



8. MARKETING THE SHOW

Learning Objectives

- To identify different audiences and write appropriately for them;
- To understand the use of language and imagery for persuasion and selling and identify what factual information need to be included;
- To determine and follow a set of criteria to help other people make judgements and decisions about what they might like.

Resources

Students need to have watched the show *Jina and the STEM Sisters*

MAIN TASKS

1. Design a leaflet or poster for the show being putting on in a theatre. Who is your audience – schools, parents and/or children? Do you need to create something different for each group or can you create something which will appeal to everyone?
2. How much information do you want to include – what facts do they need to know? Think about:
 - a. the practical information e.g. the ticket price, the venue, how to get there/where it is, how to buy tickets;
 - b. information about the show such as the creative/artistic/educational content. Do you want to tell them the story or just hint at what's in the show?
3. Think about the type of language and vocabulary you want to use to make it exciting and appealing e.g. persuasive words and use hyperbole – some exaggerated (but truthful!) words and or phrases.
4. Can you think of a slogan or catchy phrase to describe the show? Are there any quotes from reviews that you can include either from the STEM Sisters website or from your own reviews?
5. What artwork or design are you going to include to help your leaflet promote the show? Can you create your own visual elements to support your text? How might artwork used for marketing differ from just a picture or illustration?
6. Make a display of the leaflets.

Extension

Social Media – this is sometimes a controversial area but it's interesting to note how writing needs to be edited, abbreviated and shaped to appeal to a social media audience, not least because there is a limited word count. Twitter has a limit of 280 characters whereas Instagram allows 2,200 characters. Discuss the use of characters instead of word count and how they might need to rethink what they say in a marketing post. It's worth bearing in mind that a good leaflet/poster isn't overloaded with text either. Can they do a marketing the show for Twitter? What is gained and lost by being so restricted?