



AUDIOPLAY



BAMBOO BANDITS

Bamboo Bandits

MEDIA & MARKETING KIT

We are really pleased to have you presenting Bamboo Bandits!

We want to give you all the tools and information you need to get your audiences engaged and having a blast with Bamboo Bandits. You will find a bunch of useful content and links in this kit but please do reach out if there is something specific you need that is not here and we will do our darnedest to help you out.

CONTEXT

Who is the audience?

Bamboo Bandits is designed to be played by 6-12 year olds and their families.

Whilst younger kids can play, they can sometimes find the experience scary/overwhelming. Younger kids often struggle with the sensation of wearing headphones. For parents of younger kids we suggest they use their discretion when considering if it would be suitable for their kids.

We have found the Audioplay experiences really resonate with the following kids

- **Bookish Kids** – Kids who love spending time in imagined worlds through books
- **Theatrical Kids** – Kids who love playing out stories and being a character
- **Creative Players** – Kids who lean towards imaginative and creative play
- **Gamers** – Gamer kids love the digital & production values of the Audioplay experience. That said sometimes they find the real-world aspect of the experience a bit unusual at first.

Contents

CONTEXT.....	1
Who is the audience?.....	1
Marketing Strategies.....	2
Media Angles.....	2
On Site Promotion.....	3
WORDS.....	4
Tag Line.....	4
Short Promo Copy.....	4
Long Promo Copy.....	4
Synopsis.....	4
IMAGES & VIDEOS.....	5
CREDITS & ACKNOWLEDGEMENTS.....	6
Billing.....	6
Credit Details - Installation.....	6
Credit Details - Play @ Home Series.....	6
Company Bios.....	7
Past Presentations.....	8
QUOTES/TESTIMONIALS.....	8
Audience Quotes.....	8
Press Quotes.....	8
SOCIAL MEDIA.....	9
Links.....	9
CUSTOMISABLE TEMPLATES.....	9
Poster & Flyers.....	9
Facebook Assets.....	9



AUDIOPLAY



**BAMBOO
BANDITS**

Accessibility

Audioplay experiences are extremely versatile and can accommodate audiences with a range of abilities. The installation can be adapted to accommodate a range of mobility limitations. We've also had great feedback from participants on the autism spectrum and those with complex disabilities who may have limited movement and/or sensory impairment.

Marketing Strategies

Connecting with new audiences can be a real challenge. The following are a few strategies we have found effective in the past:

Parent Networks – Often there are one or two parents associated with each school year group that are real connectors. They are champions of activities they believe the kids will love and they are often part of parent WhatsApp or Facebook Messenger groups. Connecting with these parents and letting them know about your season can unlock really effective word of mouth promotion through their networks.

Grandparents Networks – Grandparents often take a more active role with kids during school holiday periods, assisting with care whilst parents are at work. Promoting the event through channels targeting older audiences can be effective.

Media Angles

Inspiring Conservation through a connection to animals – Red Pandas are both adorable and endangered. With less than 10,000 Red Pandas left in the wild their primary threats are habitat loss and degradation, human interference and poaching. The reasons behind species loss can be complex. Bamboo Bandits helps kids understand some of the issues at play whilst building an emotional connection to the animals and an investment in their survival.

Innovative Experiences for Kids – Audioplay is a ground breaking new approach to immersive experiences. The Audioplay team has secured patents for technology in USA & Australia.

Creative Physical Play – Audioplay experiences get kids to physically step into the story and play out the action. The form really encourages kids to revel in their imagination. Using very simple household props kids become the character.

New Storytelling Form – Each player hears the story from their character's point of view. Players can come to understand different perspectives by playing through the story as different characters.



AUDIOPLAY



**BAMBOO
BANDITS**

On Site Promotion

Promoting the installation throughout the venue/foyer can really assist engaging audiences. From past seasons we suggest tactics such as:

- Playing the live action promo video on screens in the foyer
- Setting up an audio station where audiences can hear a sample of the audio from the experience
- Having FOH staff play through during the training or first sessions so they have a deeper understanding to discuss the experience with patrons.
- Having photo opportunities in the foyer/venue that can help drive word of mouth through organic social media.



AUDIOPLAY



BAMBOO BANDITS

WORDS

Tag Line

The fate of the forest is in your paws!

Short Promo Copy

When outsiders enter their forest home, two young red panda cubs, Chaos and Mayhem are forced to step up to defend it. Join the cubs as they venture into the unknown; risking life and furry limb as they stare down hair raising danger. Will the red panda cubs be able to outsmart their enemies to protect the heart of the forest before it's too late? The fate of the forest is in their paws.

Step into this innovative new audio experience and become the hero, journeying to the heart of the forest and beyond.

Long Promo Copy

When outsiders enter their forest home, two young red panda cubs, Chaos and Mayhem are forced to step up to defend it. Armed with their fledgling panda magic the cubs are charged with protecting the Heliotrope, the magical gem that is the heart of the forest.

In the neighbouring town, twins River and Kai are offered the opportunity of a lifetime after years, eking out a meagre existence on the streets. The fancy businessman Mr Von Pelt has offered an eye watering bounty in exchange for catching a Red Panda.

Thrown together by circumstance, the stakes couldn't be higher. They are all going to need wit, deft agility and rat cunning to out manoeuvre their foes.

Step into an innovative immersive audio experience and become the hero, journeying to the heart of the forest and beyond. Bamboo Bandits combines imaginative, physical play with a cinematic score to create a thrilling action-packed adventure for families.

Synopsis

The following copy is for internal purposes only.

River and Kai are two young orphans eking out an existence catching rats in the back alleys of town. Local businessman Mr Von Pelt has offered the pair a reward they can't refuse in exchange for putting their skills to work catching him a Red Panda.



AUDIOPLAY



BAMBOO BANDITS

Chaos and Mayhem are two red panda cubs who have just been appointed official Guardians of the Forest. They're charged with protecting the Heliotrope, the magical gem that is the heart of the forest.

Whilst not as easy as they had first anticipated, River and Kai manage to trap the two red pandas and they are thrilled that they might just have doubled their reward. Enroute to deliver their haul, River & Kai discover that not only do these pandas have magical abilities, they are also not destined to be cute pets, instead they are bound for the fur trade and soon to meet their doom.

In the face of this grizzly realisation Kai and River have a change of heart, vowing to conspire with Chaos and Mayhem to destroy Mr Von Pelt's operations, preventing him from hurting other creatures.

The Bamboo Bandits Creative Play Installation combines imaginative, physical play with a cinematic score to create a thrilling action-packed experience. This 4-player experience is designed to be presented in public spaces for larger groups.

IMAGES & VIDEOS

Promo Artwork: www.audioplay.me/BBArtwork

Kids Playing Images: https://audioplay.me/kids_playing

Note: Audioplay is a fairly unconventional experience and we have found that the live action imagery is strongest for communicating to audiences what to expect. We recommend leading with live action imagery, supplemented with the illustrations, to help educate and excite your audience.



AUDIOPLAY



CREDITS & ACKNOWLEDGEMENTS

Billing

Co-produced by Audioplay & Erth Visual & Physical Inc.

Credit Details - Installation

Co-produced by Audioplay & Erth Visual & Physical

Director	Adam Mitchell
Creative Producer	Gemma Pepper
Writer	Clare Testoni
Script Editor	Gemma Pepper
Composer	Jamie Messenger
Sound Design, Edit & Mix	Xoe Baird - XB Studios
Technical Lead	Arie Wilsher
Vocal Performers	Emily Rose Brennan (Chaos), Daniel Buckle (Mayhem), Andrea Gibs (River), Isaac Diamond (Kai), St John Crowcher, Siobhan Dow-Hall
Creative Collaborator	Wyatt Nixon Lloyd, Zoe Pepper
Illustrator	Louie Joyce
Guiding Light	Zoe Pepper

Credit Details - Play @ Home Series

Co-produced by Audioplay & Erth Visual & Physical Inc.

Director	Adam Mitchell
Creative Producer	Gemma Pepper
Writer	Henry Inglis
Script Editor	Gemma Pepper
Composer	Jamie Messenger
Sound Design, Edit & Mix	Cue Sound
Technical Lead	Arie Wilsher
Vocal Performers	Emily Rose Brennan (Chaos), Daniel Buckle (Mayhem), Arielle Gray, Luke Hewitt, Mark Storen, Mararo Wangai, Elise Wilson, St John Crowcher, Siobhan Dow-Hall, Tegan Mulvany
Creative Collaborator	Zoe Pepper
Illustrator	Louie Joyce
Guiding Light	Zoe Pepper



AUDIOPLAY



**BAMBOO
BANDITS**

Funder Acknowledgements & Logos

This project has been supported by Restart Investment to Sustain and Expand (RISE) Fund – an Australian Government initiative and the Western Australian Department of Local Government, Sport and Cultural Industries.

Logos Required:

Audioplay, Erth, RISE, Department of Local Government, Sport and Cultural Industries

Logo Lockup & Assets: www.audioplay.me/BBlogos

Company Bios

AUDIOPLAY is a brand-new audio experience for kids created by our award-winning team. With over 20 years' experience writing, directing and producing film, theatre and events we love to elevate the ordinary to the extraordinary through our unique immersive audio experiences. Audioplay's experiences can be found far and wide from festivals and events, to local libraries and community programs as well as being available for families to play at home. Our work has won numerous awards including two silver awards; for Best Family Podcast and Best Fiction Podcast at the Australian Podcast Awards (2021), a nomination for Best Direction (Interactive or Immersive Title) Australian Directors Guild Awards (2021) and winning Best Sound in the Australian Game Developers Awards (2020).

For over thirty years Erth's puppetry-based theatrical productions and innovative community projects have challenged and inspired audiences around the world, driven by a special interest in natural history, First Nations stories, sociology and urban mythology.

Today the company is recognised internationally as an innovator of physical and visual theatre, and a creator of brave, unbridled work for children.

In addition to touring the world with their long-running shows Erth's Dinosaur Zoo and Erth's Prehistoric Aquarium, the company's ongoing push to explore boundaries and devise new work has seen the commissioning of The Liminal Hour and Winter Camp at Barangaroo for Vivid Sydney 2018 and 2019. Erth have also explored the realm of virtual reality, and the development of ARC – an expansive, collaborative, multi-year, cross-platform work which explores preciousness and conservation.



AUDIOPLAY



**BAMBOO
BANDITS**

Past Presentations

Premiere – TBC

QUOTES/TESTIMONIALS

Audience Quotes

Below are a small selection of audience quotes from our previous work Sun Runners. A full list of quotes and testimonials can be found here –

<https://airtable.com/shrKF9lyexUKFOVUM/tblUPodPXdlbW6JW>

“Definitely do it. You will literally have the best time of your life.”

Fenella, age 10

“It’s really action packed”

Charlie, age 10

“...they were completely engaged throughout their audio adventure, and were a crack up to watch as they had to avoid getting their faces melted off, build blanket rockets and partake in some funky dancing! Both of my rocketeers would highly recommend!”

Parent (@our.bookish.days)

Press Quotes

The following press quotes relate to previous Audioplay experiences.

“Audio stories and imaginative play come together in the most creative way possible with Audioplay” [Lester Ng, Little Day Out](#)

“I REALLY love this app, I think it’s got so much merit. I think it’s great because the kids are experiencing something, they’re being physical, they’re solving problems, they’re building stuff, they’re creating... It’s not that idea of sitting on a device and flick through and stare at a video. Its super interactive.”

[Nat Amooore, One More Page Podcast](#)

“One of the beauties of the show lies in its collaborative nature – the kids must work as a team to keep the story rolling along and by the end, there’s a true sense of accomplishment”

[Varnya Bromilow, See Saw Mag](#)

“...this show was off the charts!!!”



AUDIOPLAY



**BAMBOO
BANDITS**

Rating: 13/10

[Cass, Age 9, See Saw Mag](#)

"It was so cool. I would definitely do it again and I would like to get the app if my Mum lets me."

Rating: 10/10

[Veronica Bromilow, Age 11, See Saw Mag](#)

SOCIAL MEDIA

Links

AUDIOPLAY

Website: www.audioplay.me

Facebook: www.facebook.com/audioplaykids/

Instagram: www.instagram.com/audioplaykids/

ERTH VISUAL & PHYSICAL INC

www.earth.com.au

www.facebook.com/Erth.Sydney

www.instagram.com/erthaustralia

CUSTOMISABLE TEMPLATES

The following links are for Canva Templates which you are welcome to customise with details specific to your season.

Poster & Flyers

Poster (A2) – www.audioplay.me/BBA2Poster

Poster (A4) – www.audioplay.me/BBA4Poster

Flyers (A5) – www.audioplay.me/BBA5Flyer

Email Signature – www.audioplay.me/BBSignature

Facebook Assets

Facebook Post Graphic – www.audioplay.me/BBFBPost

Facebook Event Cover – www.audioplay.me/BBFBEventCover