

UP THERE (Insert Town Here) Marketing Pack

Performance Title	UP THERE
Company Name	UP THERE Collective
Contact	William Gammel, uptherewalkingtour@gmail.com , 0419 198 605
Lead Creative / Producer	William Gammel
Lead Creative / Publicist	Leah Robyn
Lead Creative /	Tay Conway
Composition and Music Producer	Rebecca Riggs-Bennett
Artform	Site-Specific Audio Walking Tour, verbatim storytelling, historical theatre.
Run Time	1 Hour

Key Messages: *UP THERE* will be tailored to the needs and voices of the communities in your town. In the development of the production for your own, we will be researching its histories and talking to its people about the town and what they wish for the future. The show seeks to question how we can better utilise space while acknowledging history and subcultural uses. *UP THERE* looks to the future and the importance of community.

Aesthetics: The *UP THERE* marketing will mirror the show in that it will reflect the character of the town/community in which it is situated. For example, our marketing in Walyalup focused on blue tones, images of pine trees and water, a laid back and eclectic mood.

Copy and Collateral: Copy and collateral will be designed specifically for your town.

Target Audience:

<i>Demographics</i>	Ages: 12 - 65 (audiences must expect an hour of movement)
<i>Psychographics</i>	artists, activists, pillars of the community, politicians, shop owners, long-time residents, community groups, environmentalists, fans of Barefaced Stories and Centre for Stories, historians/history-buffs, theatregoers, university students, urban explorers.

Unique Selling Points:

UP THERE is a unique immersive performance experience as it does not reside in a theatre. It is a walking tour and therefore encourages exercise and time outside in the environment, enabling audiences to look at performance and their town in a completely different way. It is also site-specific, and can only be performed 'here and now' with limited capacity. The show is timely and provides audiences new perspectives on their town straight from stories by pillars of their

own community and a vast array of locals. Finally UP THERE is an award winning production with many favourable reviews.

Reviews:

Kimberley Shaw for Stage Whispers:

“UP THERE (Wayalup) was a site responsive audio walking tour of empty spaces in the city of Wayalup. Hosted by three effervescent and caring young guides, it is part immersive experience, part documentary, part verbatim theatre and a fulfilling entertainment experience...

A fabulous way to explore a place that “you thought you knew” and an examination of change and evolution. There is also an overarching Nyoongar perspective that offers an even greater sense of the power of time.

I am hoping that UP THERE might become a series that looks at other places in Western Australia. A heart-warming and eye-opening piece of entertainment that inspires deeper thinking.”

<https://www.stagewhispers.com.au/reviews/there-wayalup>

Riley Jackson for Magazine 6000:

“UP THERE engages with the history of the area, from recent peaks of culture and arts to the centuries of life that existed before colonisation, and it shows the struggles of working class business in an area of high rent and turnover.

The tour is a gorgeous heartfelt love letter to Walyalup, expressing the love for the people who call it home and how difficult change has been especially for the worse. We hear from the people who make the city what it is, from the currently empty Spare Parts Puppet Theatre, to a struggling tailoring business, we hear the emotional turmoil that changes to the city have caused. It’s harrowing. That’s what I really love about art like this, it feels so tangible and real, connected to a real human cause which I think is often lost in the writing room...

The lead creative team of Leah Robyn, Tay Conway, and Will Gammel achieve a heartbreaking melancholy interspersed with glimpses of humourous personality that brings alive the local area. Rebecca Riggs-Bennett as the sound designer and music producer ties every moment together perfectly and carries you through each abandoned shop front and child’s painting.

I feel like this review is going to be much shorter than most only because there is only so much I can say about how beautifully the team have constructed this tour without just explaining every single moment. My only recommendation from here is to go see it!”

<https://magazine6000.com/review/a-city-alive-up-there/>

Marketing Channels and Tactics:

Social Media	<p>UP THERE already has social channels on Instagram (@uptherewalkingtour) and Facebook, for which we can generate and post both organic and paid advertisements. Posts may include: BTS of creating the show, reviews, audience testimonials, reels giving audiences insight into the show, content generated with the interviewees of the show.</p> <p>Leah Robyn will also be utilising her Tiktok and YouTube channels to advertise the production. Her social channels are dedicated to advertising theatre productions in WA, and she has a following of those interested in WA theatre.</p>
PR and Media	<p>Our press release will be sent to local media for interviews with the company, featured articles and event listings.</p>
Email Campaigns	<p>We will be contacting those who opted into updates from us, when they attended our previous shows, UP THERE (Walyalup) and UP THERE (Boorloo).</p>
Collaboration and cross promo	<p>As we did in our previous production, we will collaborate with local stores and businesses in the area. In UP THERE (Walyalup) local businesses displayed our poster and we collaborated together on social media posts that promoted their businesses and their involvement in our production. We would also be open to collaborating on 'giveaways'.</p> <p>We will also be contacting: FAC, WAAPA, PAAWAs, Spacemarket, Barefaced Stories, and pvi collective, to post on their socials as they had significant involvement in this or prior productions.</p>
Print:	<p>We will be producing our own photography and design for print collateral. Once approved, the posters and flyers will be distributed throughout your town.</p>
Events:	<p>We can organise free promotional events such as an Opening Night function and an Artist Q&A.</p>

Images:

https://drive.google.com/drive/folders/1UcL1q1F5TlaVrHJq2tPHWdvQjGKhTuaf?usp=share_link

Video:

<https://www.youtube.com/watch?v=mwXWTXUGr0k>