

Promotion at Umore Azoka

The chance to take part in **UMORE AZOKA – Leioa Festival of Comedy Street Theatre** is a significant means of promotion that companies should do their utmost to exploit. It is essential to make a careful study of the more suitable tactics for marketing and information within the context of the festival, and project those actions to be undertaken with the programmers, media and audiences alike, before, during and after the event.

The following are a few suggested advertising strategies:

ATTRACTING THE ATTENTION OF PROGRAMMERS

Umore Azoka is a market, and a very competitive one as well. There follows a list of certain ideas that can help you to promote and sell your shows:

Before UMORE AZOKA

Define your strategy, your reasons for taking part and identify the programmer you want to target:

1- **Prepare the advertising campaign** you are going to roll out over the course of the Festival:

Publish a dossier for the programmers with your artistic and technical specifications. If possible, make copies of videos, CD-Rom, DVDs... to distribute amongst the programmers.

It might be a good investment to insert an advertisement in UMORE AZOKA's newspaper or professional catalogue. These media are designed for trade professionals, providing daily information during the Festival and, subsequently, throughout the entire season, as well as for those professionals, institutions and organisations that are unable to attend and during the rest of the year ask us for the catalogue of companies present. An advertisement on one of its pages is therefore an assurance of attracting the attention of programmers throughout the world, at least for the year until the next one is published.

2- **Decide on the professionals who will be interested in the show** and select those programmers you wish to contact. At the beginning of May, Umore Azoka sends all participating customers a provisional list of all those who have confirmed their attendance. One very useful aspect of the prior advertising strategy is to **contact those professionals liable to include the show in their schedule**, sending them documents and inviting them to attend your performances.

Pre-arranged actions during the Festival

UMORE AZOKA provides companies with some extremely useful tools. One should consider those actions that can be undertaken and plan the booking of areas and the arrangement of meetings, all this before the Festival:

Presentations. Kultur Leioa (the venue for the Meeting Point) hosts the "Ambigú", an area set aside for presentations. A company may book a time for its presentation and invite those professionals attending UMORE AZOKA. (Please give plenty of prior notice as there is only a very limited number of time slots available).

During UMORE AZOKA

One of the materials handed out to attending companies is the final list of registered professionals. Upon arrival in Leioa it is a good idea to carefully check the final lists so as to add new names to your advertising campaign.

The Ambigú in Kultur Leioa is the meeting point for professionals. Companies are advised to visit it frequently to contact programmers and entities.

After UMORE AZOKA

The third stage of the process involves monitoring the contacts and arrangements made during Umore Azoka and securing those agreements reached with programmers. You are advised to contact each and every one of them and sound out their interest in your show. It provides an opportunity to promote a show they have already seen, and so you have to make the most of this opportunity.

THE PRESS CAMPAIGN AT THE FESTIVAL

UMORE AZOKA's press office seeks maximum exposure for the programmed shows. Accordingly, it is extremely helpful if selected companies **do all they can to cooperate with this press office**, providing all the printed or graphic information they are asked for within the stipulated timeframes. It is very important to provide top quality in both DVD and photo formats, with well-adjusted contrast and the best resolution if they are submitted in digital format (at least 300 pixels per inch and 18 x 15 cm). This usually makes it **easier to publish a report if we can count on attractive graphic material**.

ADVERTISING AMONGST AUDIENCES

When a company presents a show at UMORE AZOKA, it is competing with other art performances, sometimes at the same time. Attracting the most number of spectators therefore becomes a priority objective.

There are several different ways of attracting the spectators' interest:

- Hand out printed material during UMORE AZOKA. The most suitable materials are flyers, which can be distributed by hand or left in a pile in different public areas.
- Another idea is to arrange something in the street: preparing a short sketch to promote the show in the street is a system that is used a lot over the course of UMORE AZOKA. It is also the perfect moment to hand out flyers for the show.
- Insert an advertisement in UMORE AZOKA newspaper. Seventy thousand copies are distributed two weeks before the Festival, and it is read by thousands of people, both before and during UMORE AZOKA.

UMORE AZOKA NEWSPAPER

This is a stapled magazine, running to 40 pages in colour and with a circulation of 70,000 copies that are distributed as follows:

- Local, provincial and national institutions.
- Media.
- Tourist and youth offices.
- 12,000 copies delivered directly to homes in Leioa.
- 40,000 copies are distributed around the neighbouring towns of Getxo, Erandio, Berango, etc. as well as on the other side of the river in Barakaldo, Sestao, Portugalete, etc.
- All those professionals attending and/or requesting information, as well as amongst audiences of UMORE AZOKA.

UMORE AZOKA CATALOGUE

The Umore Azoka catalogue is the professional publication that individually lists the various art companies and provides fully comprehensive information on the shows presented, as well as their details (contact person, address, phone numbers, e-mail, website, etc), and the supplementary activities organised to coincide with these four days in Leioa.

It is a true operating manual that is consulted by those professionals responsible for programming theatre in **local councils and other cultural centres**.