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### **A LITTLE BIT OF BLUE - MARKETING TOOLKIT**

This marketing material has been prepared by Little Wing Puppets and is designed to assist your venue in preparing marketing material such as season brochures, posters, flyer, web listings, and media opportunities.

You can access the Dropbox for more materials such as a media release template, images and video:

[www.dropbox.com/sh/z9me245k8844l1j/AACFvoYiJ4Y83lGO4CHUn2Sla?dl=0](http://www.dropbox.com/sh/z9me245k8844l1j/AACFvoYiJ4Y83lGO4CHUn2Sla?dl=0)

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

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### **MARKETING CONTACT**

**Producer:** Jenny Ellis

**Email:** [jenny@littlewingpuppets.com](mailto:jenny@littlewingpuppets.com)

**Phone:** 0408 808 699

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### **PERFORMANCE AND COMPANY INFORMATION**

**Performance Title:** A Little Bit of Blue

**Company name:** Little Wing Puppets

**Written by:** Jenny Ellis & Anne Brooksbank

**Compulsory acknowledgements:** Little Wing Puppets logo

**Performer:** Jenny Ellis

**Creative team:** Directed by Jacob Williams and Clare Batholomew

**Music:** Kelly Ryall

**Puppets and sets:** Jenny Ellis & Jeremy Lavender

**Running Time:** 40 minutes

**Suggested Age Range:** 3-10 years

**Warnings:** Coloured disco lighting effects.

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### **MARKETING COPY**

**Tagline:**

A Detective Story, told with Puppetry, where you help solve the case.

**Short Marketing Copy (100 words)**

A Little Bit of Blue is an interactive detective show for families, told with puppetry. As well as helping to unravel a mystery, the audience will learn about the extraordinary habits of the Australian Satin Bowerbird, and why they are so fascinated by the colour blue.

The story begins with strange disappearances from Mrs Mavis Hooley's home. Little things go missing: clothes pegs; a tea cup; a ball of wool. But then the thief takes it just one step too far. Mavis calls in a Detective to investigate. A stake out is required. In the dead of night, the Detective indeed finds something peculiar. The children's role is to help him solve the case.

**Long Marketing Copy (250 words)**

A Little Bit of Blue is an interactive environmental detective story, told with puppetry. As well as unravelling a mystery, it involves learning about the unique habits of an extraordinary Australian animal, the Satin Bowerbird, and their fascination for the colour blue. It is a fun frolicking mix of Detective Noir, slapstick, with some interesting facts thrown in.

Mavis's world is turned upside-down by small disappearances. Something has gone missing and is nowhere to be found. Mrs Hooley has been looking everywhere. But it's not just today. Every day a new thing seems to disappear. Little things. A \$10 note. Clothes pegs. A ball of wool. It's troubling at first, but the thief then takes it one step too far

Mavis calls in a Detective to investigate. The Detective, Harry McGee, an adorable fool, makes a mess of the investigation, and the children love always being one step ahead of him. They set a trap for the burglar. A stake out is required. In the dead of night, and the Detective indeed finds something peculiar.... The children's role is to help him solve the case.

Jenny Ellis, a puppeteer of more than twenty years, weaves the whole mystery together, sometimes playing three characters at once. The young audience will gasp with surprise, sigh with the sadness, shout in outrage, cheer with triumph, and dance with joy as they follow the sneaky bowerbird on his journey to find love.

**SNAP FACTS**

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- 1) It's a detective story.
- 2) It's interactive: the audience has to help solve the case.
- 3) It's a puppet show.
- 4) Its style is rod-puppetry influenced by Japanese Bunraku, a 300 year old tradition of puppetry, where the puppets are performed on a table, and the puppeteers are visible behind.
- 5) It's appropriate for children aged 3 to 10 years old, but is also enjoyed by adults.
- 6) It's about the Satin Bowerbird, a native bird that lives on the east coast of Australia, that collects blue objects to put in their nest.
- 7) It's funny.
- 8) Its running time is 40 minutes.

- 9) There is a discussion about Bowerbirds after the show and a Q & A with the puppeteer
- 10) Workshops in Puppetry are available after the show (if arranged)

## TARGET AUDIENCE

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### Key Audience Segments

Audience Segments	Ideas on how to activate them
Preschools	<i>A Little Bit of Blue</i> is great for preschool age children. Consider inviting multiple preschools to a show in a local hall for an excursion.
School Holiday Programs	The show works well for family audiences in school holiday programs. It can be run in conjunction with workshops to make it a full day of activities.
Primary Schools	The show connects to the Science curriculum in that it inquires into the life and habits of Australian animals. Bowerbirds live in NSW. Do they live in your area? Encourage your local school to use the show as a creative way to learn about their local environment.
Grandparents Day	Mavis Hooley is character that children and older people enjoy. Why not hold a puppet show to bring the younger people, their grandparents and seniors in the community together? This has been done successfully several times.

## MARKETING TIPS

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- Short videos on social media work best to get the attention of parents
- Contact childcare centres, playgroups, kindergartens, primary schools and school holiday programs and offer a discounted rate for a group booking for an excursion
- Posters and flyers in the library, community centre and supermarket
- Create a drawing competition with a prize to be offered after the performance. (Colouring -in sheets available in the dropbox)
- Booking a radio interview with Jenny prior to the performance
- Contacting parents groups on social media and offering a promotional discount ticket rate.

### Social Media Campaign Ideas

- Encourage kids to wear blue to the show.
- Encourage the audience to dress up as a detective.
- Make a bower in the foyer or outside the theatre out of dried grass and sticks. Ask audience to bring along a blue object they are happy to give away and place in the bower.
- Encourage people to post photos of Bowerbirds and their bowers if they live in your local area.

### Audience participation suggestions:

Jenny is available for a post-show Q & A, informal mingling, and post-show photos with the puppets and the audience. The venue could make a bower in the garden or foyer afterwards, to which the children could add blue things.

## TECHNICAL SPECIFICATIONS

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This link contains a stage plan, technical specifications, and a basic lighting cue sheet.  
[www.dropbox.com/sh/z9me245k884411j/AACFvoYiJ4Y83IG04CHUn2Sla?dl=0](http://www.dropbox.com/sh/z9me245k884411j/AACFvoYiJ4Y83IG04CHUn2Sla?dl=0)

## PRODUCER/PERFORMER INFORMATION

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**Little Wing Puppets** specialise in original heart-warming puppet shows, full of big ideas and fun, all packed up and ready to travel to family audiences. Through their performances and workshops, young people are invited to become part of the theatrical experience rather than being simply spectators. The company is committed to environmental education, weaving together stories about our unique natural heritage, in a way that is light-hearted and entertaining. Little Wing Puppets have performed to over 50,000 children and in numerous festivals, theatres and country halls in every state and territory of Australia, as well as overseas.

### BIOGRAPHIES

#### **Jenny Ellis - Artistic Director, Performer, Designer, Maker**

Jenny has been working with puppets for over 25 years. She has a Post-Graduate Diploma in Puppetry from the Victorian College of the Arts, a Bachelors degree in Social Ecology, and was a Researcher for the NSW Minister for Education. Jenny was mentored by master shadow puppeteer Richard Bradshaw and was awarded a major travel fellowship by the Mike Walsh Foundation. Jenny is a graduate of the Helikos School for International Theatre Creation, Italy and a recipient of The Australian Children's Theatre Foundation commission. The Mermaid's Daughter won the Melbourne Fringe Festival Award for The Best School Holiday Program 2008.

#### **Anne Brooksbank – Co-writer**

Anne Brooksbank has written a number of scripts for children and has won two AWGIE Awards for children's screenwriting. In 1985 her film, On Loan won a Media Peace Award, and she subsequently adapted the script into a novel which was reprinted eleven times by Penguin. Her book Mother's Day was listed as Highly Recommended in the Family Therapists' Association Awards in 2006. Sir Katherine was listed as a Notable Australian Book in the Children's Council Book Awards in 2008. Father's Day was shortlisted for the Prime Minister's Literary Awards for Children's Literature in 2012.

#### **Jacob Williams – Puppetry Director**

Jacob is one of Australia's premier puppeteers and puppetry director and the co-artistic director of Lemony S Puppet Theatre. In 2018 Jacob preformed on Broadway as the Head of Puppetry in the Tony award winning King Kong, Alive on Broadway and won both the Chita Rivera and Outer Critics Circle awards in New York and both a Helpman and Green Room award for the 2015 Melbourne production. Also in 2021 Jacob was puppetry director on the stage adaption of the ABC's hit show 'Bluey's Big Play' Jacob is currently filming the TV series 'Beep & Mort' for ABC Kids.

#### **Clare Bartholomew – Performance Director**

Clare Bartholomew is a performer, writer and director. She teaches clown master classes and performance independently and for; Circus Oz - most recently for their Indigenous training program Blakrobatics, Victoria University, Clown Doctors Australia, The Tasmanian Circus Festival, Slipstream Circus, Westside Circus, Performing Older Women's Circus (POW) and The Women's Circus. Performance works include; her solo show - One Man's Business (Foreign Exchange Award, Moosehead Comedy Award, Green Room Award nomination), The Business...as usual (Best Comedy - Melb Fringe), The Concert (The British Council Oz Export Award, nominated for The Barry at MICF) and Big Business.

#### **Kelly Ryall – Composer**

Kelly is an award-winning composer, musician and sound designer for theatre, dance and film. Kelly is recognised internationally for creating immersive and multi-layered musical landscapes for the stage and screen. Kelly has won four Green Room Awards and a Melbourne International Arts Festival Award and been nominated for a Sydney Theatre Award and numerous Green Room Awards. His recent work includes HIDDEN SYDNEY directed by Lucas Jervies for Sydney Opera House; and Danielle Micich's THE LAST SEASON with Force Majeure which will opened at Sydney Festival in 2021.

**Jeremy Lavender - Workshop Facilitator, Maker, Photographer, Production Manager**  
 Jeremy Lavender is a photographer, performer and puppet maker, and joined Little Wing Puppets in 2015. He has worked on all residencies and artistic developments with Little Wing since then. Jeremy co-developed and performed Trinket the Robot in 2017 and built puppets and sets for The Fish That Wanted To Fly, and is co-creator of the Steampunk Lyrebird Time Machine. Jeremy has documented and been production manager on Little Wing Puppets tours to Tasmania, Victoria, Queensland, Western Australia, the Northern Territory and internationally.

## MEDIA RELEASE

Media Release – A Little Bit of Blue

<https://www.dropbox.com/sh/cyOegxbhwc90jlo/AADssdGjRWWhH32cgHeFp1oSRa?dl=0>

## REVIEWS

<b>Audience Feedback:</b>	<p><i>“A great puppet show and a fantastic mix of entertainment and education.”</i>          ~ David Perkins          Senior Programs Officer, Melbourne Museum</p> <p><i>“Everyone was spellbound. This was the best show we’ve had in a long time.”</i>          ~ KU Chase Community Pre-School, New South Wales</p> <p><i>“The show was absolutely amazing. I loved it.” - Olive, aged 11, Pomonal, Victoria</i></p> <p><i>“A gorgeous little show that was educating at the same time! My 3 &amp; 5 year old sons loved it. They were smiling the entire way through (as was I!). Very clever puppeteer &amp; beautiful props. Well done &amp; thank you for a great morning.”</i>          ~ Michelle West, audience member, Northcote Kid’s Festival</p> <p><i>A delightful show! Very clever and amusing – both for young and old. Jenny Ellis is clearly a very talented performer! Congratulations to all involved and thank you for a wonderfully engaging performance.</i>          ~ Max, audience member, Northcote Kid’s Festival</p> <p><i>“An amazing one person dynamic fabulous show – super engaging and beautifully creative.” – Kate, Parent, Sydney.</i></p> <p><i>“The Pupit (sic) show was amazing! I can’t wait to see another one.” – Arielle, aged 9</i></p> <p><i>“I’m old and I had a smile on my face from beginning to end”</i>          – Audience comment, Portarlington, VIC</p>
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## LOGO (REQUIRED ON ALL PROMOTIONAL MATERIALS)

Details and download link	Logo
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## IMAGES

**Dropbox link for images:**

[www.dropbox.com/sh/x361tzbw7fnn8m5/AADt\\_F0HbcjAQ90alzImwuT9a?dl=0](http://www.dropbox.com/sh/x361tzbw7fnn8m5/AADt_F0HbcjAQ90alzImwuT9a?dl=0)

Hero Images	Image Credit
 <p><a href="#">Promo 1</a></p>	<p>Jeremy Lavender</p> <p><a href="http://www.dropbox.com/s/dx2m431fccjsm1v/Blue%20Hero%20image.jpg?dl=0">www.dropbox.com/s/dx2m431fccjsm1v/Blue Hero image.jpg?dl=0</a></p>
 <p><a href="#">Promo 2</a></p>	<p>Jeremy Lavender</p> <p><a href="http://www.dropbox.com/s/dodm4p452528afa/Detective%20Bower%20magnifying%20glass.jpg?dl=0">www.dropbox.com/s/dodm4p452528afa/Detective Bower magnifying glass.jpg?dl=0</a></p>

**Additional Images:**

[www.dropbox.com/sh/gigp839j3cax9o3/AABU8pTIJCnxVGzke\\_76ppKa?dl=0](http://www.dropbox.com/sh/gigp839j3cax9o3/AABU8pTIJCnxVGzke_76ppKa?dl=0)

## WORKSHOP

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Little Wing Puppets offer a range of workshops. Here are links to some information and descriptions for use in promotions:

Puppetry of Paper Workshop Dropbox:

[www.dropbox.com/sh/elyyh8t9a98m7pe/AAB9v8NGqmNY0Kk6DAOwXDv8a?dl=0](http://www.dropbox.com/sh/elyyh8t9a98m7pe/AAB9v8NGqmNY0Kk6DAOwXDv8a?dl=0)

Puppetry of Paper Promo Video link:

<https://vimeo.com/manage/videos/449530787>

Shadow Puppetry Workshop Dropbox:

[www.dropbox.com/sh/ebdrw9yqyxvqtw/AADh4KEP-93TvfKEMl7R95mla?dl=0](http://www.dropbox.com/sh/ebdrw9yqyxvqtw/AADh4KEP-93TvfKEMl7R95mla?dl=0)

## POSTER AND FLYER ARTWORK

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There are two posters available, one which you can add your event details to, the other is a “Wanted” poster which you can put up around to create intrigue for the show.

A3 Poster	<a href="http://www.dropbox.com/sh/p4cwuxexpjqdqw2/AACXIVszE2MU7P1VLiITJwcea?dl=0">www.dropbox.com/sh/p4cwuxexpjqdqw2/AACXIVszE2MU7P1VLiITJwcea?dl=0</a>
DL Flyer	<a href="http://www.dropbox.com/sh/69xe1e3n0qlucr/AAAhmIVi9LZwChZE-tQT8V4a?dl=0">www.dropbox.com/sh/69xe1e3n0qlucr/AAAhmIVi9LZwChZE-tQT8V4a?dl=0</a>

## EDUCATIONAL RESOURCES

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A Dropbox link with with colouring-in sheets and a pattern for a paper bowerbird puppet:

[www.dropbox.com/sh/7tfi2mxuda7ij9y/AACFH1Cul\\_p0jUEYJg5idQYMa?dl=0](http://www.dropbox.com/sh/7tfi2mxuda7ij9y/AACFH1Cul_p0jUEYJg5idQYMa?dl=0)

## VIDEO

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Promo Video:

Vimeo link:	<a href="https://vimeo.com/29719869">https://vimeo.com/29719869</a>
Youtube link:	<a href="https://www.youtube.com/watch?v=LNUhCqpgUcE">https://www.youtube.com/watch?v=LNUhCqpgUcE</a>
Download link:	<a href="https://www.dropbox.com/sh/2epkhaxw3749e2p/AABiNbsvxkYfxrAijy8e-5UEa?dl=0">https://www.dropbox.com/sh/2epkhaxw3749e2p/AABiNbsvxkYfxrAijy8e-5UEa?dl=0</a>

## SOCIAL MEDIA

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Website	<a href="http://www.littlewingpuppets.com">www.littlewingpuppets.com</a>
Instagram	<a href="http://www.instagram.com/littlewingpuppets/">www.instagram.com/littlewingpuppets/</a>
Facebook	<a href="http://www.facebook.com/littlewingpuppets">www.facebook.com/littlewingpuppets</a>
Youtube	<a href="http://www.youtube.com/@littlewingpuppets7534/videos">www.youtube.com/@littlewingpuppets7534/videos</a>

### Tagging Little Wing Puppets

If you are sharing on social media, be sure to use our **#littlewingpuppets** and **#alittlebitofbluepuppets** tag as well as following and tagging our page **@littlewingpuppets**.

If you have taken photos of the show, please share them with us!  
[info@littlewingpuppets.com](mailto:info@littlewingpuppets.com)