

ESPECIALLY ON BIRTHDAYS

Media & Marketing Resource Pack

OVERVIEW

This comprehensive Media & Marketing Resource Pack provides essential tools and strategies to help licensees effectively promote "Especially on Birthdays" to audiences in their communities. The materials are designed to be adaptable to various contexts while maintaining the distinctive artistic vision and brand identity of The PaperBoats.

CONTENTS

1. PRODUCTION SUMMARY

Title: Especially on Birthdays

Presenter: [Your Theatre/Organization] presents The PaperBoats' "Especially on Birthdays"

Tagline: An intimate, immersive, interactive image-theatre performance exploring twinship and turning six

Duration: 42 minutes, no interval

Audience: Children 3-8 years and their families

Setup: Traverse staging with audience seated on both sides of the performance space

Short Description (50 words):

Part performance, part game, part celebration - "Especially on Birthdays" invites young audiences into the world of twins facing their sixth birthday. With stunning visual imagery, delightful music, and gentle audience participation, this wordless performance explores friendship, difference, and the courage to grow.

Medium Description (100 words):

"Especially on Birthdays" is an intimate, non-verbal performance about twins and the challenges they face when their parents tell them they'll be in separate classes after their sixth birthday. One twin, quiet and shy, decides to stay five forever. The other, boisterous and brave, tries to help by teaching them how to make friends. Through stunning visual imagery, beautiful music, and gentle audience participation, this wordless story explores friendship, difference, and the courage to grow. Created through international collaboration by The PaperBoats, this production captivates audiences 3-8 years with warmth, wonder, and delight.

Full Description (150 words):

Part performance, part game, part celebration, "Especially on Birthdays" recreates all the joys, excitement, and concerns of twins facing their sixth birthday. One twin is quiet and thoughtful, the other rowdy and boisterous. Their lives are delicately balanced around each other's needs - until their parents decide they'll go into separate classes after turning six.

The shy twin becomes anxious, deciding to stay five forever. The outgoing twin, knowing they can't celebrate alone, attempts to teach their brother how to make friends. What follows is a gentle exploration of sibling bonds, personal growth, and finding courage together.

This story unfolds without words through action, music, and visual imagery in an intimate traverse setting where audience members face each other across the performance space. With minimal props, beautiful lighting, and an original score by Matthew Wilder (Disney's "Mulan"), the performance creates a magical world that speaks directly to children's experiences while delighting audiences of all ages.

2. KEY MARKETING ASSETS

Key Promotional Images:

Video Assets: (on licencing webpage)

- Promotional Trailer (30 seconds)
- Extended Preview (2 minutes)
- Audience Reactions
- Educational Benefits Video

Logos & Brand Requirements:

- The PaperBoats logo must appear on all promotional materials
- Standard credit line: "[PRESENTER] presents The PaperBoats' production of Especially on Birthdays"
- Font guidelines and color palette provided in digital folder
- The Australian Government, Arts South Australia, and Country Arts SA logos must appear where appropriate

3. KEY MESSAGES & SELLING POINTS

Core Messaging:

- A visual feast for the imagination with almost no words
- Internationally acclaimed production developed across four countries
- Intimate traverse staging puts audiences at the heart of the action
- Features original music by Grammy-nominated composer Matthew Wilder (Disney's "Mulan")
- Explores universal themes of friendship, difference, and courage
- Perfect for families with children 3-8 years
- Engages children with diverse needs including ESL students and hearing-impaired audiences
- Two children from the audience invited to participate in each performance

Critical Acclaim:

"Children are arguably a much tougher audience than adults, but the joy was palpable for every minute... Only the sound of the excited intake of breath as the audience waited for the next piece of enchantment." - Jude Hines, Stage Whispers

"I was so captivated by the beauty and energy... The bravery, trust, and beautiful collaboration at play... is one of the most thrilling moments I've had in the theatre in a long time." - Jonathan Shmidt Chapman, Executive Director, Theatre for Young Audiences/USA

"Through the magic of everyday objects, we are transported with every sense tingling, to the world of twins... This show takes us to the heart of childhood." - Janene Brian, Children's Book Author

Audience Feedback:

- "Better than any movie I have ever seen" - Pippin, age 6
- "It was too amazing... It was better than good, it was epic!" - Student, Concordia College
- "A show full of imagination and kindness" - Esther, age 9

4. MARKETING TIMELINE & STRATEGY

12-16 Weeks Before Opening:

- Announce season/performance dates
- Update website with production information
- Begin school/kindergarten outreach
- Schedule creative team interviews with local media
- Develop social media content calendar

8-12 Weeks Before Opening:

- Launch ticket sales with early bird offers
- Distribute posters and flyers to schools, libraries, community centers
- Begin targeted social media advertising
- Send media release to local outlets
- Schedule radio interviews

4-8 Weeks Before Opening:

- Intensify social media campaign with video content
- Send educational materials to confirmed school bookings
- Share behind-the-scenes content from rehearsals
- Distribute promotional materials to family-focused businesses
- Send media invitations for opening performance

1-4 Weeks Before Opening:

- Final push on social media with countdown content
- Release rehearsal/production photos
- Send performance reminders to ticket holders
- Conduct final media interviews
- Install venue signage and displays

During Performance Season:

- Share audience reactions and photos (with permission)
- Encourage social media engagement with hashtag #EspeciallyOnBirthdays
- Collect audience feedback and testimonials

- Document the season with professional photography

5. AUDIENCE DEVELOPMENT & OUTREACH

Target Audiences:

- Families with children ages 3-8
- Early childhood education centres and kindergartens
- Primary schools (especially K-2)
- Family entertainment seekers
- Arts and culture enthusiasts
- Community organizations serving children with diverse needs

Educational Outreach:

- Comprehensive educational resource pack for schools
- Pre-show activity ideas centred on "exploring two-ness in every which way"
- Post-show reflection activities including rock balancing exercise
- Teacher professional development opportunities

Community Engagement:

- Workshops exploring the themes of twinship, friendship, and difference
- Library story-time partnerships featuring books about twins and birthdays
- Community events with activities from the educational pack
- Sensory-friendly or relaxed performances for children with diverse needs

6. MEDIA & PR STRATEGY

Key Press Angles:

- Local artists performing internationally acclaimed work
- Innovative approach to children's theatre using minimal language
- Creative staging that brings audiences face-to-face
- Matthew Wilder's musical involvement (composer of Disney's "Mulan" and hit "Break My Stride")
- Environmental consciousness built into production design
- International development across Australia, USA, Singapore, and New Zealand

Media Release Templates:

- Season announcement
- Cast announcement
- Opening night
- Educational benefits
- Special performances/events

Interview & Content Opportunities:

- Director/creative team interviews

- Behind-the-scenes rehearsal access
- Educational value of the production
- The unique creative development process
- Meet the performers
- The importance of live theatre for young audiences

7. DIGITAL & SOCIAL MEDIA

Content Pillars:

- Behind-the-scenes glimpses
- Meet the creative team
- The power of non-verbal storytelling
- Exploring twinship and difference
- Pre-show activities families can try at home
- Audience reactions and testimonials

Suggested Hashtags:

- #EspeciallyOnBirthdays
- #ThePaperBoats
- #ChildrensTheatre
- #FamilyEntertainment
- #VisualTheatre
- #[YourCity]Arts

8. PROMOTIONAL DESIGN TEMPLATES

Customizable Templates: (The PaperBoats support offered)

- Poster (A2 and A3)
- Flyer (A5 and DL)
- Social media graphics (Facebook, Instagram, Twitter)
- Email header
- Website banner
- Program cover and layout
- Digital screens/signage

9. PRODUCT SPECIFICATIONS & TECHNICAL DETAILS

Performance Requirements:

- Performance space: Traverse staging, minimum 8m x 10m (including audience)
- Audience capacity: 80-160 depending on venue configuration
- Technical requirements: Can be performed with or without theatrical lighting
- Venue types: Black box theaters, stages, hall/gymnasium floors, or any large room
- Setup time: [DETAILS BASED ON YOUR SPECIFIC PRODUCTION]
- Specialized seating provided by the production

Unique Selling Points:

- Intimate traverse staging creates an immersive experience
- Interactive elements include audience participation
- Minimal technical requirements enable flexible venue options
- Beautiful original score by Matthew Wilder
- Environmental consciousness built into production design

10. ACKNOWLEDGEMENTS & CREDITS

Required Credits:

Conceived and Directed by: Dave Brown
 Associate Director: [CURRENT ASSOCIATE DIRECTOR]
 Music Score composed by: Matthew Wilder
 Performers: [CURRENT PERFORMERS]

The PaperBoats Partnership Platform has been assisted by the South Australian Government through Arts SA and Country Arts SA and the Australian Government through the Australia Council for the Arts, its arts funding and advisory group.

HOW TO USE THIS PACK

This Media & Marketing Resource Pack is designed to be adaptable to your unique venue, audience, and community context. While maintaining the core branding and artistic vision of The PaperBoats' "Especially on Birthdays," you are encouraged to:

1. Customize templates with your venue information and performance dates
2. Adapt messaging to resonate with your specific audience demographics
3. Integrate with your existing marketing channels and strategies
4. Focus on aspects of the production that will most appeal to your community
5. Develop additional localized content that connects the production to your region

The PaperBoats team is available to provide guidance and support throughout your marketing campaign. For questions, additional resources or approval of custom materials, please contact:

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