**INTRODUCTION**

This marketing toolkit has been prepared by The Actors’ Hub Studios Inc. and is designed to assist you in preparing marketing material such as season brochures, online web listings and media opportunities.

Please access the [DROPBOX](https://www.dropbox.com/scl/fo/8ufzw4gs7qo5jh89d19z2/h?dl=0&rlkey=zhcf104ll8kn01vuillzzheih&fbclid=IwAR0X5JXvLUZL_X7kkn78BUl5oej67pjzg26SROmXhi35SEZCm5nbl3AKWos) for more materials such as media release, actor information, images, and video links.

This link will not change between now and the end of the tour, but it will be updated as new materials are created.

All marketing and media enquiries (including all approvals) must be directed to Amanda Crewes unless otherwise arranged.

**Marketing Contact:** Amanda Crewes (The Actors’ Hub Studios Inc.)

**Email:** amanda\_crewes@actorshubperth.com.au

**Phone:** 0400 025 079

**PERFORMANCE AND COMPANY INFORMATION**

**Performance Title:** Is There Anybody Out There?

**Company:** The Actors’ Hub Studios Inc.

**Written by:** Amanda Crewes

**Directed by:** Amanda Crewes

**Cast:** Adam Leeuwenhart, Andrew Dunstan, Ava Lyas, Jared Stephenson, Steph Bedford, Stephane Latchman (Trent Foo)

**Designed by:** Amanda Crewes

**Produced by:** The Actors’ Hub Studios Inc.

**Presentation Line & Billing:**

[Your venue] presents

an Actors’ Hub Studios Inc. production of

Is There Anybody Out There?

By Amanda Crewes

**Subject Areas:** Drama, English and Health

**Is There Anybody Out There? 2022 – MARKETING TIPS FOR SYDNEY VENUES**

*These tactics will help generate word of mouth buzz for the show*

• Local TV news stations will often be interested in filming part of the show and interviewing the performers due to the topical nature of the show – namely, ideas of romantic love and the uprising of domestic violence in our culture.

• Schedule a Q&A with the cast of the show from the 28th of September to the 2nd of October. They are always so impactful and help spread word of mouth!

• Use social media pull images (available in the Tour Dropbox) on Facebook and Instagram to attract younger audiences.

• Make use of our quotes from previous shows. A theatre piece that addresses our ideas of romantic love and domestic violence in our culture. It has audience members staying back and discussing themes in the foyer for some time.

• A great show for senior Drama or Theatre Studies students analysing physical theatre, verbatim theatre and/or ensemble drama; send the show information to local high schools and encourage drama students to come along. Social media works well for this target audience too. It brings awareness to the culture they are about to step out into, with the intent of cultural training over cultural rehabilitation

• Social media is really effective for this show! Be sure to share the branded promotional video provided and consider running a paid promotion on your Facebook account to target people who like “Drama” within a specific area around your venue. Reignite past social media discussions on the show and create discussion across the venues - build on a conversation that has already started.

**SNAP FACTS**

*A list of short facts designed for box office staff. These facts are smart selling points and interesting details for venue staff to start familiarising themselves with the production. We recommend printing them out and placing them where the booking lines are answered.*

• Is There Anybody Out There? explores the idea of romantic love and aims to start the conversation about how we are raising our boys and girls. What are we bringing them up to believe about romance and are we setting them up for failure?

• From the ancient, epic romance ‘Tristan and Isolde’ to the thrills and chills of love in our current world.A modern fairytale and the final instalment of **The Blind Eye Trilogy.**

• 80-minute running time, no interval.

• There is coarse language and adult themes and the work is best suited to 16+ audiences. A great show to start conversation around healthy relationships with the young adults in your venue.

• Is There Anybody Out There? is a verbatim piece, meaning it’s almost entirely comprised of real peoples’ words – from interviews with family members, victims, perpetrators, witnesses,

• Perfect for Drama students as an inspiring example of Australian playwriting and ensemble performance.

**Key Audience Segments and Ideas on how to activate them**

THEATRE LOVERS

Graduating from WAAPA (B.A Performing Arts) in 1998, award-winning playwright and director Amanda Crewes directed “The Story of You”, “The Merry Go Round In The Sea”, Judgement call”, “Harold”, “Dead Silence”, and “At Affinity’s End”. With over 20 years of experience as a writer, director and acting coach, she has directed 53 stage productions and five short films, produced 54 stage productions and 10 short films along with nine theatre tours. ‘The Blind Eye Trilogy’, written and directed by Crewes, addresses the uprising of violence in our current culture.

ONE PUNCH WONDER AUDIENCES

Those that have seen ‘One Punch Wonder’ (First in *‘The Blind Eye Trilogy’)*, will know it is a show that certainly packs a punch. Balancing the confronting and physical pub-side view of mateship, booze and violence, with experiencing loss through the eyes of the grief-stricken. Third in the series ‘Is There Anybody Out There?’, furthers the intent of starting the conversation regarding the uprising of violence on our streets, screens and homes. ‘Is There Anybody Out There?’ Explores the idea of romantic love and aims to start the conversation around how we are raising our boys and girls. Another 360° verbatim view of the uprising of violence in our culture.

COMMUNITY GROUPS

For local community groups, that align with this quote from Dr Anne Aly:

“This ambition to have it in all schools and have young people as well as older people talking about this I think is really what's needed if we're going to tackle domestic violence and the culture of domestic violence, and really change those statistics that have been constant for decades in Australia. We have to start with cultural change, and the start of cultural change is having these kinds of conversations.”

**SYNOPSIS & SHOW COPY**

*Use these in your marketing material:*

**Tagline**

A thought-provoking performance, which looks at romantic love within our current culture and how we are raising our boys and girls. What are we bringing them up to believe about romance and are we setting them up for failure?

**Marketing copy (short)**

A modern-day fairytale.

The final instalment of The Blind Eye Trilogy, Is There Anybody Out There? explores the idea of romantic love and aims to start the conversation about the uprising of domestic violence in our culture.

From the ancient, epic romance of Tristan and Isolde to the thrills and chills of love in our current world.

Is There Anybody Out There? is a verbatim piece that explores the dangers of falling in love in our modern world. Can real love exist, or is the threat of violence all too real?

**Marketing copy (long)**

Is romantic love real or an illusion? From the ancient, epic romance of Tristan and Isolde to the thrills and chills of love in our current culture, *Is There Anybody Out There?* explores love and its dangerous games through the passions and perils of romance, and uncovers the real cost of falling in love in our modern world.

Is There Anybody Out There? looks at romance from all angles, with the actors moving from the traditional, fairytale romance of Tristan and Isolde, to the verbatim recollections of victims, healthcare workers, police, politicians and legal teams. *“Is There Anybody Out There?*” is a 360-degree exploration of the dark side of what it means to fall in love in our modern world."

Given that before the pandemic, Australia’s domestic violence statistics have been described as a “national scourge” with one in four Australian women experiencing physical violence since the age of fifteen. There is an urgent need for this conversation, made only more critical by the increase in domestic violence due to the Covid-19 lockdown.

“Told with tenderness, done with courage.” – On The Money ⭐ ⭐ ⭐ ⭐

It’s challenging to create a show that looks at romantic love as a whole psychological package - a combination of beliefs ideas, attitudes and expectations that dominate our reactions and behaviours, supplanting religion as the arena in which we seek meaning and wholeness.

**VIDEO LINKS**

We have provided promotional videos for you to upload to social media and/or embed on your website, which can be downloaded here:

Post-show with Dr Anne Aly - <https://fb.watch/cjDYLwVzq7/>

[Is There Anybody Out There? Audience Response 2021](https://www.youtube.com/watch?v=Ry7C4XB2RBM)

[Is There Anybody Out There - Audience Response](https://www.youtube.com/watch?v=135MKtTyO6Y)

​​[Blind Eye Trailer](https://www.youtube.com/watch?v=ZorbBVbIAt8)

*If you would like a branded promo video tailored to your venue, you must email your high-quality logo(s) and required text (dates, booking links etc) to Amanda (info@actorshubperth.com.au) and allow 7 days turnaround.*

**REVIEWS AND PRESS**

**Press quotes & reviews:**

1: "This production by The Actor’s Hub is designed to make you consider and question yourself and everyone you know about their relationships – from childhood to early loves, to now and into the future."

2: "Where does Romance end and Love begin? Does Romantic Love exist or are we only chasing our soul projections to fulfil our own needs?"

3: "The ensemble used accents, gesture, choreography and easily transitioned between various story tellers sharing multiple perspectives on the pandemic of domestic violence fuelled by gender roles across time."

4: “When The Actor’s Hub says they are “serious about developing actors in every sense” – they aren’t joking."

5: “...fit and cohesive ensemble of actors."

All of the above from Barb Hostalek, Fringefeed.

6: "...explores the notion of the modern fairytale and looks at the dark side of falling in love in the modern world. We also are presented with the chivalric romance of Tristan and Isolde - a reminder that even the most romantic tales can be far from the perfect romance."

7: "Tackling some very dark issues including the constraints of the patriarchy, domestic violence, and the ongoing abuse of women and children, there are also some moments that are charming and clever. "

8: "An interesting comment on modern romance and a very sobering experience on the evening before Valentine’s Day."

Kimberly Shaw, Stage Whispers.

**Captured Audience Feedback:**

“This ambition to have it in all schools and have young people as well as older people talking about this I think is really what's needed if we're going to tackle domestic violence and the culture of domestic violence, and really change those statistics that have been constant for decades in Australia. We have to start with cultural change, and the start of cultural change is having these kinds of conversations.” - Dr Anne Aly

“I think the big message I’m taking home is just how pervasive domestic violence can be and how it just escalates. I think who needs to see this show is anyone who thinks that they could never do this, and that it could never happen to them, and they would never let it happen to anyone around them. Because it can happen to anyone, anyone could be the perpetrator.” - Audience Member

“We have this image that domestic violence is just physical, black eye means domestic violence, but it’s so much more. Now that I am a little more aware of things, I feel like I can change things now. If not for my family, I feel like I can talk and change things with others. Especially after watching this show, I feel like I need to talk about this more because I didn’t realise it was this rampant. Imagine yourself in that situation. That’s all it takes, imagine yourself in that situation, and that’s what they showed.” - Audience Member

“As a survivor myself, coming to watch Is There Anybody Out There? Knowing that the topic of it was domestic violence, I was a little bit nervous because you always fear that re-traumatization. But I have to say, throughout the play in the way that it was handled, all of those complexities that you speak about… it’s really covered quite comprehensively throughout the play.” - Audience Member

“I sat there in the audience and there was a whole range of emotions that I went through from getting quite teary in some parts of it, anger in other parts, but mostly just found myself nodding the whole time to everything because it captured so many of those facets that anyone who’s been through domestic violence can relate to.” - Audience Member

“The actors brought this to life in such a sensitive and compelling way, and it wasn’t just the dialogue, it was the facial expressions, the physical movement of the whole piece that really brought it all together to make such a powerful, powerful show.” - Audience Member

**SOCIAL MEDIA**

**Instagram:** @the\_actors\_hub

**Facebook:** www.facebook.com/theactorshub/

**Website:** www.actorshubperth.com.au/production-company/

**Hashtag:** #ITABOT? #TheActorsHub #BlindEyeTrilogy

**Social Media Suggestions:**

Check out our social media-ready images in the [DROPBOX](https://www.dropbox.com/scl/fo/8ufzw4gs7qo5jh89d19z2/h?dl=0&rlkey=zhcf104ll8kn01vuillzzheih&fbclid=IwAR0X5JXvLUZL_X7kkn78BUl5oej67pjzg26SROmXhi35SEZCm5nbl3AKWos).

Use a mix of rehearsal, production and promo images, clean and text-overlaid.

Perhaps use them, and the actors’ headshots to “introduce” the actors in the weeks leading up to the show.

Post bump-in/theatre arrival pics of the team, and particularly any engagements with local groups.

Link each post to your venue ticketing page, Facebook event page, actorshubperth.com.au or previous  reviews.

**PROGRAMS** The Actors’ Hub Studios Inc. will produce and print a generic program to distribute.

**LOGOS AND ACKNOWLEDGEMENTS**  Please ensure you use the Actors Hub Studios Inc. logo on all promotional materials.

<https://www.dropbox.com/sh/kfp1jaqi4667i9r/AAC5ZMH_6TQdwawJxlrhMqk_a?dl=0>

**PROMOTIONAL IMAGES**

All images can be found in the [DROPBOX](https://www.dropbox.com/scl/fo/8ufzw4gs7qo5jh89d19z2/h?dl=0&rlkey=zhcf104ll8kn01vuillzzheih&fbclid=IwAR0X5JXvLUZL_X7kkn78BUl5oej67pjzg26SROmXhi35SEZCm5nbl3AKWos).

**Foyer Installation and Engagement**

Our foyer installation and engagement program provides “on-ramps” and extensions to the show. Audience members can engage in self-guided engagement before and after every performance. This engagement will deepen the impact of the experience as well as serve as a motivator for cultural participation.

Our team has created several “stations” designed to engage audience members further with the content. These stations are set up before and after the show. These include videos, newspaper articles, definitions and statistics, videos regarding the topic and other various games and activities.

After the show audience members have the opportunity to discuss their views in an on-camera interview with members of the cast adding to the conversation already started across Australia.

**The Trilogy**

“Is There Anybody Out There?” is the last in a trilogy that uses the form of verbatim theatre, wherein performers draw upon real interviews, to explore modern social ills and the dissonance between our values and our actions. The three productions form a snapshot of our current culture with the intent of bringing audiences together to start a much-needed conversation. The first in the trilogy is “One Punch Wonder” - Moving from a pub-side view of the confronting world of mateship, booze and violence to experiencing loss through the eyes of the grief-stricken, One Punch Wonder puts the culture of toxic masculinity under a microscope. Second, “The Innocent Pawn”, reveals the implications of our current addiction to pornography and how it is changing the landscape of connection. The trilogy calls for social change and appeals to a wide audience – those who want change and those who want to be that change and make a difference. Let’s start the conversation.