

WELCOME!

The Intergalactic Nemesis is coming to your theater! We're excited to work with you to make our appearance there a huge success!

All the raw materials you need, including proper billing, title treatment, images, design elements, and press quotes can be found on our website at www.theintergalacticnemesis.com/presenters.

This manual is designed to provide you with the best information and resources beyond the basics as you prepare to sell The Intergalactic Nemesis. However, the manual doesn't stand alone. Rachel Kelmenson, "Mission Control" at The Intergalactic Nemesis, will be your main contact for all your marketing and PR needs. She can be reached at rachel@theplanetzygon.com and (512) 920-8074.

All right! Let's get to work!

WHAT IS THE INTERGALACTIC NEMESIS?

It's an adventure story set in the 1930s and for the kid in everyone, taking the form of a PBS-produced YouTube series, audio dramas, an audio podcast, graphic novels, and a theatrical production we call a Live-Action Graphic Novel.

The live production is like nothing you've ever seen.

The audience enters the theater to see an unusual setup. Onstage, are three microphones, a huge table filled with toys, household items, and strange objects, and a piano. Floating above all of this is a giant projection screen.

As the show unfolds, they'll get to watch every piece of it in real time: Three actors voicing dozens of parts, switching accents and characters between breaths. A Foley Artist making hundreds of sounds live as the story unfolds, from train whistles to spaceship explosions. A talented pianist improvising the entire exciting, dramatic score. And more than 1,000 original, hand-drawn, full-color, hi-rez, comic-book images blasting from the screen.

It's been booked in more than 150 venues around the world and now it's coming to you.

OUR AUDIENCE

Ages 7 to 70.

They're tech-savvy consumers. They use Netflix and only watch live TV for news or sports. They listen to NPR in the car. They spent lots of time on social media every day. They love comic books, video games, and superhero movies. Some of them have children and want cool new entertainment that they can enjoy together; others are still young, single, and looking for the next big thing - before it gets big. All of them are kids at heart.

THREE STEPS TO A SUCCESSFUL CAMPAIGN

I. Ticketing

- Three-tier pricing: premium, gateway, family
- Dynamic ticketing - don't segregate seating by price
- Minimize the added fees
- Review: weekly, then daily
- Discounting
- Group sales

II. Building your Webpage

- Proper billing

THE INTERGALACTIC NEMESIS

Target Earth

A Live-Action Graphic Novel

ROBOT PLANET RISING

An *Intergalactic Nemesis* Live-Action Graphic Novel

TWIN INFINITY

An *Intergalactic Nemesis* Live-Action Graphic Novel

- Big attention-getting header image
 - At least one great production photo with the live performers
- Embedded video: 30-second promo or Episode 1 of webseries
- Copy from our website (see pg. 9)
- Links to the Intergalactic Nemesis website and all our digital content
- Retargeted ads - use a portion of your budget to hire a pro

III. Facebook

- Boosted posts, not sidebar ads
- Target to specific audience - we'll provide the keywords
- Open with a question: "Are you a sci-fi fan?" Then, educate your target audience
- Every post is a direct link to the ticket page
- Substitute our production photos for the images automatically pulled from your website
 - Utilize candid-style photos as well
- Spend \$100-\$200 per post, once or twice a week
 - Increase spending and frequency in the final 2 weeks
 - Budget at least \$1500-\$2000 overall
- Each boost has to reach at least 20,000 people to have an impact

Use the Social Media Toolkit on our website for Facebook post ideas

OTHER METHODOLOGY

If you have the budget

- › Billboards - location, location, location
- › Drive-time radio ads - on your community's number-one station

Effective and mostly free

- › Email campaigns & direct mail
 - Target patrons with similar interests
- › Connections with community partners (see pg. 7)
- › Posters & flyers
- › Broadcast of PBS documentary and four-episode PBS series
 - Contact Mario Troncoso at mtroncoso@klru.org to obtain your copy
- › Broadcast of audio dramas on local radio
- › Press & Promotional Appearances
 - Interviews with Jason - by phone or email
 - In-town promotional appearances by the cast
 - The press can contact Jason directly for interviews: jason@theplanetzygon.com
For all others, email Rachel to arrange: rachel@theplanetzygon.com
- › Email to ticket buyers 10 days out - ask them to share the show with their friends
- › If you're presenting a school matinee or workshop:
 - Ask principals & teachers to email parents with information about the full performance and a special promo code
 - Have flyers handed out to students after the matinee with the same information

What not to do

- › Rely entirely on your normal audience
- › Traditional television commercials
- › Traditional print ads

COMMUNITY PARTNERS

Where to start

Colleges	<ul style="list-style-type: none">› Academic disciplines & special colleges: film, entertainment, media studies, etc<ul style="list-style-type: none">• Reach out to the professors directly› Student interest groups: gaming, comic books, sci-fi, radio, theater, graphic design, film, production, entertainment› Campus libraries (one of the heroes is a librarian!)
Schools	<ul style="list-style-type: none">› Elementary through high school› Reach out to principals & teachers directly› Mention paired graphic novel book series› Have family discount ready to go out
PTAs & Parent groups	<ul style="list-style-type: none">› Find a way in! Ask parents that you know. There may be a shared email list or Facebook group› Promote family discounts
Libraries & Bookstores	<ul style="list-style-type: none">› They can sell (or lend) our books! Contact Rachel for details› Ask them to do a display inside with posters, merchandise, & books› Especially reach out to comic book stores & gaming stores
Bloggers	<ul style="list-style-type: none">› Geek, sci-fi, pop culture, things-around town bloggers› “Mommy” bloggers & local family sites
Conventions	<ul style="list-style-type: none">› Comic-cons, gaming cons, etc.› We can help you set up a booth - see our guide to Comic-Cons in the Toolkit
Other local businesses	<ul style="list-style-type: none">› Anyone you have a relationship with› Consider: themed drinks & food specials, art exhibits, community events

How to reach out

- › Connect with them early!
- › Send personal, targeted emails (see example in the Toolkit)
- › Ask about cross-promotions:
 - Bookstores & libraries can stock the graphic novels
 - Giveaways to their fans/subscribers
 - Events & meet-ups

COMMUNICATE WITH US

- Schedule phone calls with Rachel:
 - 8 weeks prior to opening - overall strategy, ad plan, partners list
 - 2.5 weeks prior - sales numbers, advertising trends, strategize for final push
- Contact Rachel at any point throughout if you have questions or need help
rachel@theplanetzygon.com (512) 920-8074

PRESENTING THE SEQUELS

- Use proper billing
- Avoid “sequel” or “Book One/Two/Three” language whenever possible
- “No previous Intergalactic experience necessary” - emphasize that patrons don’t need to have seen the previous installments
- Email [from us](#) to last year’s ticket buyers - this has a proven open rate

RESOURCES

Materials

Start here for all your advertising, marketing, and publicity needs:

www.theintergalacticnemesis.com/presenters

Find additional show-specific copy here:

Target Earth: <http://theintergalacticnemesis.com/te-copy-key-art/>

Robot Planet Rising: <http://theintergalacticnemesis.com/rpr-copy-key-art/>

Twin Infinity: <http://theintergalacticnemesis.com/ti-copy-key-art/>

Digital Content

PBS Digital Studios webseries

YouTube channel: <https://www.youtube.com/intergalacticnemesis>

Episode 1: <https://www.youtube.com/watch?v=HfdTGzgvM6s&index=7&list=UUibgVffV2XYs6T8zXnjVMxA>

30-second promo: https://www.youtube.com/watch?v=_dvna_aqCyU&list=UUibgVffV2XYs6T8zXnjVMxA

SALT Podcast

Entire series: <http://oneofus.net/salt-landing-page/>

Comixology

<https://www.comixology.com/The-Intergalactic-Nemesis-Vol-1-Target-Earth/comics-series/24636>

Our Sites

Main website: www.theintergalacticnemesis.com

Facebook: <https://www.facebook.com/pages/The-Intergalactic-Nemesis/23079773438>

Twitter: <https://twitter.com/IntNemesis>

Instagram: <http://instagram.com/intergalacticnemesis/>

CONTACT US

Rachel Kelmenson - for all marketing, PR, and general inquiries

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Jessie Douglas - for performance logistics and scheduling events in-town

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Jason Neulander - for interviews with the creator

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