

INAUGURAL U.S. TOUR | 2018–19



**‘A FEAST FOR THE SENSES...
LEAVE YOUR WORRIES IN YOUR COAT AND GRAB A PINT!’**

Broadway Baby

★★★★★
**‘DYNAMIC, JOVIAL
AND REALLY
BLOOMIN’ FUN’**
Edinburgh Festivals Magazine

THE CHOIR OF MAN

★★★★★
**‘THE ULTIMATE
FEEL GOOD SHOW OF
THE 2017 FRINGE’**
Edinburgh Evening News

★★★★★
**‘GO AND SEE...
YOU’LL LOVE IT!’**
One4Review

★★★★★
**‘SOMETHING FOR
EVERYBODY’**
The Reviews Hub



MARKETING GUIDE

CONTACT INFORMATION



MARKETING/ADVERTISING/COMMUNICATIONS



Craig Boleman

SoloShoe Communications
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SOCIAL MEDIA/PR



Valery Ackley

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Kyle West

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PRODUCERS & CREATIVES



PRODUCER

Nic Doodson

The Choir of Man
info@thechoirofman.co.uk



PRODUCER

Andrew Kay

The Choir of Man
andrew@akaaustralia.com.au



COMPANY MANAGER

Rachel Torrance

Andrew Kay & Associates
rachel@akaaustralia.com.au

ONLINE MARKETING CENTER



All materials needed to market the Choir of Man can be found here:

<http://bit.ly/ChoirofManMaterials> (no password is required)

All presenters must complete the questionnaire here: <https://goo.gl/1cmA6A>

Reminder: All materials must be approved by Craig Boleman before printing/production.

FORMS TO COMPLETE

- Interview Request Form
- Event Appearance/Party Request Form
- Merchandise Form
- Social Media Request Form

SHOW ARTWORK & ASSETS

- The Choir of Man Logo
- Subscription Copy:
Please do not edit this copy without approval from Craig.
- Online Assets in a Variety of Sizes:
 - 970 x 250 Banner
 - 970 x 90 Banner
 - 900 x 420 Banner
 - 728 x 90 Banner
 - 550 x 480 Banner
 - 500 x 500 Banner
 - 300 x 1050 Banner
 - 300 x 600 Banner
 - 300 x 250 Banner
 - 180 x 150 Banner
 - 160 x 600 Banner
- Social Media Graphics:
 - Facebook Headers
 - Twitter Headers
 - Graphic Content for FB Posts
 - Graphic Content for Insta Posts
 - Social Media Lobby Signage for Selfies
- Print Ads in Standard Sizes:
 - 2 col X 5 in
 - 2 col X 7 in
 - 3 col X 10 in
 - 6 col X 3 in
 - Half Page Playbill
 - Full Page Playbill

ONLINE MARKETING CENTER

[CONTINUED]



- **Posters & Large Files:**

There are four posters, please use the best one(s) for your market or, mix them up. (Fun fact: In England, these are called “belly posters.”)

- 3 Sheet
- 14 in X 22 in
- 11 in X 17 in

- **Coasters (4 in X 4 in Square):**

- Choose your own production vendor. Example: <https://bit.ly/2uIRz27>

- **4 in X 9 in herald (2 sided)**

- **Billboards:**

- Paper
- Digital

- **Photography/Production Stills:**

Be sure to use the proper photo credit:
Chris Cann Photography



- **Electronic:**

B-Roll in Various Lengths (This is one of the BEST ways to market this show! The sizzle reel is where they really shine and audiences can get a feel for the show. **Please make this a large part of your marketing campaign. For example, make sure it's on the show's landing page of your website.)**

- :30 Second TV
- :30 Second Radio
- :15 Second TV
- :15 Second Radio
- MP3s: Great for sharing with your radio station partners.

YouTube www.youtube.com/watch?v=IfSb5fLcCTA



THE CHOIR OF MAN - 90 Sec Teaser

SETLIST



The Choir of Man will perform a high-energy setlist, made up of some of your favorite radio hits! The concert will include these songs (and more!) Feel free to use these titles to help promote the show.

- **“Welcome To The Jungle” — Guns ’n’ Roses**
- **“Hello” — Adele**
- **“Somebody to Love” — Queen**
- **“50 Ways to Leave Your Lover” — Paul Simon**
- **“Under The Bridge” — Red Hot Chilli Peppers**
- **“Impossible Dream” — *Man of La Mancha***
- **“Some Nights” — fun.**
- **“Teenage Dream” — Katy Perry**
- **“Wake Me Up” — Avicii**



SOCIAL MEDIA

The Choir of Man is very active on three platforms (Facebook, Twitter and Instagram). Valery Ackley is your primary contact for social media initiatives. Valery will be tagging confirmed presenting organizations and venues during the tour. Social media should be a huge part of your advertising campaign. Valery can answer any questions.

- **INSTAGRAM**
@choirofman
22,000 followers
- **TWITTER**
@choirofman
1,000 followers
- **FACEBOOK**
@thechoirofman
5,500 page likes



SOCIAL HINTS & TOOLS



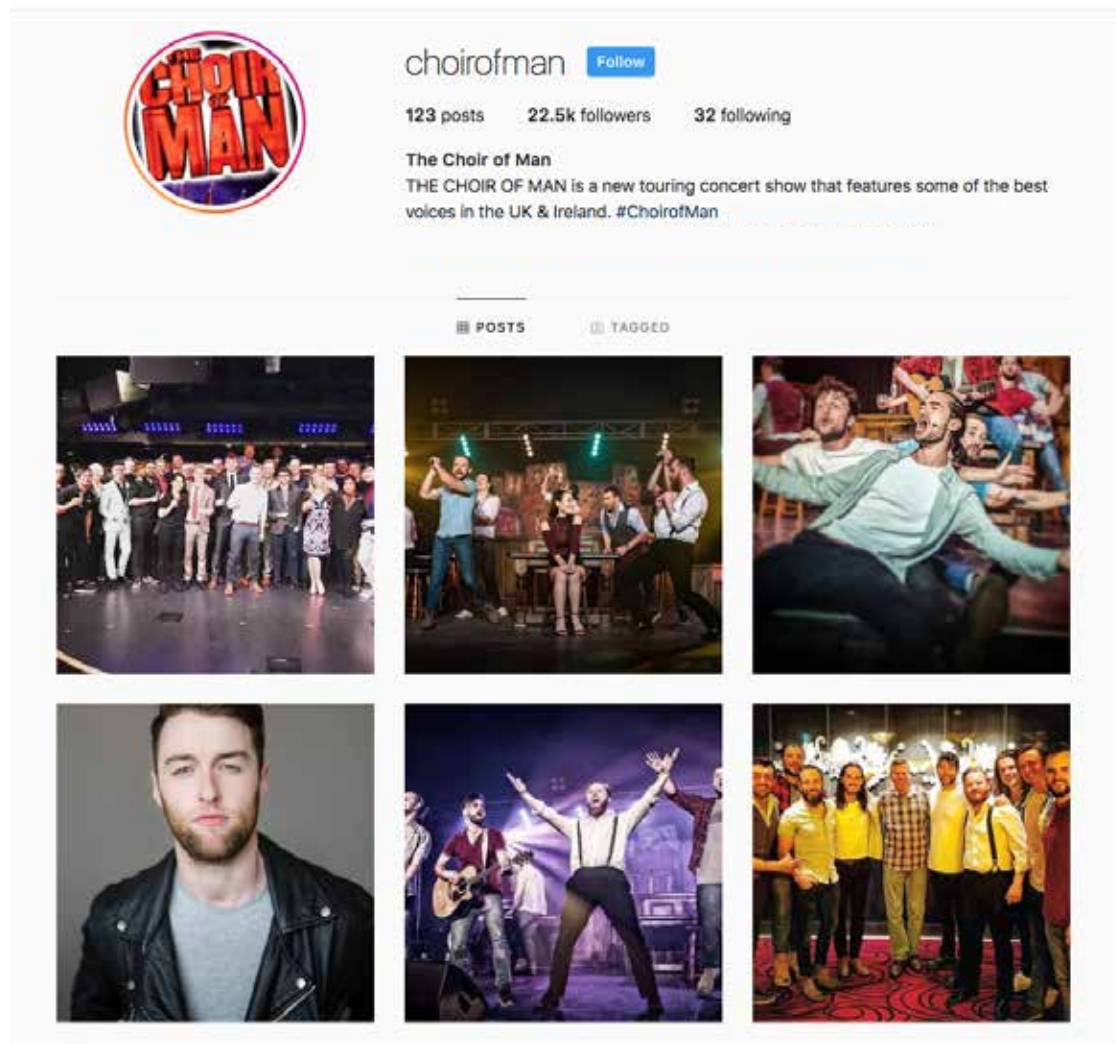
The official hashtags for the tour are: **#ChoirofManUSTour & #ChoirofManUS**

The guys are happy to provide you with a pre-recorded social media video — please send the request to Valery (contact information above) and she will coordinate. We recommend posting lots of video on social media — that's what will really sell the show! Please include as many hashtags as possible on each Instagram post (you can use up to 30!) Here are some options you can use as you see fit:

#choirofman #acapella #theater #musicals #music #musical #thechoirofman #acapella #songcover #coversong #instacover #singingvideo #1minutecover #broadway #musicaltheatre #broadwaymusical #bway

Please also include local hashtags on all posts (city, state, etc.).

The Choir of Man producers will be supplementing the tour with SEO and Google Ad Words. If you'd like the tour to link to your organization's social media for co-advertising opportunities, please contact Valery to set-up.



MEET THE CAST



Mark Loveday

@markjloveday
 @markjloveday



Aidan Banyard

@aidanbanyard
 @aidanbanyard



Andrew Bateup

@andrewbateup
 @andrewbateup



John Sheehy

@johnnysheehy
 @johnnysheehy



Tom Brandon

@tombrandonuk
 @tombrandonuk



Connor Going

@connorgoing
 @connorgoing



Peter Lawrence

@peterlawrence93
 @pabody93



Matt Cox

@mattcoxy1
 @mattcoxy1



Denis Grindel

@denbarrypaddy
 @denisgrindel

ADVERTISING AND COMMUNICATIONS



DESCRIPTION/SALES COPY

The approved subscription copy was written to appeal to two primary audiences. It should be used on all subscription materials, website, direct mailers, etc.

The runaway hit of numerous international music festivals is hitting the road for its first U.S. tour! Known across the globe as “the ultimate feel-good show,” The Choir of Man offers up 90 minutes of indisputable joy! It’s a party. It’s a concert. It’s a pint-filled good time set in a working pub that combines hair-raising harmonies, high-energy dance, and live percussion with foot-stomping choreography. The multi-talented cast of nine handsome blokes sings everything — pub tunes, folk, Broadway, classic rock — all to roof-raising heights. It’s the best singing, dancing, stomping, pub crawl of a concert you’ll ever see! CHEERS!

The longer description can be used internally for your marketing, group sales and box office teams. It gives a little more background.

The Choir of Man is the latest show from the creative minds of Nic Doodson and Andrew Kay — the team behind Soweto Gospel Choir, The Magnets and the award-winning North by Northwest. This show is 90 minutes of unadulterated entertainment that combines high energy dance, live percussion and foot stomping choreography with the incredible talent of 9 ordinary guys who perform everything from sing-along classics to classic rock. Imagine the greatest pub gig you’ve ever been to and multiply it by 10 and you’ll still be nowhere near the fun that this show exudes throughout. Featuring pub tunes, folk, rock, choral and opera, Broadway numbers, the 9 “landlords” showcase music that has wide appeal. The cast features world class tap dancers, acrobats, singers, instrumentalists and poets, ensuring that there is something for everyone in this joyous and uplifting show for all ages. Not only is the concert set in a pub, but it has a real working bar from which the cast will pull pints and invite audience members to get up close and personal with the show — witnessing the action from chairs and tables among the guys — come ready to drink in the action!

KEY DEMOGRAPHICS



The Choir of Man is an unabashedly fun and engaging night out for everyone (ages 9 and up). The good news about this show is the primary audience is one you likely know very well. **Primary: Women ages 35-64+** Just like a Broadway show, 60%+ of your ticket buyer will be comprised of the female demographic.

But there's good news. This show also appeals to beer-drinking, music-loving guys. This demographic will skew a bit younger. But definitely keep guys in mind, especially **young men ages 21-35**.

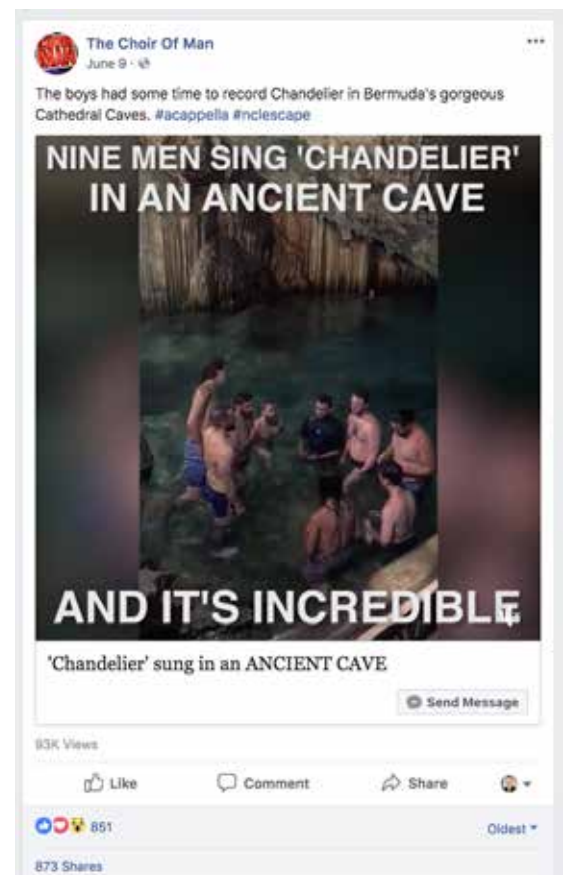
And there's a tertiary market: **Anything to do with craft breweries and pubs.** Partnerships with these businesses should be explored immediately. The tour offers coasters to provide or have your own produced as part of your advertising plan.

MARKETING MIX

Please submit your ad plan to **Craig Boleman** (craig@soloshoe.com) no less than two months before your performance date(s). Ideally, and depending on your advertising budget, your plan will run five to six weeks from opening night. We recommend getting the show on soft sale as early as possible.

GOOGLE ALERT

If you haven't already, please set up a "Google Alert" for "Choir of Man." We recommend setting the alert to notify you at least once a day. This will feed news stories to your inbox and you can share from your social pages and platforms. It's also a great way to see what kinds of stories are working in markets before your date. A google alert is how we found out about the guys singing in Bermuda's Cathedral Caves. This post was shared by 873 users and the story was picked up by the Associated Press!



MEDIA MIX



The most effective way to sell tickets to The Choir of Man is by using the sizzle reel/b-roll. The video footage in the footage perfectly encapsulates the energy, the power and the humor of the show. It's vitally important that you embed this footage on your websites and share on all of your social media platforms.

For budgeting purposes, we recommend the following. We know that every market is different and respect your experience in your market. We look forward to discussing these differences and exploring how to take advantage of the uniqueness of your market when you submit your budget for approval.

TELEVISION (50%)

In the same vein as the b-roll, you need to everything you can to get the TV spots in front of the target audience. We prefer broadcast campaigns with high frequency, so we are willing to sacrifice the number of networks/programs in the schedule in favor of a consistent presence on key stations and programs. With so much TV viewing happening through DVRs, we ask that you consider programs that have high LIVE watching numbers. These include reality shows as well as news programming. Remember the 35+ female when making your programming decisions. And, an ad buy trade for tickets of equal value is encouraged.

- Specific programs to consider: *Morning/Evening News, Good Morning America, The Today Show, CBS This Morning, LIVE with Kelly & Ryan, The View, Ellen, Entertainment Tonight, Access Hollywood, Jeopardy, Wheel of Fortune, etc.*
- Also, late night talk-shows (Fallon, Colbert, Kimmel, Letterman)
- Local News as well as CBS Sunday Morning
- Prime ROS if affordable
- For cable: E!, Hallmark, Bravo, HGTV, TBS, USA, Food Network, Logo, MSNBC, TLC. Cable buys should be 4:00 PM – midnight.

DIGITAL/SOCIAL/E-MARKETING (25%)

The Choir of Man's social media pages get a great deal of interaction. We recommend boosts and sponsorships on all three platforms (Facebook, Twitter, Instagram) targeting your geographic location and demographics of our target audience. The tour will be doing boosted posts from the official The Choir of Man pages. We also recommend Google Ad Words. It's important to target your Broadway buyers with digital, social and e-marketing.

MEDIA MIX

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PRINT (15%)

The amount of dollars you spend on print varies by market. Some markets don't do any print advertising and some do a great deal because of the strength of the daily paper. If you typically reach a traditional Broadway audience, it's okay to pepper in some print in your buy.

RADIO (5%)

The Choir of Man concert program will include several HOT AC numbers. If you include radio in your ad plan, we recommend you select one HOT AC station in your market. The station must be open to at least one phoner with one of the guys. And, an ad buy trade for tickets of equal value is encouraged. Promotions (on air and online) are also encouraged.

OUTDOOR AND OTHER (5%)

We recommend the smallest part of your budget be spent on outdoor signage (posters, three sheets, flyers) at your venue and community partner business.

EDUCATION

Since most of the tour stops are one-nighters, it may be difficult to get the guys into classrooms and/or plan for masterclasses with your education partners. If this is of interest, please reach out to Valery and we can get a plan going. The guys can visit with students in junior high, high school and college choirs as well as performance studies, music and theater programs

PRESS

All of the guys are delightful and personable. Plus, they have the **best accents**. So, we highly encourage interviews for TV and radio. These can be live and/or recorded.

TV/Radio morning show appearances — the cast is open to morning show appearances, if time permits. Please reach out as soon as possible if you would like us to coordinate these interviews.

Guys can also do segments from venue the day of performance (with enough notice).

PHOTOGRAPHY

Still and video cameras can shoot the first 15 minutes of performance. Need to be in a location as to not distract audience and performers. No flash. No more than 90 seconds of footage can be broadcast.



PROMOTIONS

- **Flash Performance at a Bar:**
Reach out to local bars and have the cast “surprise” patrons with a performance!
- **Ticket Giveaways:**
Have locals lip sync (or sing) and post on social media for a chance to win two free Choir of Man tickets. This would also work on the radio.
- **“Have a drink with me”:**
Cast members can come to breweries for special events, mini-performances, etc.
- **“Kick around with the guys”:**
Do you have a popular soccer team or league in your market? Being from England, the guys love soccer!
- **Partner with a bar or brewery for a custom beer:**
Name a beer after the Choir of Man! Pair it with the Choir of Man coasters and play their new album at the venue!
- **Choir of Man Lookalike Contest:**
Is there a guy in your market look like one of the guys in The Choir of Man? Have a social media contest and ask you social media fans to vote! Winner gets two free tickets AND a meet and greet with his doppelganger.
- **Flash performance at a school:**
Reach out to local junior high and high schools and have an impromptu assembly or “flash performance”
- **Extra credit for arts students:**
Ask junior high, high school and colleges if they will offer extra credit to students who attend.
- **Singing (or lip sync) competition:**
Host a singing or lip syncing contest (in person or virtually) and have the Choir of Man cast act as judges!
- **Win a Date with a Member of the Cast**
Run a contest on social media where a winner and a friend get to have a drink at the venue with one of the guys after a performance

GROUP SALES



The fun, pub-style show makes The Choir of Man PERFECT for groups!
Suggested groups include:

- **Past Broadway group buyers**
- **Regional choral groups**
- **Acapella Groups**
- **Choral students**
- **Bars/pubs**
- **Sororities and Fraternities**
- **Soccer leagues**
- **Bridal parties**
- **Craft beer tasting classes/clubs**

THE CHOIR OF MIAMI

