Marketing Guidelines for Hirers

SUBIACO ARTS CENTRE

ARTS AND CULTURE TRUST

GOVERNMENT OF WESTERN AUSTRALIA

SUBIACO
ARTS
CENTRE

Welcome to Subiaco Arts Centre

As a valued Hirer of an Arts and Culture Trust venue, we are pleased to extend our marketing services to your company, assisting you in reaching your audience effectively.

We invite you to explore the various opportunities detailed in this guide and extend our best wishes for the success of your event.

For any queries relating to this document, please contact the Marketing Department at marketing@artsculturetrust.wa.gov.au.

Making the Most of Your Complimentary Marketing Services

1	**2**	**3**	**4**
WEB CONTENT	**SIGNAGE**	**ENTITLEMENTS**	**EXTRAS**
Provide all content for your webpage at least 5 working-days before the on-sale date.	Give your show onsite presence with our digital signage. See page 6 for more info.	Review your show's complimentary marketing entitlements below.	Learn about exit billing, collateral display and post-show reports on page 7.

At the Subiaco Arts Centre, we are committed to assisting in your event's success. When you choose our venue, you can take advantage of our comprehensive marketing support.

To discuss the marketing of your show, please email the Marketing team at marketing@artsculturetrust.wa.gov.au.

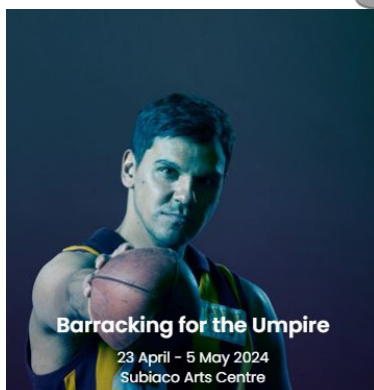| **Complimentary Marketing Entitlements** |
|---|
| Show display on the Arts and Culture Trust website |
| Minor feature in a relevant EDM |
| Inclusion in all relevant 'What's on' Facebook and Instagram carousels |
| Inclusion in all relevant 'What's on' social stories |
| Signage display throughout the venue (subject to a rotational roster coordinated by the venue) |
| Acceptance of co-hosted event on Facebook |
| Printed collateral displayed through all Arts and Culture Trust Box Offices |
| Exit billing* (subject to approval from relevant hirer and Venue Management) |
| Patron opt-in data for marketing purposes upon request (provided post-show) |
| Postcode report of ticket buyers upon request (provided post-show) |
| Marketing checkout survey results of online buyers upon request (provided post-show) |
| Patron feedback report (when applicable, provided post-show) |

Website Event Page

Your show will receive a dedicated event page on the Arts and Culture Trust website. The Trust's website is high traffic, with over a million sessions per annum, and is a primary source of ticket sales.

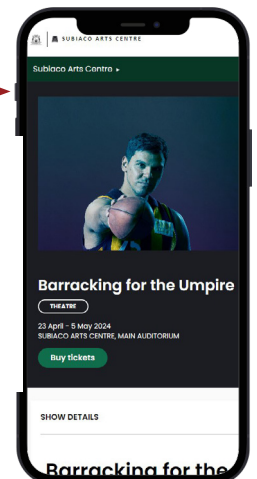| What to provide	Note
Show copy	Recommended minimum of 100 words
Teaser copy	250 characters maximum
Show image 1920 (w) x 1200 (h) pixels	Strictly no text. Observe safe zone. Max 1MB. JPG
Image for cart 300x 300 pixels	JPG
Featured media quotes to highlight	Optional
Image gallery	Optional
Link to YouTube or Vimeo	Optional
Link to digital show program	Optional
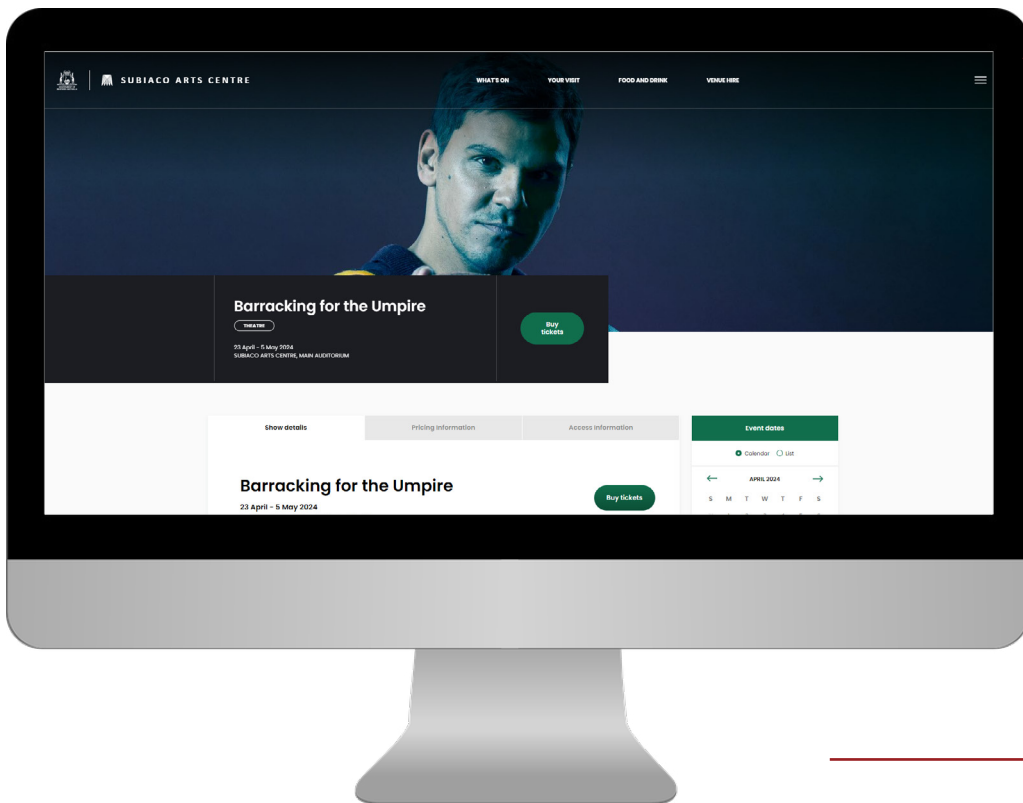
Desktop landing page

Observe the safe zones to ensure your image is not cut off.

Mobile landing page

Image automatically resizes for mobile view.

Event tile

Automatically resized from the master image.

Venue Signage

Poster and Lightbox Signage

Subiaco Arts Centre offers A2 poster boxes throughout the venue, including at venue entrances and walkways.

An A0 lightbox is also available for promotional use.

Please contact venue management to ensure availability, as priority is given based on the schedule of upcoming shows.

Please note: All posters to be displayed within the venue must be approved by Marketing prior to print and display. Please send a digital proof to marketing@artsculturetrust.wa.gov.au for approval before proceeding to print.

Digital Signage

Subiaco Arts Centre offers 2 digital signs at the Box Office that can display your show collateral on rotation free of charge.

Collateral may be provided in JPG image format or MP4 video format (no audio), in 4K dimensions (3840x2160px).

Content Guidelines

All signage displayed at Arts and Culture Trust venues must be approved by the marketing team prior to display.

What to include
- Name of show
- Date of show
- Venue name (e.g Main Auditorium, Studio)
- A call to action (e.g. "Book now")

What not to include
- External phone numbers
- Ticket price (if you have any queries, please speak to the Marketing team about Live Performance Australia's code of practise)
- Trust logos unless prior permission has been sought from the Marketing team

Please note: External URLs (including ticketing links) can only be displayed on collateral with prior approval from the marketing team. Where external links are displayed, the ACT URL must have equal or greater prominence.

To discuss any venue or foyer activations outside of the digital signage, please email the Venue Management team at sac@artsculturetrust.wa.gov.au.

Image Safezones

Our website is responsive to show more or less of the image, adapting to display areas as best fit on different devices.

We have safe zones to help illustrate how you should lay out your image. This means that according to the device being used, your image will appear slightly different. If you resize this browser window on a desktop, you can see how the image adapts to different widths.

To ensure your image sits correctly on the webpoage, please ensure you are observing the safezones and that your main image does not use text.
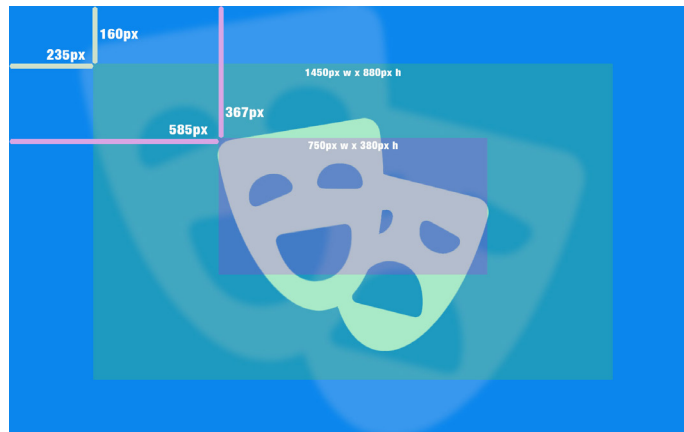
Safe zone 1 (pink)
- Safe zone 1 is always visible no matter which device is used.
- Ensure focal point of image (and title treatment if applicable) are within this zone.

Safe zone 2 (green)
- Safe zone 2 has more visibility on tablet and mobile devices and reduced visibility of desktop (apart from section where zones 1 and 2 overlap).
- Add other aspects of image to this zone eg. background.
- Do not place any text within this zone as there is a very high chance it will not display and parts of the text will appear cut off.

Note
- Mobile devices display almost all of the original 1920x1200 image.
- Generally mobile usage is higher than desktop/tablet usage on our website.

Best practice hints/tips
- Design your image with main focal point in Safe Zone 1.
- Have secondary focal point and background in Safe Zone 2.
- Carry on background to the rest of the image (this is displayed for those users with large desktop screens).
- Do not have any text on your image.

JPEG Template   **Photoshop Template**

Tips for Writing Engaging Show Copy for the Web

- **Identify your audience and write specifically for them!** *Think about what would appeal to your target audience about your show and highlight this in your copy.*
- **Keep it accessible.** *Avoid the use of jargon or overly complicated language that may alienate potential ticket buyers.*
- **Include a compelling opening line to hook the people in!** *The most exciting and important information should be at the top of the page to grab the attention of a ticket buyer.*
- **Refer to your show in the third person.** *E.g. "The Theatre Company is delighted to announce the premiere of..."*
- **Keep the paragraphs short and ensure there are lots of line breaks.** *When reading in a web environment, people will scan a page of text. Breaking your text up will make it more 'scannable' for web visitors.*
- **Don't include calls to action in the body copy.** *This is your chance to sell your show, so concentrate on writing strong copy. Calls to action, including a 'Buy now' button, and additional information will be available to patrons on other parts of the web page.*

Please note all web content is subject to the Trust's style guide. The Trust reserves the right to edit show copy to ensure correct grammar and spelling. Under our Venue Hire Agreement, ACT reserves the right to make amendments and corrections. The Trust To view a sample webpage, please see <u>here</u>.

Electronic Direct Mail (EDM)

The Trust distributes regular EDMs including genre specific, venue specific, and a bi-monthly email inline with the six Noongar seasons. The EDM calendar is determined by the Marketing team a month in advance.

Our Marketing team sends emails through WordFly, an email marketing platform that uses Tessitura Software® integration for tailored audience segmentation and comprehensive reporting.

Our EDMs have an above industry standard open rate of over 32%, with a clickthrough rate of over 2.5%.

You are entitled to **one complimentary minor feature** in a relevant email, subject to the EDM calendar. Upon request, the Marketing team can provide you with reporting information on your feature including click-through rate and sales.

To book your feature, please email marketing@artsculturetrust.wa.gov.au.

Exit Billing

Reciprocal exit billing can be arranged upon request. Please note, this requires approval from the promoter of the production being exit-billed. To discuss opportunities, email the venue management team on sac@artsculturetrust.wa.gov.au.

Print Collateral Display

The Trust can display DL, A5 and A4 printed booklets and flyers at all ACT Box Offices.

To discuss the quantity of your print runs, please contact the Marketing team at marketing@artsculturetrust.wa.gov.au.

Please deliver all print collateral to:

ATTN: Box Office	ATTN: Box Office	ATTN: Box Office
His Majesty's Theatre	Subiaco Arts Centre	State Theatre Centre of WA
827-905 Hay St,	180 Hamersley Rd,	174/176 William St,
Perth WA 6000	Subiaco WA 6008	Perth WA 6000

Post-show Reporting

Upon request, the marketing team can provide robust reporting to provide you with marketing insights on your show.

These reports include:

• Post Code Report showing the post-codes of all ticket buyers.

• Feedback Report detailing all patron feedback relating to your show.

• Patron Opt-in Data Report with names and email addresses of all patrons who opted in to share their contact data with promoters. All data is provided inline with the Trust's privacy policy and the Privacy Act 1988.

NOTE: The Trust does not provide phone numbers or physical addresses.
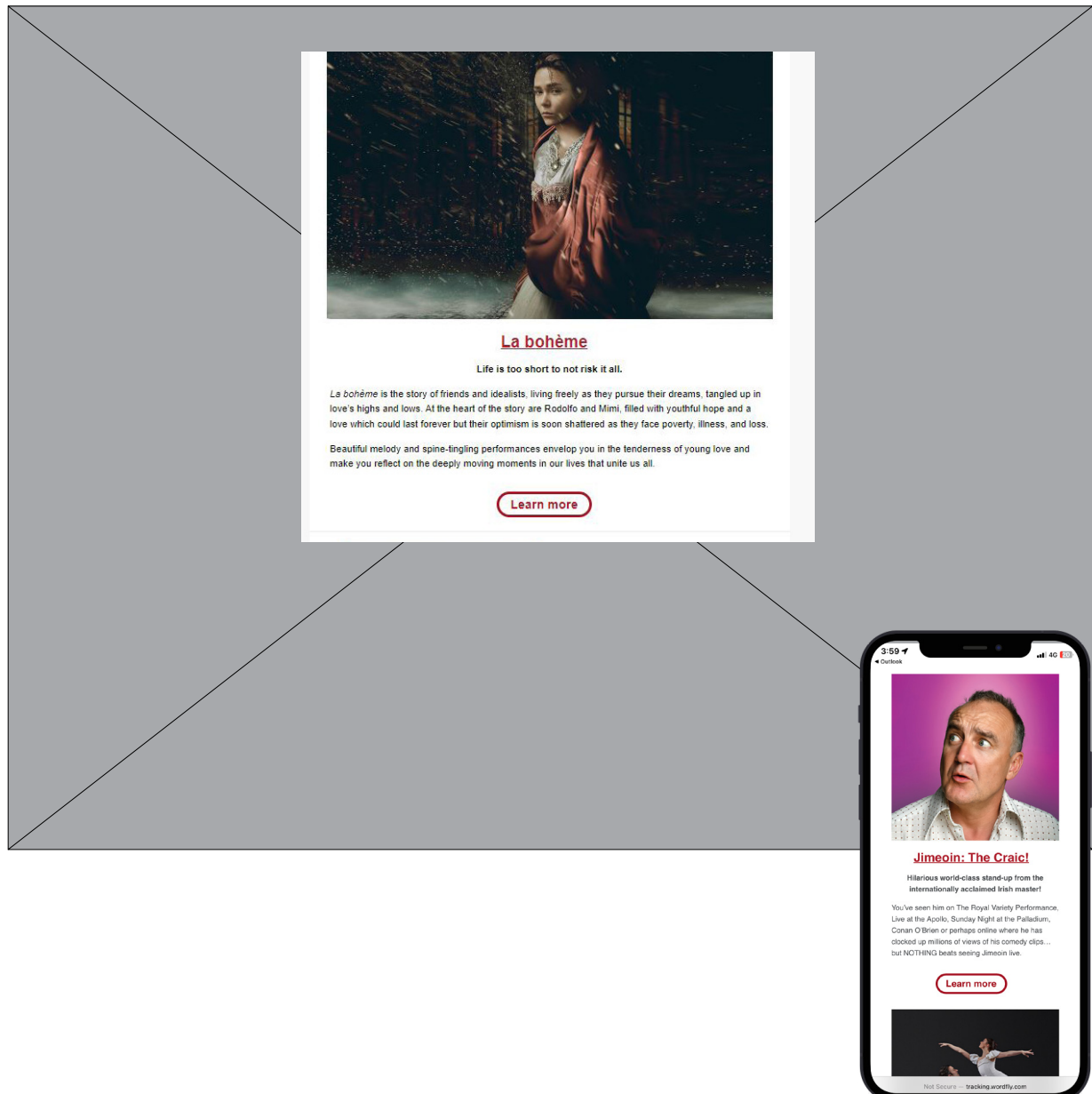
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E: marketing@artsculturetrust.wa.gov.au
P: + 61 (08) 9265 0903