

The background of the slide is a large, textured image. It features a warm, orange-red color palette. In the center, the word "ZARA" is written in a large, white, minimalist, sans-serif font. To the left of the text, there is a dark silhouette of a person's head and shoulders, facing away from the viewer. At the bottom of the image, there is a dense, dark silhouette of a crowd of people. The overall composition suggests a fashion or retail advertisement.

ZARA

A ground-breaking production that also broke a few rules around marketing and comms.



WALK THE PLANK







ZARA – key metrics

2 shows in Halifax, 2 shows in London

Live Audiences:

The Piece Hall, 19 April:	1584
The Piece Hall, 20 April:	1753
GMH Park, 10 May:	807
GMH Park, 11 May:	856

Livestream Audiences*

Saturday 20 April:	912 Actual (+228 Estimated)
Saturday 11 May:	690 Actual (+173 Estimated)

* Actual based on unique views. Conservative estimate added based on at least a quarter of all views being watch by two people.

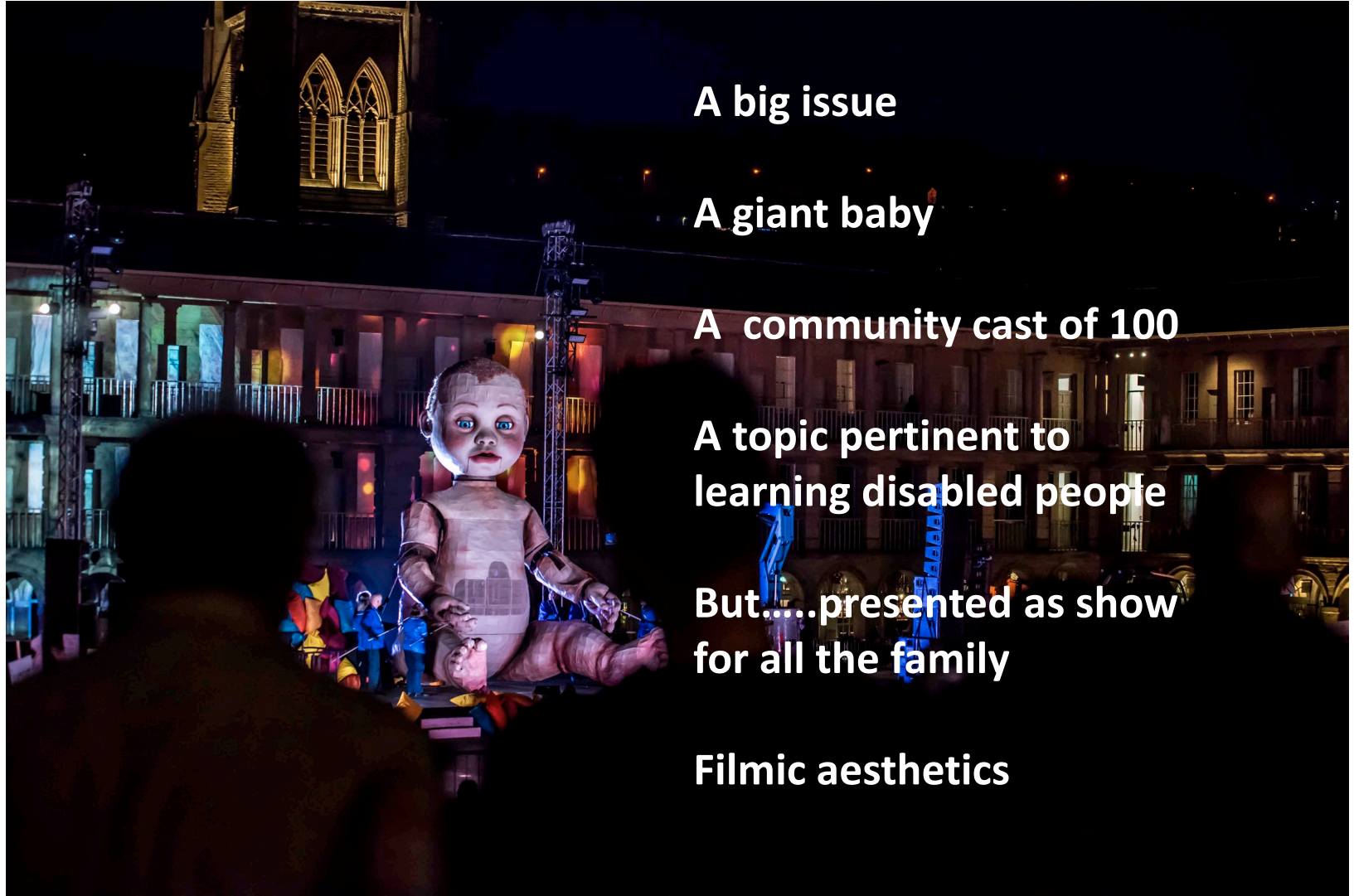




The dramatic premise

- Question.
- What happens when a young disabled woman discovers she is going to have a baby?
- Answer.
- **The social services framework questions her capabilities to be a mother. The odds are stacked against her keeping her baby and starting her family.**





A big issue

A giant baby

A community cast of 100

**A topic pertinent to
learning disabled people**

**But.....presented as show
for all the family**

Filmic aesthetics

ZARA

A GIANT OUTDOOR THEATRE EVENT FOR THE WHOLE FAMILY

The Piece Hall, Halifax: Friday 19 & Saturday 20 April, 2019
 Tickets: £8 / £28 for 4 people / £12 Balcony
thepiecehall.co.uk | 01422 525217

mind-the-gap.org.uk/zara @mtgstudios | #ZARA2019

ZARA

A GIANT OUTDOOR THEATRE EVENT FOR THE WHOLE FAMILY

Geraldine Mary Harmsworth Park, home of IWM, London
 Friday 10 & Saturday 11 May, 2019
 Tickets: £8 / £28 for 4 people
mind-the-gap.org.uk/zara

SOUTHWARK PRESENTS

@mtgstudios | #ZARA2019

Visual considerations:

High impact, filmic feel was deliberately positioned to look and feel like a mainstream production. Design cues from blockbuster films.

Eye-catching visuals – **visually arresting**

Easy to read titles but with a **cool aesthetic**

Positioned as a **family event** with no mention of learning disabilities

Front-end mainstream audience feel with call to action directed to booking website

Not patronising in tone.

Marketing strategy

We both wanted to bring a niche but pressing issue, relevant to the learning-disabled community, to **as wide an audience as possible**.

The show was designed to be entertaining and engaging – **but with an important provocative message**. It was important that this was taken beyond the LD community to as wide an audience as possible.

The marketing was designed to be accessible, cool and contemporary.

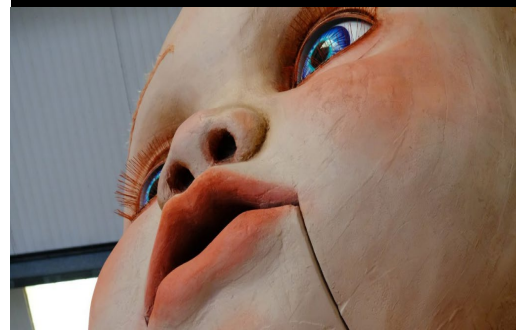
The learning-disabled messages came out through **digital marketing (FB, Twitter, Insta), tv and radio interviews** – and also, in the final week, through national and international press.

The world
premiere
April 19th



NOW BOOKING

The Piece Hall, Halifax
West Yorkshire



News

UK | World | Politics | Science | Education | Health | Brexit | Royals | Investigations

News
18 Apr 2019

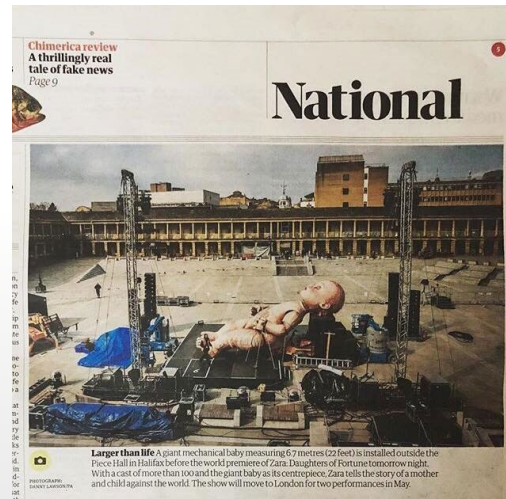
Pictures of the Day: 18 April 2019

< > 7 of 14 View All

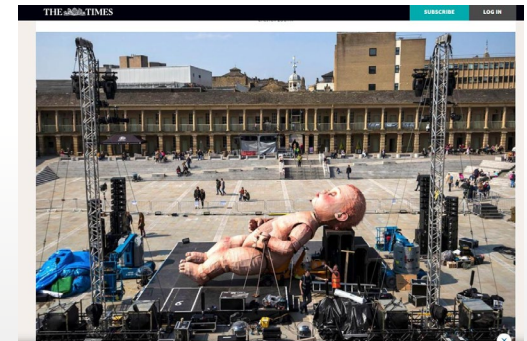


Actor Joanne Haines, in a cherry picker, rehearses with a giant mechanical baby at the Grade I listed Piece Hall, Halifax for Good Friday's world premiere of Zara: Daughters of Fortune. Haines plays Zara, a learning disabled mother fighting to protect her baby, in the

Bradford-based Mind the Gap. The

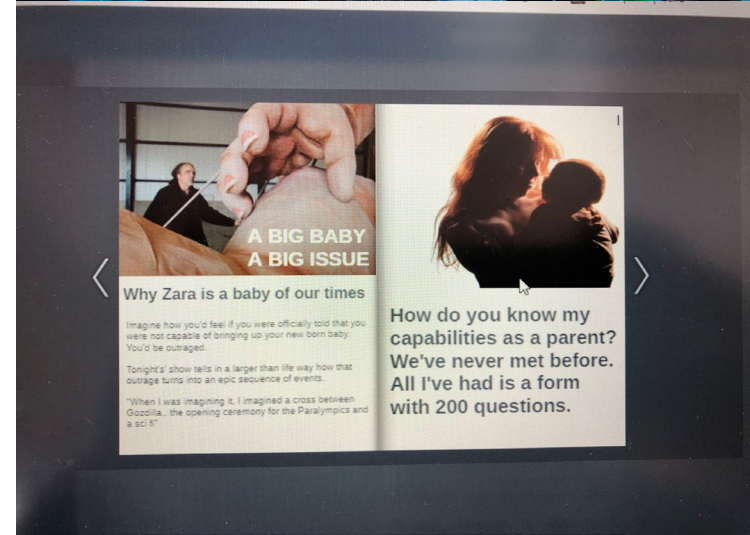


Larger than life A giant mechanical baby measuring 6.7 metres (22 feet) is installed outside the Piece Hall in Halifax before the world premiere of Zara: Daughters of Fortune tomorrow night. With a cast of more than 100 and the giant baby as its centrepiece, Zara tells the story of a mother and child against the world. The show will move to London for two performances in May



An accessible audience experience – from point of arrival to finish

- Disabled audience met by members of MTG's learning disabled team and asked about their access needs for the evening and where they wanted to sit. **No separate disabled area.**
- This was communicated to them in advance of their arrival.
- BSL interpretation and captioning.
- Both Halifax and London shows also livestreamed in a collaboration with Pilot to enable access to those unable to physically attend the show.
- Phone downloadable programme





Darren Henley
@HENLEYDARREN

Following



Moving, thought provoking, ambitious, creatively magnificent and done at huge scale: world premiere of [#ZARA2019](#) at [@ThePieceHall](#) in Halifax tonight. Brilliant [#ACEsupported](#) collaboration from [@walktheplank](#) and [@MtGstudios](#) (the baby in the photo is as tall as a double decker bus)



10:34 PM - 19 Apr 2019

22 Retweets 103 Likes



5



22



103



Learnings

- Aim for as wide an audience as possible right at the start – then target your marketing to individual groups and sectors.
- People with disabilities or mobility needs don't want to be patronised – just make it easier for them to be part of whatever you have on offer
- Marketing can be accessible and cool at the same time
- Ensure that accessibility is not just tokenistic. Follow it all the way through from marketing to the actual event or experience.
- The best people to understand accessibility are those who are challenged by it. Get them to road test your communications and your event. They're your key stakeholder.
- See accessibility as a long-term part of all your events, not just for specific gigs.



Accessible Marketing

Facilitated discussion and workshop

1. How accessible is your website?



Resources for website accessibility

- ▶ Demystifying Access, A guide for producers and performance makers: how to create better access for audiences to the performing arts – by Unlimited with the support of Nickie Miles-Wildin (outdoor artist) p.26 onwards
- ▶ An Accessible Marketing Guide, by Culturehive
- ▶ ISAN Access Toolkit: Making outdoor arts accessible for all, by Outdoor Arts UK and Attitude is Everything
- ▶ Top tips for accessible marketing, by Jo Verrent, Unlimited

2. Creating an Easy Read



Example of an Easy Read

WIRED



George Williams is 26 years old.



George has a learning disability.



George loves to dance.

He has been dancing with Flex Dance based in Durham for 5 years.



George worked with a choreographer called Tess to make the dance.



Tess works for a company called TIN Arts.



WIRED is about George's bedroom and all of the electrical things he has in it.

WIRED will be performed across England throughout 2018.

Easy Read- step by step

- 1st page: show title, info, who's in it, venue/space and trigger warnings
- 2nd page: characters
- 3rd page: general plot, story (not over revealing)
- 4th page: access contact if there is one, how to find them, phone number etc

Top tips:

- Short sentences
- Image on Left/ Writing on right
- Image represents text.

3. Creating an Audio brochure

