

Welcome to the Creative Team



Official Campaign Pitch Deck | Local Theatre Marketing Initiative

Call Sheet

Your Objective:
Translate Stagecraft
to the Feed



Understand the Product:
Draw inspiration from the foundational eras of Western Theatre.



Master the Medium:
Learn the proven social media playbook for live entertainment.



Win the Campaign:
Pitch your digital strategy to become the official marketing voice of our upcoming season.

We aren't just selling tickets; we are
selling the magic of the process.

The Evolution of Audience Engagement

The Asset

A static poster in a local shop window.

The Introduction

Reading a dry 100-word cast bio in a printed playbill.

The Community

Word of mouth in the lobby after the show.

The Voice

A corporate press release.

The Asset

A dynamic, 30-second backstage makeup time-lapse.

The Introduction

Watching an actor answer live fan Q&As in character via Instagram Stories.

The Community

Engaging local businesses and creating custom fan art campaigns on TikTok.

The Voice

Authentic, messy, behind-the-scenes human connection.

Steal from the Masters: A Historical Engagement Matrix

The Greeks (6th C BCE)

The Hook: Spectacle and Civic Duty.
Giant amphitheatres and universal themes.



Digital Translation:
The Viral Event.
Create content that feels larger than life and culturally urgent.

The Renaissance (14th-17th C)

The Hook: Complex Character Psychology.
Shakespearean soliloquies and humanism.



Digital Translation:
The Personal Vlog.
Speak directly to the camera; let the audience inside the character's mind.

Postmodern (Mid-20th C)

The Hook: Metatheatre and Breaking the Fourth Wall. Acknowledging the audience exists.



Digital Translation:
The Interactive Feed.
Respond to comments, create polls, and invite the audience to co-create the narrative.

The 16th-Century Guide to Going Viral



The White-Face:

The "classic" straight character. The intelligent, high-status ringleader who tries to keep order.



The Auguste:

The zany, flesh-toned comic. The chaotic element who wears mismatched clothes and spoils the White-Face's carefully laid plans.



The Character (Tramp):

The down-on-their-luck underdog. Tattered clothes, exaggerated features, endlessly optimistic despite constant failure.

In a 15-second video, you don't have time for backstory. **Stock characters instantly communicate status, motive, and humor.**

You Already Know These Characters

Zanni

(Naive, optimistic clowns)

Pantalone

(Arrogant, serious boss)

Il Dottore

(Self-important know-it-all)

The Lover

(Heroic, dashing, witty)

**SpongeBob SquarePants
& Patrick Star**

**Squidward Tentacles /
Captain Raymond Holt**

Dwight Schrute

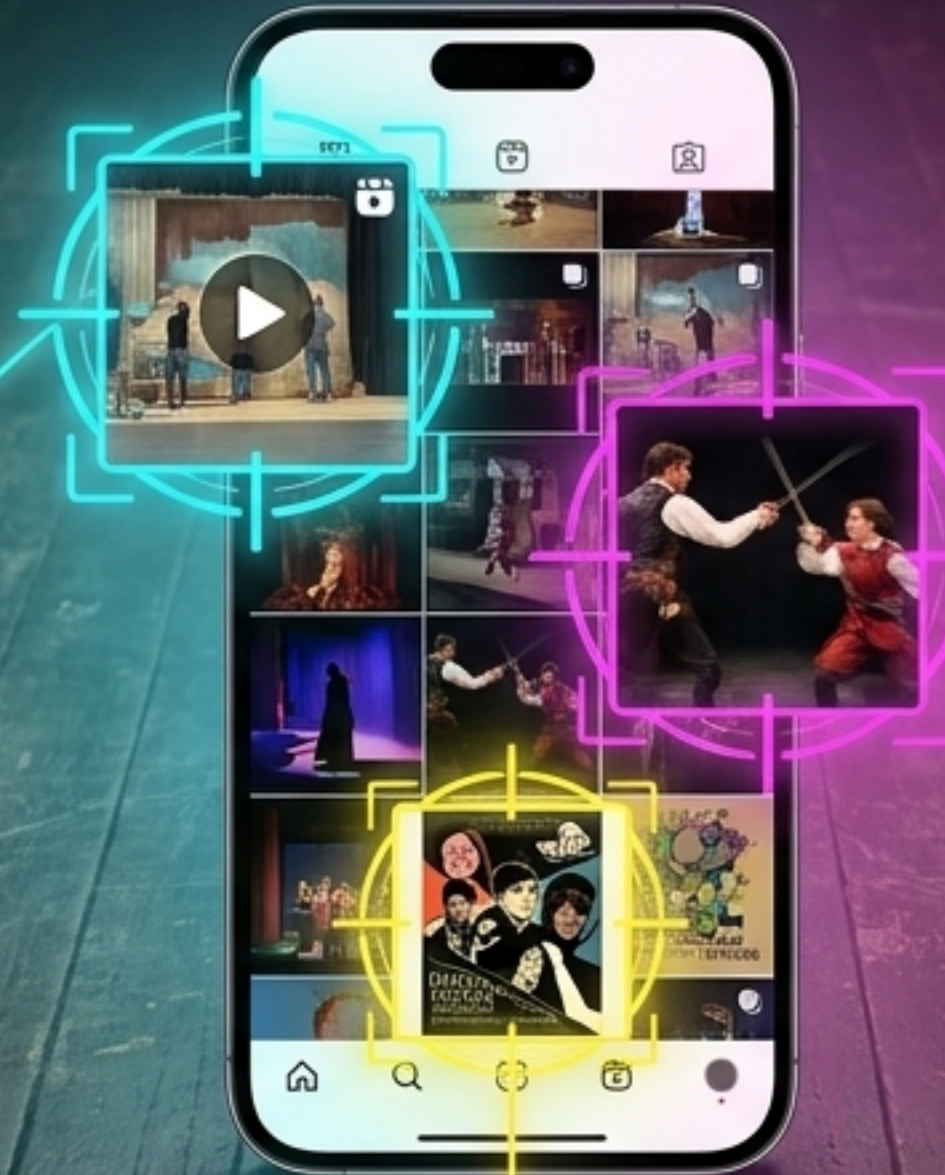
**Westley
(The Princess Bride)**

**Task: Use these archetypes
to cast your fellow students
in your promotional reels.**

The Campaign Playbook

Part 1: Pre-Show Hype

In-Progress Builds: Show the messy process. Share time-lapse videos of the crew painting backdrops or the light board operators marking cues. People invest in what they help build.



Dynamic Dress Rehearsals: Ditch the boring wide-angle stage shots. Post tight close-ups of bright costumes, sword fights, or midair dance choreography.

Fan Art Collaborations: Partner with the school art department. Turn scenes into graphic posters or character portraits.

The Campaign Playbook

Part 2: Character Focus



“One Actor, One Line”: Have an actor deliver their most iconic line directly to the camera. Prompt the audience to guess the play or the context in the comments.

Theme in a Flash: Challenge the cast to explain the core message of the 2-hour show in exactly 15 seconds.

Diction & Movement Tips: Treat the actors as experts. Share their physical warm-ups, vocal exercises, or how they master a specific combat scene.

The Campaign Playbook Part 3: Backstage Reality



The Hidden Professions:

Turn the camera around. Give the spotlight to stagehands, costume designers, and set builders. They are the unseen heroes.

Don't Hide the Hard Parts:

Authenticity wins. Document the exhaustion of double-show days, the coffee runs, and the genuine backstage laughter.

Post-Show Raw Reactions:

Capture the immediate, unpolished emotions of the audience and cast the second the curtain drops.

Anatomy of a Successful Account Takeover

The Hook: Start with a direct-to-camera introduction setting the schedule for the day. (e.g., "I'm taking you to tech rehearsal!")

The Engagement: Use Question/Poll stickers heavily. Let the audience direct the action or ask character trivia.

The Cross-Promotion: Tag local businesses when the cast goes out for coffee or post-show meals.

The Cast Inclusion: Interview fellow actors like a late-night host. Create cast challenges.

The Reward: Include a mini-giveaway for followers who engage with the story all day.



Match the Message to the Medium



Audience: Gen Z / Students.
Vibe: Irreverent, trend-driven, fast-paced.

Best For: Trending audio parodies, 15-second challenges, and raw backstage chaos.



Audience: Millennials / Young Professionals.
Vibe: Aesthetic, community-focused.

Best For: High-quality dress rehearsal photography, Actor Story Takeovers, and Fan Art highlights.



Audience: Gen X / Boomers / Parents.
Vibe: Informational, proud, supportive.

Best For: Official season announcements, ticket links, and polished cast bios.



The Rules of Engagement: Licensing & Copyright

Rule 1: No Show Music



Do not post audio of actors singing copyrighted show tunes.



Have the cast sing an unrelated pop song or show silent vocal warm-ups.

Rule 2: No Script Line-Reads



Do not film and post actual scripted scenes.



Show time-lapses of blocking rehearsals or cast members posing with their scripts.

Rule 3: No Official Logos



Do not use the Broadway/Publisher licensed logo.



Design your own original campaign typography and aesthetic.

The Complete Campaign Architecture

Heritage (The Anchor)

Draw on classical archetypes (Commedia) and universal historical themes to give your marketing depth and instant character recognition.

Hype (The Spark)

Leverage dynamic rehearsal photography, interactive Q&As, and trend-driven 15-second reels to drive urgency and ticket sales.

A seamless bridge from the 16th-century stage to the 21st-century screen.

Humanity (The Engine)

Use Actor Takeovers, unpolished backstage moments, and crew spotlights to build a genuine, relatable connection with the digital audience.

Your Brief: The Official Advertising Pitch

Director's Notebook

The Client

Our Local Theatre's upcoming Mainstage Season.

The Deliverables

Design a comprehensive digital marketing campaign including:

- One original aesthetic/logo concept (legally compliant).
- A storyboard for a 24-hour Actor Takeover.
- Three 15-second short-form video concepts utilizing Commedia archetypes or backstage reality.

The Reward

The winning pitch will be produced as the official advertising campaign for the upcoming show, with the creator credited as Junior Marketing Director.

The background of the image is a dark, atmospheric scene. On the left, a brass desk lamp with a warm, yellow light is positioned on a wooden desk. In the center, a glowing blue neon sign with the words "SUBMIT PITCH" is mounted on a wall. To the right, a stage set is visible, featuring a backdrop with various posters and signs, including one that says "ELEWANMOOR". The overall mood is one of creative focus and artistic ambition.

The Stage is Yours.

SUBMIT PITCH

You have the history.
You have the playbook.
You know the rules.

Now, show us how you see the theatre.
Let's fill the house.

*Communication has always been our most powerful tool.
Build the bridge.*