our venues. Please do not poster anywhere in any venue without permission.





POSTER DESIGN

Your poster design is one of your most valuable sales tools for your show so think carefully about the design to make sure it stands out from the others you will be competing with. It is compulsory to use the Gilded Balloon banner on the bottom of your promotional materials, including any booked advertising. This keeps all the important stuff together, making it very clear for audiences.

The branded venue banners have everything that you need on them already. They're easily editable and come in a variety of formats. There are banners for each of the three GB venues, make sure you use the correct one. To download this year's venue banners, go to the artists' downloads page under the Perform With Us section of our website. If you're having any trouble locating them or need some advice, contact marketing@gildedballoon.co.uk and we'll send them over.



EDITABLE
INFO

WHERE TO SEND YOUR PRINT



If your show is at Teviot or the Museum, send to:

Gilded Balloon Marketing
Teviot Row House
13 Bristo Place
EH8 9AJ

If your show is at Patter Hoose, send to:

Gilded Balloon Marketing
Adam House
3 Chambers Street
EH1 1HT

ADVERTISING

Buying advertising space is another way to promote your show to targeted audiences. As well as advertising on social media with Facebook, Google, Twitter or Instagram, some other options are:

Outdoor advertising:

Out of Hand - There are lots of locations for billboard style posters to be displayed around Edinburgh during August. These sites are managed by Out of Hand and have a variety of different styles and sizes in a range of prices.

More information can be found here - www.outofhand.co.uk/fringe

Print & digital advertising:

EdFringe - the Fringe society offers advertising in their brochure and on their website which is a great place to grab the attention of Fringe goers.

Publications – multiple online publications have online advertising space that can be bought by Fringe companies, including The Skinny, The List, The Scotsman, and more. You can also buy print ads in lots of these publications! Have a think about who your target audience is and choose where you advertise wisely.

No idea where to start? Don't worry - we're here to help! Get in touch and we can help you find your target audience and choose best where to spend any budget you have: Drop us an email at marketing@gildedballoon.co.uk

GB Venue advertising:

Further information on the availability to book outdoor poster boards and digital screens in and around Gilded Balloon venues will be sent to your marketing contact in the coming months when space is confirmed.





GET SOCIAL!

In 2022, it's very important to have a strong and consistent presence on social media. Try creating a social media content plan in advance of the festival and stick to it as best you can. If used correctly, it can help you reach wider audiences; you can see what your audiences, journalists and fellow performers are saying and network with them. It takes time to cultivate followers so make sure your social media profiles are set up well in advance of the festival. Try out different types of content and see what gets you the most engagement, then do more of it!

Engage with other shows – try to make sure you're reaching your show's audience and say things potential audiences will find relevant and interesting.

Good ideas for social media content include:

- Photos and videos of your company performing and enjoying the Fringe
- Introductions to every performer in the show/ members of the creative team
- Sharing good reviews
- Behind the scenes info, pictures from rehearsals and backstage
- Make Facebook events for your show
- Do a Facebook, Instagram or TikTok Livestream
- Share positive posts from audience members, or news articles about the Fringe/ anything relevant to your show
- Interact with other companies on social media, and congratulate them on their successes

Keep us in the loop:

Make sure to follow us on social media @gildedballoon so we can follow you back and use the hashtags #GB2022 and #PalsinPink when you post about your show. It's the best way for us to keep track of what you're doing and a great way to promote the programme. We'll amplify what you post by retweeting and sharing where possible.

Stay in touch:

This should be all the press and marketing info you need for the moment but if you have any questions, please drop us a line - we'd love to hear from you! Keep an eye out for updates and more information that will be sent to the primary contact for your show over the next few months!

See you soon!

Team GB

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