**Marketing Booklet**

A large amount of our marketing for our project will be through social media, mostly twitter YouTube and Facebook.

We will use the hashtag campaigns before the production and during performance expand our audience. Social media prevalent within today's society we feel it contribute towards bringing in new audiences to the magical world of city of culture.

For the audiences who don't use the internet there will be marketing days within the town centre including characters appearing and sharing out our advert sweets. This booklet will have two sections. The first will be about the social media presence and online marketing and the second will be the on ground city marketing.

**What makes us so unique?**

We're creating theatre where communities do not normally have access to it. By using the retail units as a temporary base we're transforming a section of a shopping high street into the immersive world of Hansel & Grettle.

We are making it accessible to all, the venue for every performance will be accessible for audience members with physical disabilities. In addition to this we have 4 relaxed performances with sign language interpreters and touch and feel tours; as well as creating an environment that is safe and comfortable for audience members to enjoy themselves and participate in the performance. We have a children's show and an adult show. We really are theatre for everyone.

Our demographic has no limits, as our project has two shows: the day time performances for kids and the evening performance for the big kids. As our demographic is so wide the marketing limit less.

The community as an integral part of our production. Using the hashtag: #art4everyon within our workshops we intend to inspire communities that the arts are not an exclusive club that only the within artistic and privileged circles can be a part of. We will then consolidate this work by bringing these communities together to see the work they have created on the set of Hansel and Grettle and join in with our performance.

**Social Media Handles**

Twitter

Company page - @no\_Twaddle

Holly Feher-Brinsley - @Thehfb

Matilda Harper - @Matildaharper94

Facebook

[www.facebook.com/notwaddletheatre](http://www.facebook.com/notwaddletheatre)

Youtube

Search : No Twaddle Theatre ( awaiting URL link from youtube)

Hashtag campaigns

For the competitions (Craft workshops) we will be using #art4everyone

During the performances it will be a simple tweet containing “@no\_twaddle #a / #b or #c

Withing these campaignes we will also be tweeting the city of culture.

**On ground**

We will be doing a few marketing days in hull city centre and on Holderness Road itself. This will be the actors in character to introducing themselves to members of the public whilst distributing our ‘leaflets’ will be sweets (allergen free) with stickers on them, these stickers will include venue and other details. We will also have pots of these in community hubs down Holderness road such as ‘Woodford Leisure Centre’ and ‘The Freedom Centre’.

The marketing days for this are yet to be confirmed but we will have the dates by January 2017. The sweets and stickers will be sourced by us.