



Marketing Pack

First Encounters: King Lear

For Marketing support please contact Notzarina Howell-Jones and Philippa Vandome

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For Press queries please contact Jo Hammond

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First Encounters with Shakespeare:

King Lear

William Shakespeare

Directed by Justine Themen

Hello! We are so pleased to be working with you on this production of *King Lear*. Please don't hesitate to contact us with any queries. We hope the information contained in this pack will help your marketing planning.

Marketing Copy

Short

A king announces that he will divide his kingdom between his three daughters according to how much they love him - but what will the consequences be for family, nation and climate?

Long

A king announces that he will divide his kingdom between his three daughters according to how much they love him.

Lear thinks he will live out his old age with all of the comforts of kingship, and none of the responsibility. But the eldest two daughters, Goneril & Regan, have other ideas in mind - and he has given away all power to stop them. His vanity has devastating consequences for family, nation and climate.

Our First Encounters with Shakespeare production makes Shakespeare's play about family, power and betrayal relevant for a new generation of theatregoers.

This 80-minute version of *King Lear* uses an edited version of the original play to create the perfect introduction for young people aged 7-13 and their families.

The tour of *First Encounters: King Lear* is supported using public funding by the National Lottery through Arts Council England, which makes it possible for the RSC to expand its tour to work in partnership with more places across England.

Images

- Please contact Notza and Philippa with any image requests, social media assets have been supplied.
- Layered artwork and logos can be provided on request.
- Lightboxes with press and production photos will be shared as soon as they are available.
- A lightbox of additional images from past productions to support your campaign is available here: <https://images.rsc.org.uk/assetbank-rsc/images/assetbox/3a2bb702-35eb-42b4-ad62-98f20db33aaa/assetbox.html>

Cast and Creative Team



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Information about the cast and creative team will be updated on [our website](#) as we confirm.

Confirmed so far:

Director Justine Themen | **Set and Costume Designer** Anisha Fields | **Movement** Martin Hylton | **Composer** Arun Ghosh | **Dramaturg** Stewart Pringle | **Casting Directors** Matthew Dewsbury CDG and Charlie Metcalf

Marketing Support

What the RSC will provide

- A5 Flyers with details of all tour venues (quantities to be discussed on a venue by venue basis)
- Poster artwork and FOH materials at appropriate sizes for each venue (quantities to be discussed)
- Press and production images
- A link to a section on the RSC website with:
 - full details of the tour with booking links
 - production photographs
 - reviews
 - trailer
 - plot synopsis
 - resources for teachers including the Shakespeare Learning Zone <https://www.rsc.org.uk/shakespeare-learning-zone/king-lear>
 - Access resources
- Social media assets
- Video content for use FOH and online – A What is First Encounters Video and rehearsal content
- A show trailer
- An email to all schools, teachers and family audiences on the RSC database with details of the tour in your area
- Sponsored Meta campaign with ads targeting geographical areas of the tour
- Print advertising. For specific requests please contact us.
- Additional marketing in each region, to be discussed on a venue by venue basis dependent on sales

Request for venues to supply

- Number of postcards required – please consider a number that includes racking in your venue, exit flyering family shows, distribution to appropriate local businesses (cafes, libraries, leisure centres, community centres)
- Number of posters (A4/A3) required – please consider a number that includes sites in your venue and some local distribution to appropriate local businesses
- Details of your Front of House sites, indoor and outdoor
- Dimension of your website what's on images, banner images and brochure images
- Dimensions, cost and deadlines of placing an ad in a Family show programme at your venue eg. Pantomime
- Press advertising requests
- **Please arrange for a weekly sales report to be sent to Philippa and Notza from the date you go on-sale**

RSC Social Media



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Instagram <https://www.instagram.com/thersc>

Twitter <https://twitter.com/TheRSC> & https://twitter.com/RSC_Learning

TikTok <https://www.tiktok.com/@thersc>

Facebook <https://www.facebook.com/thersc>

Press and Communications

Jo Hammond from the RSC's Press Office is leading on communications for the tour. Jo can be contacted at jo.hammond@rsc.org.uk

Our media and comms approach

Hosting *King Lear* is a great opportunity to engage with local media and to reach out to your local MP to tell them about the work you're doing and your school.

We work centrally to promote the tour as a whole in national and specialist education media as well as with key stakeholders and hope to work with you to maximise those opportunities at a local level.

In terms of RSC-led comms and media activity for the tour, below is an overview of our approach:

DATE	ACTIVITY
May/June	Map MPs along tour route and draft invitation letters
9 May	On sale date/possible announcement PR
9 June	R&D sessions: explore if opportunity to do photography?
Early June	Template press release created to send to schools
Early June	Contact all theatre partners about comms plan/assets and how we can support and work together.
Early June	Pitch features/placed pieces around KL and FE tour: themes that resonate and why KL is play relevant today to cyp.
June/July	Develop written assets including Q&A with director and id any cast case studies/stories (local connections etc).
June	Id and invite critics and specialist education/arts writers to press performance.
July	Map local MPs against tour venues and send invite letters to local MPs
Aug	Rehearsal/creative cast photography – create visual asset to use with media
Aug	Casting release issued with visual/written assets.
8 Sept	Dress rehearsal – capture for socials
10/11 Sept	Arrange and mange production photography
10/11 Sept	Arrange/manage press performance to be held at school in Birmingham
September	Support and drive local media and stakeholder focus along tour route.



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Our focus will be on securing media coverage for the tour as a whole as well as encouraging critics/journalists and local MPs to attend performances in their patch/constituency. We understand that in most instances schools and theatre partners will already have well-established, positive relationships with members of the local media and their local MPs so Jo will be in touch with lead venues to establish the most effective approach in each region.

We will also send over assets such as template press release, photography, Q&As etc as soon as we have those ready.

If, in the meantime, you have any questions or would like any support and/or to discuss media approaches, please just drop Jo an email.

As the tour progresses, we would be grateful if you could keep us updated on any media requests/activity at your venue. Also please ***remember that any media requests involving members of the RSC company (ie, they want to interview actors/director/members of the company), need to come directly to Jo.*** All of these things and any photography/filming requests need to be agreed in advance with the company manager and members of the cast and creative teams so that they can be built into schedules. Otherwise, we may not be able to guarantee availability.

Photography and filming:

We sometimes get asked if local photographers can take pictures during performances. We don't allow this because it can be disruptive for performers and audiences. If local press photographers do approach you, pass them on to us and we can usually set something up before or after the show in agreement with the company manager and cast.

Similarly, we don't allow film crews/cameraman in for the same reasons. Again, if any broadcast media do contact you with filming requests, please pass them directly on to Jo who can make sure that all the relevant permissions and processes are in place.