

REACHING YOUR AUDIENCES

Artist
Magazine:
Issue 2



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Look out for the final issue of the Artist Magazine coming soon: Issue 3: Your Festival



*** ADELAIDE FRINGE ***
16 FEBRUARY – 17 MARCH Principal Partner
2024 bankSA

Bourgeois & Maurice – Pleasure Seekers. Photo: Razan Fakhouri, Adelaide Fringe 2023.

Welcome to Issue 2 of the

ADELAIDE FRINGE

Artist Magazine



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MARKETING BASICS

Marketing your event to the right audience takes time, hard work and a bit of sweat – but when it's done well, it makes the world of difference to your Fringe season. The following pages are full of advice on how to find your audience, how to communicate with them and some hot tips for marketing your show at Adelaide Fringe 2024!

STEP 1: BEGIN WITH A MARKETING STRATEGY

As much as we hate to say it, your event is not for everyone – and that's okay! Know **who** your event is for and find your audience. Identify what you set out to achieve and think about the touchpoints to convert someone to buy your tickets.

Implement a budget that includes digital, print, distribution and any ad-hoc items that may incur costs. For example, complimentary tickets to spread word of mouth. Consider **engaging the press and media** to promote your event. Grow your mailing list with **customer data opt-in** and remember to **use your networks!**

Our Marketing team has put together a [Strategy Guide](#) on some handy tips and tools for building your own marketing strategy for your Fringe event.

Learn what makes your show stand out...

And use this to your advantage to market your show. Talking about your **unique selling point** will make you stand out from the rest – which is important when writing press releases, talking to the media and especially your event description for your registration – this is the page that needs to convert your audience. You've made all the effort to get them there, so don't waste it with some boring copy and imagery!

Take this opportunity to find your voice from the beginning and introduce your own story. Your journey is your brand, and your show is the masterpiece that brings it to life.

Here's an example of an event description that tells a great story!

OAT MILK & HONEY

PRESENTED BY MO-KO PIANO & CIRCUS • SA
\$35 • CONTEMPORARY (G) 60^{MIN}



This tenacious world premiere work by South Australia's freshest creative company, Mo-Ko Piano & Circus, utilises an avant-garde blend of poetic music and breathtaking acrobatics to elegantly reflect on the raw human experience of

anxiety. Witness two of Australia's leading creatives as they provide a safe space to laugh, cry, breathe, and heal.

Gluttony - Rymill Park - Ukiyo
14-19 Mar at 6^{PM}



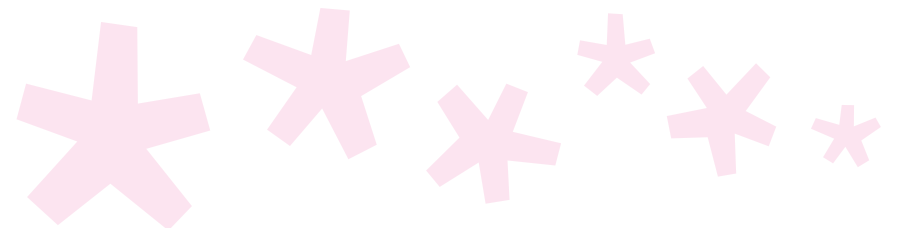
\$10



Learn from the experts

Throughout the 2023 Fringe Season, there were multiple professional development seminars hosted by multiple industry professionals. This is your opportunity for professional development during the festival, learning from experts and giving the information that you need during your season.

Read more [HERE](#).



💡 Engage with Fringe Members

Fringe Members are our most engaged audience. They often buy in groups, share content on social media and are first to support new shows.

Get your event on our Members' radar with the following:

- ★ **Offering 2for1 Tix:** Opt in to this in AVR and select which sessions and how many 2for1 tix you want to offer to Fringe Members. Use this to your advantage to move tickets on weekdays or review nights. You'll also get listed in our 2for1 tickets filter, giving your event high cut through. Win-win!
- ★ **Consider paid advertising:** There are a range of paid opportunities to engage Fringe Members through regular promotional offers and competitions in our eNewsletters. Try to get the Members in early to spread that word of mouth through our most engaged audience members.

💡 Work with your venue

When you connect with your venue, ask what marketing opportunities they have available – such as regular email communications, poster placements on the back of bathroom doors, or on digital screens throughout their venue. Don't forget to provide them with high-quality images or videos they can include in their social media schedule, too. If your venue doesn't do this, work together to maximise your exposure – a successful season is beneficial for both parties.

💡 Team up with other artists

Do some research into other artists performing at your venue and consider working together to split costs – such as creating double sided flyers and talking up each other's shows before and during the season. Combine efforts and win!

HOT TIP: Charlie Caper & Malin Nilsson, Matt Hale and Matt Tarrant teamed up to offer a discount to their audiences during 2023 Fringe.



Charlie Caper & Malin Nilsson:
More Minor Miracles



Hypnotist Matt Hale:
Top Fun! 80's Spectacular



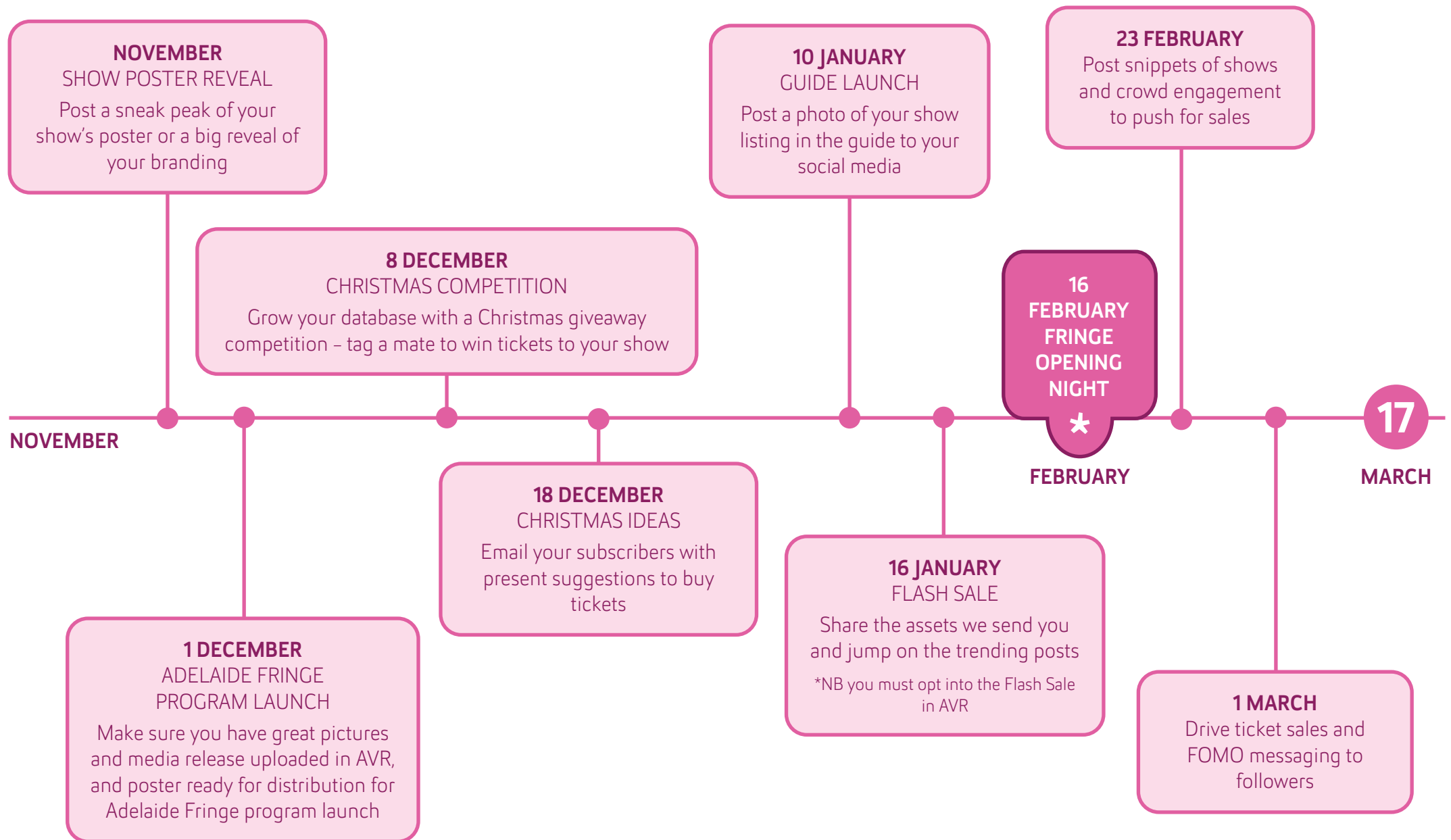
Matt Tarrant:
FATE



Simply Brill: The Teens Who Stole Rock n Roll. Photo: Anastasia Comelli, Adelaide Fringe 2023.

MARKETING CONTENT TIMELINE

Use these dates and proposed actions to create a foundation to run a compelling marketing campaign.



TALKING TO YOUR AUDIENCE - EMAIL

STEP 2: COMMUNICATE EFFECTIVELY


In the run-up to Fringe, various touchpoints, opportunities and communication channels are available to connect with your audience.

eNewsletters

eNewsletters are one of the best tools to personalise your messages that speak directly to your audience. Coupled with the right messaging, eNewsletters can become one of your most impactful marketing channels to build relationships with past, present and potential ticket buyers to drive sales.


- ★ **Create a perfect subject line:** Aim to have under 10 words/100 characters
- ★ **Make sure your call to action is clear:** Add a button with a simple action, eg. 'Book Now.'

Platforms like Mailerlite and Mailchimp can help you get started with free beginner plans, and if you're a returning artist don't forget to use past Customer Data to build your email database. Read more [HERE](#).



Elephant God

Elephant God is the showcase of Trans-Himalayan cultural dance, drama, music and comedy. Adapted from the parables in Hindu, Buddhist, and Jain traditions.

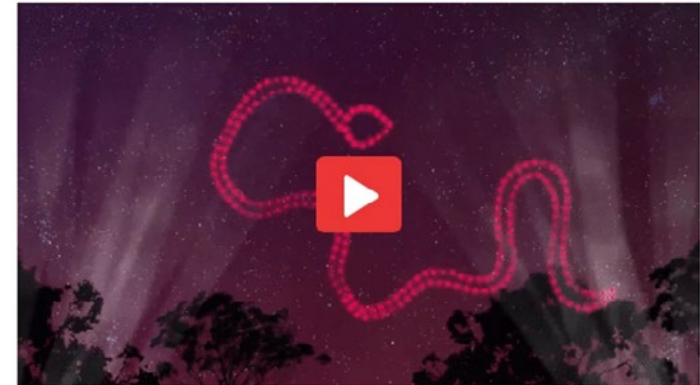


[Get tix](#)

An example from Fringe eNewsletter with succinct subject line and call to action.



Dreaming in Drones: Electric Skies



Across two unforgettable nights, see the skies over Pakapakanthi/Victoria Park light up with a multi-sensory, electrifying drone show woven with First Nations language and traditional songs. **Electric Skies** will feature specially made music from the Electric Fields duo Zaachariaha Fielding and Michael Ross, with Zaachariaha's paintings also informing some of the drone animations in the sky.

This family-friendly event includes live music and entertainment before the sun goes down, with the main show starting as the drones take off at dusk. Food stalls and bars will be available for attendees to access across the evening.

Electric Skies collaborators include Electric Fields, Adelaide Fringe, Drone Sky Shows, Gluttony, Novatech, AEDA and the APY Collective.

[Get your tix here!](#)

TALKING TO YOUR AUDIENCE - SOCIAL MEDIA

💡 Facebook

Audiences on Facebook want to see content related to them. Anything can work: images, videos, articles, announcements, re-sharing a post. It's all about cracking the algorithm – Facebook takes hundreds and thousands of posts and bids them against each other, to then display to the right audience.

Posts with excellent reach and engagement will be put on the forefront of audience's profiles. Monitor what is trending and where possible, align your content with it.

💡 Instagram

Instagram's algorithm continues to evolve, predominantly in the video space for user engagement and relevance. Use this to your advantage!

★ **Reels:** A short-form video to create engaging and entertaining content

★ **Stories:** For promotions, contests and sharing day-to-day updates.

NEW in 2023: You can add multiple links in your bio without using a third-party app. Want more help with Instagram? Visit adlfrin.ge/InstagramCourse.

💡 TikTok

TikTok is the pinnacle for all video content, especially if you're hitting a younger demographic, and there are a lot of angles you could take.

Post often to build following and engagement. Have a regular posting schedule and be consistent – you'll need to find the balance to please both the algorithm and your fans.

Here are our tips:

★ Use trending hashtags:

Check the latest trends on the discovery tab: hashtags, sounds, video effects and more

★ Share behind-the-scenes content:

This could be footage or a preview of your show

★ Engage with other accounts:

social media is a COMMUNITY, get amongst it!



💡 LinkedIn

Are you wanting to connect with the business community of South Australia? LinkedIn is the platform to use. No longer just an online CV, LinkedIn has turned into its own social media channel that celebrates professional achievements and is a fantastic tool for B2B marketing.

See how we are using it [HERE](#).

TALKING TO YOUR AUDIENCE - PRINT ADVERTISING

We offer a range of print advertising in our Official Fringe Guide, Access Guide and Schools Booking Guide. Each guide has a unique distribution plan and advertising in a range of sizes to suit your budget. Advertising appears in both printed and digital versions of the guide.

💡 Adelaide Fringe Official Guide

Print Distribution: 300,000+
(from \$650 + GST)
Artwork Deadline: 26 November 2023

💡 Accessibility Guide

Print Distribution: 4,000+
(from \$600 + GST)
Artwork Deadline: 17 December 2023

💡 Schools Booking Guide

Print Distribution: 2,500+
(from \$330 + GST)
Artwork Deadline: 17 December 2023

BOOKING DEADLINE: 12 NOVEMBER 2023



Adelaide Fringe offers advertising opportunities for artists to get in front of people who are already interested in Fringe shows.

Click **HERE** for the 2024 Adkit.

To tailor an advertising package to compliment your existing marketing strategy, contact ads@adelaidefringe.com.au

Artwork must only refer to FringeTIX and/or adelaidefringe.com.au in regards to booking tickets. **No other URLs or QR code destinations will be published.** This year you can include your event sponsor's logos in your print artwork as long as it meets certain criteria.

- ★ It cannot be a banking service
- ★ The logo must not exceed a maximum width of 12.5mm and a maximum height of 9mm
- ★ It must be clear that it is a venue or event sponsor, not a sponsor or partner of the Adelaide Fringe.

See full Terms & Conditions **HERE**. If you're not sure, please contact ads@adelaidefringe.com.au before progressing your artwork to ensure it will be accepted.

TALKING TO YOUR AUDIENCE - DIGITAL ADVERTISING

Adelaide Fringe Website - Homepage listing

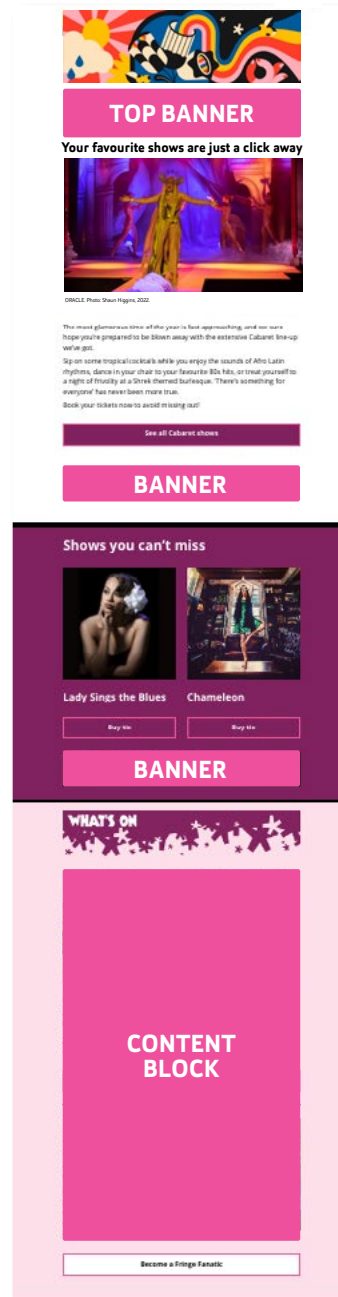
500,000+ Sessions
Homepage Listing (from \$200+ GST)

Purchasing a homepage tile brings your event listing directly across from the FringeTIX listing and puts it on rotation on the front page without any need for additional copy writing or graphic design. No need to supply artwork, this option allows you to book and we do the rest!

Adelaide Fringe Website - FringeTIX

3,000,000+ Sessions
Billboard, Button, Banner (from \$175 + GST)

FringeTIX is the portal for ticket buyers to search, filter and select shows that are of interest to them. FringeTIX goes live with the full program launch, and advertising packages are available from launch to the end of season.



Fringe eNews Content

Email Subscribers: 155,000+
Top Banner, Mid Page Button, Page Banner,
Content Block (from \$400 + GST)

Our Fringe audiences are sent content at regular intervals to maintain a fresh and engaged audience, which means there are strictly limited positions available and can book out early. The audiences can be segmented based on their interests and engagement which helps maintain a lively audience and encourage more subscriptions to hear more about your events!

Member eNews Content

Fringe Membership: 7,000+
Dedicated eNews, Featured Offer, Event Highlight, Page
Banner, eNewsletters Giveaways (from \$100 + GST)

On average, Members purchase twice as many tickets than the average Fringe-goer, so get them in early to generate word of mouth around your event!

Engage Members by offering an exclusive deal or experience via the Member eNews content.

Adelaide Fringe
Member eNewsletters
have an **average open
rate of 55.25%**, and
CTR of 7.96%

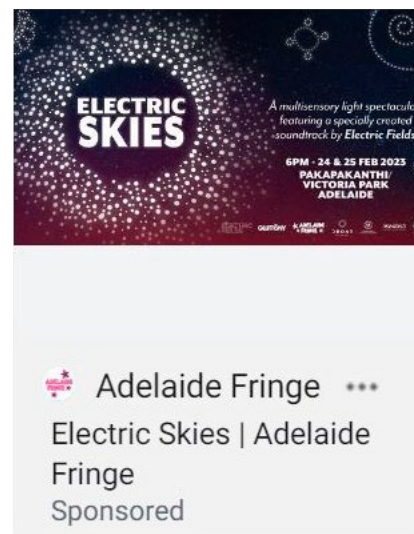
TALKING TO YOUR AUDIENCE - DIGITAL ADVERTISING

Social Media Packages

Facebook and Instagram

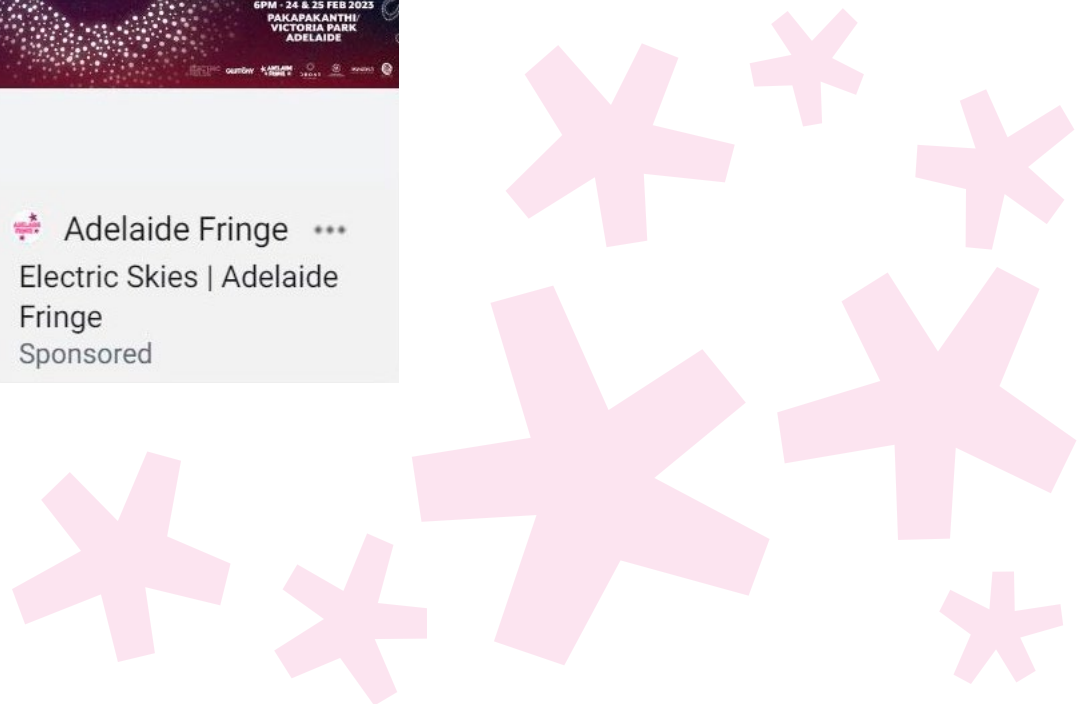
Range of packages (from \$300 + GST)

Adelaide Fringe is working with digital marketing agency [On My Mind](#) to deliver Social Media Packages again in 2024. These packages tap into Fringe's extensive social media audience across Facebook and Instagram as well as Fringe's past ticket buyers database, with targeted social ads designed to drive ticket sales from genre-specific audiences.



NEW ADVERTISING OPPORTUNITY: VENUE SIGNAGE (\$2,800 + GST)

Looking to Fringe-ify your venue?
Book a venue signage package and our friends at [Visualcom](#) will come to site and measure, and install Fringe Branded signage custom designed by our team to help shout your support for the arts and bring in the crowds.



FINDING YOUR AUDIENCE - TICKETING TYPES

STEP 3: MAXIMISE YOUR PUBLICITY OPPORTUNITIES

Take advantage of ticketing initiatives such as **Midweek Treat, 2for1 Fringe Membership or BankSA's cardholder 25% discount**. With these opportunities, you can choose the amount of tickets offered and when you offer them.

You could also offer a **Promo Code** to your selected audience. Check out our ticketing types explained for more ways to tap into new audiences [HERE](#).

You can limit the number per performance for any ticket type.

TICKET TYPE OPTIONS:

- Midweek Treat
- Fringe Membership 2for1
- BankSA 25% off for cardholders
- Schools Program
- Companion Card

💡 Schools Program

If your Fringe event is appropriate for young people aged 2–18 years, you're welcome to be a part of the Schools Program (18+ rating is unsuitable). Schools Program performances can be a schools-only performance or may also include tickets for the general public in the same session.

Ideally, you will need to offer one or more sessions within school hours (Monday – Friday between 10am and 2pm). We create a Schools Program Guide and distribute this to every school in the state, plus we have a staff member dedicated to facilitating these group bookings on your behalf! For more information on the Schools Program and its criteria click [HERE](#).



Schools Booking Guide. Photo: Anastasia Comelli, Adelaide Fringe 2023.

TAKE YOUR WORK GLOBAL - HONEY POT

💡 Honey Pot

Honey Pot is Adelaide Fringe's International Arts Marketplace, providing opportunities and connections that can catapult your work around Australia and the globe via the industry delegates attending Fringe (in person and virtually) seeking work and artists to program.

There is no cost to take part in the Honey Pot program, and it provides accessible opportunities for future programming, new commissions, collaborations, professional development and networking.

Industry delegates who take part in Honey Pot include:

- ★ Venue Programmers
- ★ Festival Directors & Programmers
- ★ Producers
- ★ Event planners
- ★ TV, Radio & Digital Producers
- ★ Media & Tourism professionals
- ★ Talent scouts.

Read more about Honey Pot [HERE](#).



Honey Pot HIVE. Photo: Chloe Elizabeth, Adelaide Fringe 2023.

Learn how to sell out shows with cost-effective Meta Ads strategies.

Using Meta Ads on Facebook and Instagram to promote your Fringe show doesn't have to be difficult.

Join our artists' workshop to learn how to attract audiences and sell tickets without spending all your money (and time) on ads.

Visit kwasi.com/fringe to register your interest.

kwasi

AMPLIFY YOUR CONTENT

You're almost there! It's crucial to enhance the reach of your content through various media which can propel you forward.

💡 Top Publicity Tips

1. Get started on your media strategy now
2. Have a media release and high quality imagery
3. Upload a media kit to AVR
4. Nail your 'pitch' to get a journalist's attention
5. Do your research and read more in AVR Resources.

💡 Media Kit Tips

1. A one-page media release that has all relevant information for your event (venue, session names, dates, ticket prices etc.) as well as your contact details
2. High resolution 300dpi images. AT LEAST one portrait and one landscape option
3. Information about the company and excerpts from past reviews
4. A background sheet with biographies for each artist/performer/writer/director
5. MP3 audio files for a music event
6. Links to a show reel or footage of your event.

💡 Promote for FREE!

Get More Exposure with Australian Tourism Data Warehouse (ATDW). By listing your Fringe event on ATDW, your listing can be seen by 1000s of potential audience members. Read more [HERE](#).

KEY DATES

30 NOVEMBER 2023

**BankSA
Double Your Fun Presale**

1 DECEMBER 2023

**Adelaide Fringe Program
ON SALE**

6 FEBRUARY 2024

Meet the Media Event

ADELAIDE FRINGE

16 February – 17 March 2024



2023 AUDIENCE PROFILE

These are our audience profile and ticketing insights that could be useful in reaching your audiences in 2024.



1,340 EVENTS



6,484 ARTISTS



517 VENUES

819

PREMIERS
INCLUDING **285**
WORLD PREMIERES

SHOW ORIGIN

652

**SOUTH
AUSTRALIA**

448

INTERSTATE

240

INTERNATIONAL

AVERAGE HOUSE SOLD BY CAPACITY OF VENUES

VENUE CAPACITY



AVERAGE HOUSE SOLD



AUDIENCE ORIGIN

810,742

Tickets sold to
South Australians

86,079

Tickets sold to
International Visitors

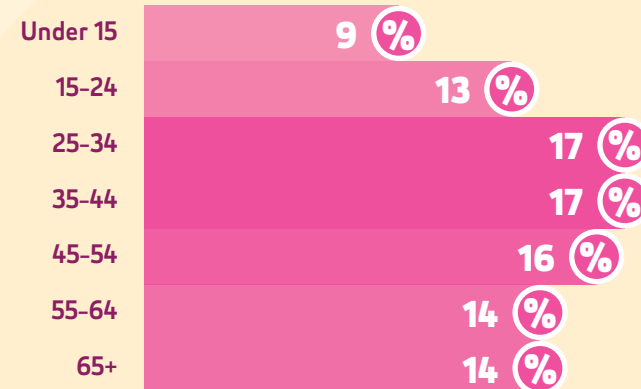
104,095

Tickets sold to
Interstate Visitors

TICKET SALES BY LOCATION

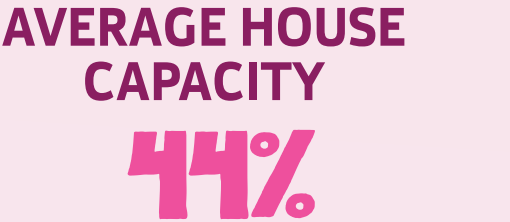
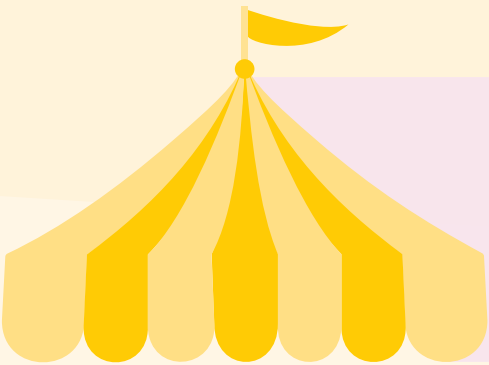
LOCATION	% OF TICKETS AVAILABLE ACROSS THE WHOLE FESTIVAL	% OF TICKETS SOLD
CITY	84%	85%
SUBURBAN	11%	10%
REGIONAL	5%	5%

AUDIENCE BY AGE



TICKET SALES BY PRICE TYPE

Full Price	56%
Concession	8.6%
Child	2%
Family	6%
Group6+	3.4%
BankSA Cardholder	4.2%
Fringe Member 2for1	3.9%
Promotional	7.5%
Presenter Comp	8.4%



TOP TICKET-BUYER POSTCODES BY GENRE

GENRES	TOP POSTCODES (OUTSIDE OF 5000)				
	#1	#2	#3	#4	#5
CABARET	5022	5159	5067	5045	5062
CIRCUS	5159	5022	5067	5062	5158
COMEDY	5159	5045	5158	5022	5062
DANCE	5033	5159	5082	5034	5022
EAT & DRINK (New)	5048	5158	5008	5007	5063
EVENTS	5006	5048	5063	5067	5033
FILM & DIGITAL	5044	5031	5070	5043	5082
INTERACTIVE	5067	5159	5031	5022	5158
KIDS & FAMILY	5159	5022	5082	5063	5051
MAGIC	5159	5045	5082	5022	5158
MUSIC	5159	5045	5022	5048	5062
THEATRE & PHYSICAL THEATRE	5159	5034	5063	5082	5067
VISUAL ARTS & DESIGN	5064	5173	5333	5108	5114
WORKSHOPS & TALKS	5062	5082	5034	5061	5051

TICKET SALES BY GENRE

GENRES	% OF PROGRAM	% AVERAGE HOUSE	% OF TICKETS SOLD
CABARET	11.7%	44%	12.1%
CIRCUS	9.1%	40%	8.4%
COMEDY	25.4%	44%	24.3%
DANCE	2%	45%	2.2%
EAT & DRINK (New)	0.7%	45%	0.9%
EVENTS	4.7%	41%	4.2%
FILM & DIGITAL	0.3%	39%	0.2%
INTERACTIVE	7.1%	49%	9.1%
KIDS & FAMILY	6.5%	45%	6.6%
MAGIC	6.6%	42%	5.7%
MUSIC	14.2%	46%	14.5%
THEATRE & PHYSICAL THEATRE	11.3%	45%	11.5%
VISUAL ARTS & DESIGN	0.1%	43%	0.1%
WORKSHOPS & TALKS	0.3%	42%	0.2%

Be the good kind of sell-out.

Cut through the crowd and draw attention to your event by joining our BankSA customer 25% off promotion. You control how many tickets are discounted, while we take care of the advertising to make your event easier to find.

Opt in online on AVR when registering your event

