RADA

RADA FESTIVAL – Marketing Pack
22 June – 02 July
#RADAFest

Contents

- Festival Logo and Guidelines
- Twitter
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- Festival ident and Visuals
- Festival Email button
- Print Guidelines and venue details

Please find below individual URLs to each production:

www.rada.ac.uk/festival/a-crazy-little-thing-called-love
www.rada.ac.uk/festival/birdwatching
www.rada.ac.uk/festival/blue-whales
www.rada.ac.uk/festival/charlie-hebdo-an-epistolary-play
www.rada.ac.uk/festival/chewing-on-lifes-gristle
www.rada.ac.uk/festival/company-creative-forum
www.rada.ac.uk/festival/crestfall
www.rada.ac.uk/festival/davids-bunker
www.rada.ac.uk/festival/dusty-hornes-sound-and-fury
www.rada.ac.uk/festival/falstaff-and-son
www.rada.ac.uk/festival/family-tree
www.rada.ac.uk/festival/foreign-body
www.rada.ac.uk/festival/the-half-of-It
www.rada.ac.uk/festival/i-am-not-antigone
www.rada.ac.uk/festival/in-the-gut
www.rada.ac.uk/festival/let-joy-be-unconfined
www.rada.ac.uk/festival/luck-of-the-draw
www.rada.ac.uk/festival/lunch
www.rada.ac.uk/festival/no-signal
www.rada.ac.uk/festival/no-weddings-nor-a-funeral
www.rada.ac.uk/festival/rada-short-films
www.rada.ac.uk/festival/sisterbound
www.rada.ac.uk/festival/sisterhood-forum
www.rada.ac.uk/festival/songstring
www.rada.ac.uk/festival/sweets-and-chocolates
www.rada.ac.uk/festival/the-power-behind-the-crone
www.rada.ac.uk/festival/the-pursuit-of-app-iness
www.rada.ac.uk/festival/these-violent-delights
www.rada.ac.uk/festival/today-i-live
www.rada.ac.uk/festival/unoriginal-sins
www.rada.ac.uk/festival/wellspring

FESTIVAL LOGO

The Festival Logo is downloadable from our [dropbox link](#). Please read our simple guidelines below when using the logo:

NOTE: if you don't have Illustrator software, you will not be able to view the eps files – you will only be able to view the jpg files. However, your designer may need the eps files.

- Do not distort the shape or change the colours of any of the logos.
- Leave clear space around the RADA Festival logos equal to the height of the logo.
- Do not use the RADA Festival logo less than 4cm wide.
- If using these logos, please email a copy of the artwork to thomasbrewer@rada.ac.uk for approval

If you do not have space to use the logo then you can simply use the below text:

XXX is bought to you as part of the RADA Festival 2016

TWITTER

Twitter is a really useful, free tool to let people know about your performance. For those of you that have it, make sure you mobilise it – but know that twitter isn't all sell sell sell, people use it to engage with interesting content and news. (That being said – you do also want to sell your show)

- In the lead up to, throughout, and in the immediate follow-up of the Festival we will be pushing the hashtag **#RADAFest.** The RADA twitter handle is **@RADA_London** – if you include these two elements in your tweets we will pick them up and retweet, reply and/or favourite to get the online conversation going.

- Twitter is a matter of drip-feed. Set aside some time to plan and compose your tweets - aim for 1-3 tweets a day in the month leading up to the festival and the show.

N.B. a tweet has a shelf-life of approximately 15 minutes before it is buried in other content, so have a think about when people are most likely to be online looking and engaging with Twitter.

- It is also good to think about who you would like engage online e.g. your performance has something to say about the relationship between science and art so you might want to include the Wellcome Trust's Twitter handle in the hope of sparking up interest/ a conversation.

N.B. when using a Twitter handle (i.e. @NAME) - always use some text or characters first, otherwise you limit your audience to people that follow both parties in the conversation and no one else.

- Remember word-count is crucial with Twitter so if you are using a link, use tools like **bitly.com** to shorten your URL and maximise the space you have. It is also acceptable to contract spellings and abbreviate on Twitter (bt dn't gt crried awy).

Sample Tweets:

- What does theatre look like if facing the wrong way & distracted by a phone? My show @RADA_London asks #RADAFest http://bit.ly/1X3EA2K

- My show *NAME* is on in the RADA Festival @RADA_London on *DATE*. Come & See #RADAFest http://bit.ly/1X3EA2K
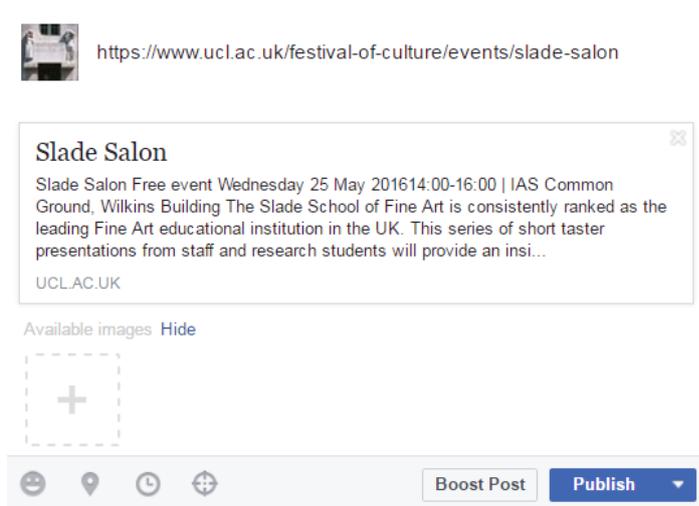
FACEBOOK

- Facebook has a longer–life so you can do slightly less here – 2-3 posts a week is probably ideal, but less is fine.

- You can tag RADA (or elsewhere) in your post by starting to type @RADA – we should appear in an automatic dropdown and you can simply select and use from there.

- Facebook is image led – people love pictures, so whatever content you have, try and attach an image to it – you are guaranteed to have more interaction!

Sample Facebook post:

- The show *NAME* will take part in the RADA festival on *DATE*. It is about *SUBJECT*

N.B. if you have a Company page – you can select the images to accompany your links. You do that at the bottom of your post by clicking the square under 'available images' here:

https://www.ucl.ac.uk/festival-of-culture/events/slade-salon

Slade Salon

Slade Salon Free event Wednesday 25 May 2016 14:00-16:00 | IAS Common Ground, Wilkins Building The Slade School of Fine Art is consistently ranked as the leading Fine Art educational institution in the UK. This series of short taster presentations from staff and research students will provide an insi...

UCL.AC.UK

Available images Hide

Boost Post   **Publish**

- If you do attach a link, you can delete the physical URL and still retain the link, which makes the Post neater. E.g.

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Write something...

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FESTIVAL IDENT

This year we have commissioned a festival ident – a 20 second animation designed to reflect elements of the festival and create a buzz and energy in the lead up to the event.

You can find this if you follow this [dropbox link](#). Please share this on any/ all of your social platforms as much as you can!

You can share:

- The video file on Facebook
- Square format video on Instagram (where you can tag RADA as a location)
- The link it hosted on the vimeo page https://vimeo.com/166488047

WEB LISTING

Please carefully proof-read your web entry and email thomasbrewer@rada.ac.uk if there are amendments that need to be made.

We can accommodate videos, tracks and further images here. So do get in touch if you have additional materials to populate your event listing online.

EMAIL BUTTON

We have also created an email-button which you can copy from dropbox to include in your email signature if you would like. Please link this image to the festival all events page.

PRINT

URL to appear on print: **rada.ac.uk/festival**

Address:

GBS/ Gielgud Theatre
Royal Academy of Dramatic Art
Malet Street, London WC1E 7JN

Contact details:

boxoffica@rada.ac.uk
+44 (0)20 7908 4800

If you are looking for a cheap, quick turnaround on print then either of these websites is useful.

http://www.solopress.com/
https://www.instantprint.co.uk/

(Please be aware that the print quality of these DIY website's is fine - but if you are looking for high-quality I would recommend you look elsewhere).