

LEICESTER SQUARE THEATRE



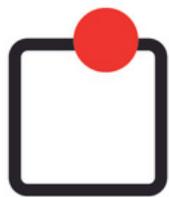
Leicester Square Theatre Marketing Promoter Pack

Introduction

This pack is designed to help market your show and generate as big an audience as possible. While we handle a number of marketing activities for our programme at Leicester Square Theatre, with so many artists coming through the venue each year, we can only achieve the best campaign if our promoters and artists work with us to ensure that information and high quality assets reach the biggest potential audience.

Assets - What We Need From You

- **Booking Page Image** - Please attach the image that will go on the booking page of the website as a separate attachment to your booking form. Dimensions are 665 pixels high x 500 pixels wide. Please use JPG format, and keep the file size <1MB.
- **All Other Images** - Ideally in 1920x1200 resolution, no smaller than 1200x630 resolution - with the understanding that they will be resized and cropped to fit Twitter/IG dimensions. If your main image contains text, please also send assets without.
- **Please send photos and videos that aren't your main asset.** Ideally we'd like 4-6 good quality images/videos to share across the marketing period. The more we have, the more we're able to promote your show.
- **Videos** - please note, videos on twitter need to be less than 1 min 20 sec. For Instagram grid it needs to be less than 1 min, or longer for a reel. If your video is shorter than 1 min Youtube will automatically make it a 'Youtube Short', meaning that we can not embed it in a solus email. Maximum file size 4GB.
- The Leicester Square Theatre logo will be added to brand all assets.
- Let us know your marketing plan, and be sure to update us with new assets (trailers, photos, reviews etc) as you get them.



LEICESTER SQUARE THEATRE

Handles and Sharing

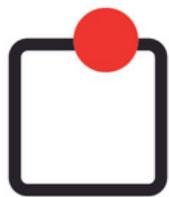
- For reference, all our accounts on social media platforms fall under **@LSQTheatre**.
- Please make sure you have provided us with all your social media handles (generally on the booking form) . We will tag all posts created with the provided handles and we encourage artists and their PR teams to engage and share these posts to increase views and possible audiences. We can only reach our own followers with our organic social posts so we will rely on you sharing show information to your own networks. If you upload to Instagram grid, be sure to add us as a Collaborator so we can also share the post. If you need help on how to do this, let us know.
- If the artist or PR team are sharing content about the show at Leicester Square Theatre, do let us know via the **marketing@leicestersquaretheatre.com** email and we will make sure we too engage with the content. We are tagged in many things each week so notifications alone can be missed.

Show Copy/Engagement

- We actively encourage you to guide our social media team with any fun ideas you have for socials.
- If this isn't appropriate, we'd ask that you send through a social specific copy, to go alongside your copy for the website, just so the same copy doesn't get reused repeatedly. Please keep in mind that social posts get more engagement when they're more personal or entertaining so it's a good opportunity to share your own voice.
- We'll also feature you in a weekly What's On Gif across socials the week of your show- please use this as another free opportunity to spread the word and share/retweet this!

Reciprocals

- If you have any good relationships with other venues for reciprocal marketing or you know of any similar shows taking place at the same time, do let us know as we can work with them to promote shows across the country and reach audiences that we potentially can't access through our own social media accounts/ mailing lists.



LEICESTER SQUARE THEATRE

Print

Logos and Visual Identity

- Please use the Leicester Square Theatre logo on all promotional material. Do not distort, crop or change the colour or appearance of the logo in any way. We have a variety of formats of logos [at the link here](#).

Overprint Detail

Box Office 020 7734 2222 | www.leicestersquaretheatre.com Leicester Square Theatre, 6 Leicester Place, London, WC2H 7BX

- If you are mentioning specific ticket prices on any publicity material the words 'Booking Fees Apply' must also be included to comply with ASA regulations. This should be in a smaller font than other elements.

General Design

- We use display frames for posters at the Theatre – please make sure any critical elements including text and logos are at least 15mm from the edge of the design.

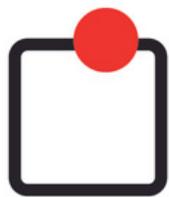
Print Quantities

1 Night	3 Nights
1x A1 Laminated	2x A1 Laminated
5x A3 Posters	10x A3 Posters

- We have very limited display space at the Theatre and we encourage you to supply only the print specified. We will rotate posters and poster positions.
- For long runs or to discuss specific print requirements, please contact marketing@leicestersquaretheatre.com
- Please send proofs to marketing@leicestersquaretheatre.com prior to print, just so we can make sure everything's in the right place.

Deliveries

- Please deliver all print to **Leicester Square Theatre, 6 Leicester Place, London, WC2H 7BX**. Please arrange all print deliveries between the hours of **9am and 5pm**.



LEICESTER SQUARE THEATRE

Additional Marketing Options

Leicester Square Questionnaire

- This is a fun content series that features on our blog, is included in our newsletters and goes out regularly on our socials. We'll send you over the standard 15 questions and share the most entertaining answers.
- We ask that you don't send your answers any later than 3 weeks before your show, so you've got the best chance of getting seen and featured multiple times.
- These answers can be provided as text, video, recording, whatever medium you want to use!

Solus

- We can put together a targeted solus for £75 plus VAT if desired. This goes out to specific and relevant audiences on our existing mailing list.

Facebook Ads

- We can run Facebook ads through the Leicester Square FB and IG, with a budget of your choice - let us work with you to understand how best to target your audience.

Instagram Takeovers

- We'd love acts to take over our Instagram for a day, to give audiences a peek behind the scenes.
- Let us know if this would be of interest, and we'll send over some guidelines and the login details!

Distribution & Flyering Requirements

- Available via **Mobius Industries** - we can put you in touch with them to meet your flyering and distribution requirements! They can offer poster and flyer drops as well as hand to hand sessions.