

Monkey Baa Theatre Company
proudly presents

Josephine Wants to Dance

Based on the book by Jackie French and Bruce Whatley

Adapted by Eva Di Cesare, Sandie Eldridge and Tim McGarry
Directed by Jonathan Biggins, composed by Phillip Scott

2018 National Tour
Marketing Information



This document outlines the promotional and marketing tools available for presenting venues for the 2018 tour of *Josephine Wants to Dance*.

Monkey Baa Theatre Company proudly presents *Josephine Wants to Dance*
Based on the book by Jackie French and Bruce Whatley
Adapted by Eva Di Cesare, Sandie Eldridge and Tim McGarry

PRODUCT: Major production: world premiere
Produced by Monkey Baa Theatre Company as part of
the 2018 school holiday and schools season at Lendlease
Darling Quarter Theatre, followed by a national tour.

SUITABLE FOR: Ages 4-9 and schools (years K-4)

POSITIONING – TARGET MARKET:

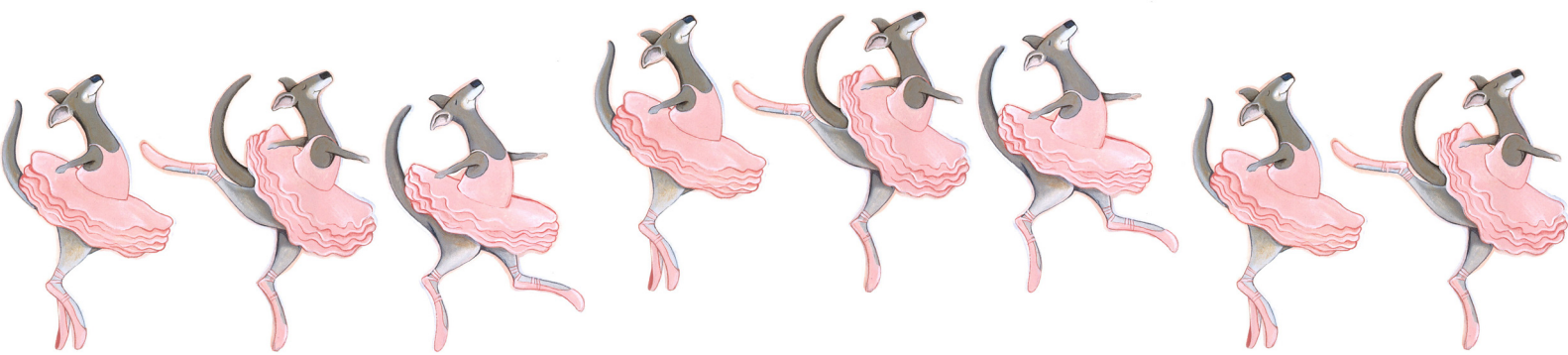
Josephine Wants to Dance is targeted at young people aged 4-9 and their families. Based on the bestselling picture book by iconic Australian author, Jackie French this uplifting, humorous tale of a kangaroo's dream to dance celebrates passion, tenacity and individuality.

Main target markets include:

- School students (years K-4).
- Fans of Jackie French's books.
- Attendees of previous Monkey Baa / Jackie French collaborations.
- Theatre-lovers interested in children's literature.
- Families whose children attend dance lessons.
- Rural families.

MARKETING HOOKS

- The *Josephine Wants to Dance* book has sold over 160,000 copies in Australia.
- A household name with Australian families, Jackie French's writing career spans 25 years, over 140 books, 36 languages, and more than 60 Australia and international awards.
- Monkey Baa has produced several popular and multi-award winning adaptations of Jackie French's work including *Hitler's Daughter* (2006/8/12/13), *Pete the Sheep* (2014 and 2016) and *Diary of a Wombat* (2017) with accompanying national (and international) tours.
- Monkey Baa works closely with children during the creative development process of all works, ensuring that the key messages of the play translate to their young audiences.



PROMOTIONAL AND MARKETING TOOLS

The below information outlines the relevant information and marketing tools that Monkey Baa Theatre Company will provide to help presenting venues maximise ticket sales.

SOCIAL MEDIA & WEB CONTENT

- A dedicated *Josephine Wants to Dance* Facebook Page will be created, with a promotional budget for boosted posts and targeted advertising.
- All presenting venues will be liked and tagged from this page before and during the tour.
- A hashtag for the production will be created for Twitter and Instagram posts.
- The touring cast and crew will upload posts, photos and tag presenting venues across all social media platforms.
- Video content will be shared – and promoted – across Monkey Baa’s website, social media channels and YouTube, with links sent to presenting venues.
- Monkey Baa’s website will have a dedicated tour page, including dates, links to venues, video content and reviews.

PUBLICITY CAMPAIGN

- Monkey Baa will undertake an extensive publicity campaign to support the production, with links to all relevant media interviews provided to venues.
- A media release, press reviews and general public feedback from the Sydney season will be supplied to all venues.
- Monkey Baa will liaise between venues and the touring company to line up interviews with local media.

PROMOTIONAL IMAGES

- A high-res image of the book cover (hero image) with and without text will be supplied.
- The show title graphic will be supplied in eps and jpg formats.
- Photos of the creative development and rehearsal process to be shared for use on websites / social media.
- High-res production photos will be available shortly after the world premiere.

VIDEO MATERIALS

- In advance of the world premiere venues will be provided with a video documenting the creative development and rehearsal process.
- A 30 or 60-second promo video will be provided prior to the tour, suitable for use on venue’s websites and social media channels.
- Links to television features/interviews about the production will be shared with venues for promotional use on website/social media channels.

ELECTRONIC FILES OF PROMOTIONAL MATERIALS

- All venues will be supplied electronic templates and artwork to produce DL flyers and A3 posters.
- Artwork for interactive banners, email signatures and outdoor posters provided on request.
- Press ad templates created on request.

MERCHANDISE

- Venues to advise if they wish to sell copies of the *Josephine Wants to Dance* book at wholesale price. Venues sell books for the R.R.P. and only pay for the books they sell.

