



# Distribution



# Materials for Distribution

- Brochures
- Flyers
- Leaflets
- Letters
- Posters
- Marketing Merchandise

# How do I get my material “out there”?

## Brochures/Flyers/Leaflets

- Design has to catch the eye
- Make it easy to grasp main information
- Sometimes the what / where is more important than the who

# How do I get my material “out there”?

- 1 – Display Distribution
- 2 – Handouts
- 3 – Mailings
- 4 – Door to Door distribution

# How do I get my material “out there”?

## 1 – Display Distribution

- Outsource to professional distribution companies
- Distribute yourself

# How do I get my material “out there”?

## Professional Distro

- Outsourced = off your hands!
- Cost involved though
- Cheapest way: have material displayed in a big stand that belongs to the company
- More expensive way: have your own stands which the company regularly checks and refills for you
- Display regions and points can be specified according to your needs
- Recommended for a large quantity of material

# How do I get my material “out there”?

## “Do it yourself” distro

- More work
- More control over what is happening!
- No / little cost involved
- Only relevant places will be stocked

# How do I get my material “out there”?

## “Do it yourself” distro – display points

- Generally useful display points:  
libraries, community centres, GPs, TICs, relevant Box Offices
- Other potentially useful display points:  
cafés, bars, shops, hotels

# How do I get my material “out there”?

## 2 – Handouts

- Involves quite a lot of time and active work
- No / little cost involved
- Advantage: you can talk to people and answer their questions
- Useful method to raise awareness close to performance day

# How do I get my material “out there”?

## Handouts – when and where?

- In public places
  - Area close to the venue
  - At places where potential concert-goers are likely to be
- Exit leafleting at venues
  - This HAS TO BE clarified with the venues beforehand!
  - Usually give-and-take deal

# How do I get my material “out there”?

## 3 – Mailings

- Use your database or
- Use the relevant parts of your database
- To inform existing customers, send them reminders, or try to get new customers
- Buy into / arrange a deal to be allowed to use other organisations' mailing list
- Ask other organisations to do a mailing at your cost that advertises your performance (give-and-take deal)

# How do I get my material “out there”?

## The Mailing:

- Stuffing is tedious but can be a good bonding exercise!
- See-through envelopes
- Postcards

# How do I get my material “out there”?

## 4 – Door to Door Distribution

- Various ways of doing it:  
mail, professional distribution, do it yourself
- Good way to reach people who live close to the venue
- Good way to reach even more people in an area where you are already popular (→ postcode analysis of your database!)
- Big quantities of material needed to make it worthwhile
- A lot of work or, if outsourced, a lot of money

# How do I get my material “out there”?

## Posters

- Put up at relevant places: Box Offices, TICs, anywhere where you and your concert-goers are likely to be
- Many shops, cafés, bars allow posters as well
- Regularly check if the posters are still there

# How do I get my material “out there”?

## Marketing Merchandise

- Little giveaways that refer to your performance in some way or just catch people’s attention
- Most effective if done while leafleting
- Easy way of attracting attention
- Potentially expensive though (if individualised)