

POINT OF NO RETURN

# MARKETING PLAN AND INFORMATION



ESSENCE PRODUCTIONS

# CONTENTS

## **02**

OUR ORGANISATION

## **03**

AIMS AND OBJECTIVES

## **04**

MATERIALS AND MEDIA

## **05**

PLATFORMS

## **06**

KEY MESSAGES/STRATEGY





## OUR ORGANISATION

Essence Productions was founded by Alaine Beek in 2003. The company employs a core group of professional actors and backstage crew. They focus on 'bringing Australia's pioneering history to life through performance.' Their main source of work is through Werribee Park where they perform as the resident theatre company each weekend all year round and have done so since 2003. Alaine Beek is the author and producer of the shows.

### ESSENCE PRODUCTIONS VISION

Going on the belief that everyone can love theatre – our vision is to create and/or be part of a movement that builds new audiences by seeking out and turning great Australian stories into exciting, engaging theatre.

One of Essence Productions core visions is to become established as a reputable theatre production group that creates 'good work' and is thereby offered real opportunities and support to develop and present their work creating ongoing exciting challenges and growth.

### CREATIVE WORK

Alaine and her team are continually creating new and exciting work with the aim of growing the company and reaching an ever growing audience. In fact, audience engagement is paramount and so each work is fully developed and tested to live audiences before taking it to the bigger arena. Her plays include the award winning Point of No Return which toured 2016, 2018 and 2019 and the award winning The Scrunch Test which is still in development process and will be professionally performed 2020.



## OVERALL AIMS AND OBJECTIVES

- To support and promote performances at venues to ensure audience engagement is maximised.
- To create and build awareness of youth incarceration both historically and today.
- To give opportunities for youths to experience a fully engaging drama that inspires them in both the topic and theatre in general.
- To bring a broader awareness and support of Point of No Return to encourage further performances.
- To encourage broader awareness and support of Essence Productions as a high quality exciting independent production company.





## MATERIALS AND MEDIA

- Video trailer with current cast
- Excellent media reviews (including one from The Australian)
- Heartfelt audience responses (including teachers, students and industry professionals)
- Quality production photos

There is plenty of promotional material that can be provided including video content and unique images. More information and links for these can be found in our marketing kit.



## PLATFORMS

- Facebook
- Instagram
- Youtube
- Websites
- Email Marketing
- Digital Print
- Physical Print
- Posters/Flyers

**All links are provided within the Marketing Kit.**

# KEY MESSAGES/STRATEGY

## KEY MESSAGES:

- The exciting story that Point of No Return is. Based on extreme real life circumstances but ultimately centres around a story of hope.
- The relevance the story still has today with all the issues surrounding youth detention centres, gang mentality, youths becoming men.
- The previous overwhelmingly positive feedback it has already received. Especially from schools who have resonated with the story so well.

## STRATEGY:

- Provide an educational package to venues to offer local schools and maximise local youth involvement with the play and pre/post show.
- Provide additional pre and or post show incursion presentation/discussions to schools (or a presentation/discussions to a number of schools in one accessible venue).

Topics that could be covered:

- How to write a play based on history and make it exciting, Point of No Return is a perfect example of verbatim theatre (see school reviews).
- How does an unfunded independent company tour a show professionally – what's the process?
- Historical perspective – why is this history important, why is it significant today?
- The performance – the naturalistic performance – how the actors got to the emotional extremes in this play. Many people described the play as 'riveting', why is this?
- Social Media Marketing is core within our marketing strategy. As well as creating and sharing organic content about the show on a regular basis, we can also run ads that target the regions local to venues. The content will promote the play's entertainment value, historical education through performance based medium and a look into theatre from behind the scenes. The content posted will be planned and regular with strategic boosted posts.
- Blogging via the Essence Productions website.
- Email Marketing to our database of over 3,000 people.
- Promotional of our video trailer.
- Pull up banners that can be provided to venues for foyer advertising.
- Communications with relevant local groups such as historical societies to provide information on the elements of the play.
- Listing the show on all relevant and available 'what's on' both digitally and in print.
- Interviews with local radio (and TV) if possible will be arranged.
- Editorial/Press releases will be sent to local, regional and national print media organisations.



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