

Advertising and Marketing

Having found that flyers worked best as the means of advertising previous shows, we are planning to distribute approximately **15,000 flyers**. We will also **place posters in key locations**, such as outside the venue and on the larger boards. Our **flyer design will be clear, simple and colourful**, rather than gimmicky. We will **produce t-shirts** for the company (and anyone who comes with us!) to wear whilst advertising, and about half each cast will advertise in costume.

We will once more use the performance spaces provided by the Fringe on the Royal Mile to promote the show, using music, action and comedy to get our message across quickly and effectively whilst the cast flyer around the stage.

We will try to ensure we can make full use of promotional opportunities, such as free publicity (for example our edfest.tv appearance in 2008), the half price hut, and offering discounts to family groups.

We will again use a thoughtfully-designed and humorous internet site to advertise our shows, and will use Fringe Office pre-sales to augment audience numbers. Advertising in the Fringe's official booklet goes without saying, as almost everyone who came to see us last year had either been flyer or said that they had been attracted by our listing in the Fringe Booklet, into which we put a huge amount of thought, until we felt that we had got the tone and the content just right.

We will take maximum advantage of any publicity opportunities offered by our venue to promote the show, and will willingly participate in any more general publicity for the venue itself.

Over the years, we have found that word-of-mouth advertising was also very effective, and that this was best achieved simply by having a high-quality and enjoyable show. It goes almost without saying that we will be striving to achieve this benchmark in 2010 too.

