

# WTM

worthing theatres and museum

## Marketing Pack



## Welcome

We are delighted that you have chosen to work with WTM and we look forward to working with you.

WTM exists to bring the very best arts and heritage to the people of Worthing and beyond, engaging our community with a year-round line-up of live events, cinema, exhibitions and education programmes. We are based in the heart of Worthing, and our venues – the Connaught Theatre and Studio, Museum and Gallery Assembly Hall and the Pavilion Theatre and – welcome over 340,000 people each year.

## The Team

### **Pamela Kent**

*Head of Marketing & Development*  
pamela.kent@wtam.uk

### **James Tully**

*Marketing and Film Manager*  
james.tully@wtam.uk

### **Kathryn Follis**

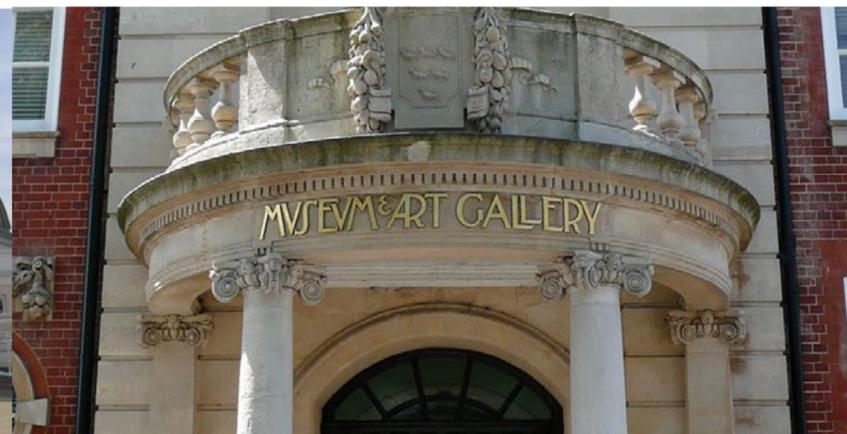
*Marketing Coordinator*  
kathryn.follis@wtam.uk

### **Christopher Phillips**

*Content Coordinator*  
christopher.phillips@wtam.uk

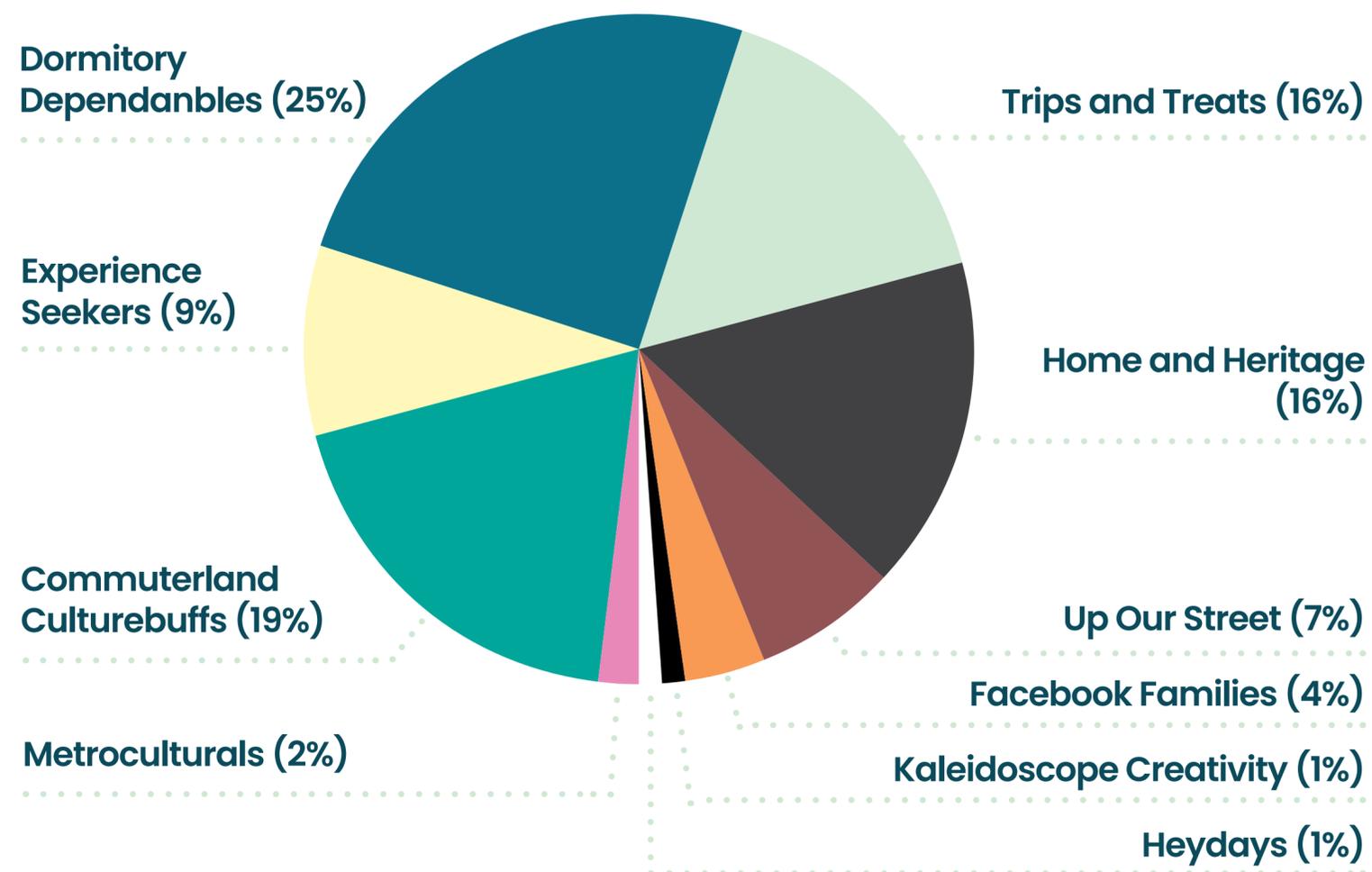
### **Christian Francis**

*Design and Digital Manager*  
christian.francis@wtam.uk



### Who visits you when you visit us

- : We have a sophisticated audience development strategy and well-established marketing mechanisms/channels, which allow us to target audiences for you!
- : We use Audience Agency segmentation to inform those choices and encourage you to form a deeper understanding of those segments **here** and to request show stats post event(s) [www.showstats.org](http://www.showstats.org).



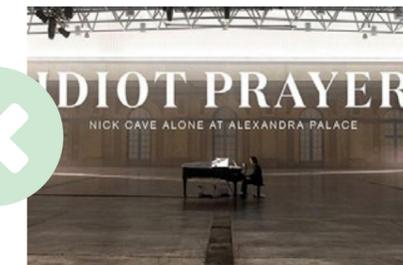


## Website

Your event will feature on its own event page on the WTM website and listed in the relevant section(s). Here's what we need from you - A quality textless image which adequately represents the event. (This image must be family friendly and cannot contain depicted violence or other offensive imagery). We also require any title treatment sent as a separate file, not embedded on the event image.

Minimum specs:

<b>Orientation</b>	Landscape
<b>Min width</b>	1000px
<b>Min height</b>	750px
<b>Min resolution</b>	72dpi



## Email Communications

We send out weekly full database emails (50k reach) and targeted emails based on our audience segments and who is best to target for you.

## PPC Advertising

We produce Google Ads for each production/event and will use keywords to target audiences for your event.

## Video Content

We are always looking to film unique content to add to our YouTube channel, use on our website and our social media channels, please get in touch with the team to discuss further. The more unique content you can share the better! Trailers, production videos, interviews, photos etc. across our channels.

## Social Media

We are very active across Social Media and would love it if you would follow/like/subscribe. We endeavour to do the same for all our events, so please pass your information on to us. When posting, be sure to tag us!



@wtmworthing



@wtmworthing



@wtmworthing



## Print

WTM design, print and distribute all print for our venues, exterior sites and regional locations. Meaning you can save a small fortune on printing and postage costs and reinvest that spend in other channels with us like targeted Google Ads, Social Media boosts and targeted postcards.

Here's what we need from you:

A quality high resolution textless image which adequately represents the event. (This image must be family friendly and cannot contain depicted violence or other offensive imagery)

Minimum specs:

<b>Orientation</b>	Portrait
<b>Min width</b>	3500px
<b>Min height</b>	5000px
<b>Min resolution</b>	300dpi



*Please note, we do not use title/logos on any advertising and cannot accept images with overlaid logos or text.*

## Disribution

We distribute by request to audiences who request information in this format and to hot-spot geographical areas we have identified as having a high propensity to engage.

## Press

WTM hosts an exclusive press office within our website where we can share all your releases and news stories. You will be given details and access to our press office shortly but feel free to contact us with any comms ideas.



### Email your marketing pack

### Email images and video links

For images, we need **two** quality textless image - one for web, one for print - which adequately represent the event. (These images must be family friendly and cannot contain depicted violence or other offensive imagery).

	Print Image	Web image
Orientation	Portrait	Landscape
Min Width	3500px	1000px
Min Height	5000px	750px
Min Resolution	300dpi	72dpi

Please note, we do not use title logos on any print advertising but do on web advertising.

For videos, the more unique content you can share the better! Trailers, production videos, interviews, photos etc.) across our channels.

### Film your 'We are coming to Worthing' Video

A Worthing specific video with cast / artist - (this can simply be confirming they are excited to be performing on...) Please film in landscape if on your phone.

### Email your press releases and interview availability

### Share your marketing plan when ready and contact our team to talk through plans





### ***Marketing Outline & Timeline***

Shortly after confirming your booking you will receive a marketing campaign outline. This provides a timeline of activity for your event and offers additional marketing options to discuss with the team.

### ***Marketing Contra***

We ask all companies to start with a marketing contra of £200; this allows us to invest more directly in social media, advertising, digital ads and outdoor. The suggested marketing contra will be outlined in the marketing plan for you to review and confirm.

### ***Analytics/Statistics***

The team will be happy to share all digital marketing statistics with you post show if required.

*We cannot wait to work with you!*

*Team WTM*



# marketing pack

# Our logo and typeface

## Our logo

The Worthing Theatres and Museum logo can be used in any of our brand colours or in white or black. (available upon request.)

## Logo placement

Light blue area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining yellow area. Yellow indicates Clear Space. The yellow area must be kept free of all other graphical and visual elements. The minimum required Clear Space is defined by the measurement 'X' (equal to the depth of the uppercase letters)

## Logo modification

To ensure our brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

## WTM Typeface

One font family is used across the corporate identity. Poppins. Within this font, only three wights can be used, Regular, Medium and Semibold (and italics of each)

Regular   *Italic*   Medium   *Medium Italic*   **Semibold**   ***Semibold Italic***

## Use of Capitals

No words are to be entirely in capitals - Vanity caps are allowed.

## Font Sizes

Use no more than 3 sizes of fonts on any given advert. All body text must be of the same size.

