



BATS' Show Image and Blurb Requirements

Your image and blurb do a lot of work selling your show, so they're worth putting time and energy into. People make snap judgements about the sort of experience they might have based on your promotional material, so it's important that it is bold, memorable and high quality. Take a look at the shows currently on the BATS website (bats.co.nz) to get a sense of how your material will appear online. Which images grab your eye and why? Which blurbs do the best job of making you want to attend?

Show info and images are submitted online via **BATS' "Show me your show info" JotForm**. We'll send the link to the Jotform to the main show contact person in advance of the Guano brochure deadline. Your show will go up on the BATS website 6 weeks before opening night.

Please consider that posters have strict branding requirements, so you will need to think about this when creating your initial show image for the Guano. You can find the requirements [here](#).

Here's an overview of what you'll need to submit via the online form:

One liner: A short sharp sentence to sum up your show (150 character limit)

Guano blurb: A teaser style paragraph for BATS printed brochure (260 character limit)

Website blurb: Your full show blurb for the BATS website (1000 character limit)

Optional additional info: A pull quote, credits for your creative team, or a company blurb

Show tags: Select from the list of tags to help categorise your show (tag info on last page)

PLUS You'll upload your show image or images.

Tips for writing awesome copy

- When writing copy, it's easier to think about writing to one person rather than an entire market segment. Picture that one person when writing.
- What do you want your reader to think/feel/do? Pick one thing, not 7 things.
- Appeal to something you know your audience wants.
- Don't be boastful or over promise
- Avoid describing the plot and characters in too much detail, brush strokes are fine!
- Consider representing the style/tone of the world of the show in the language used
- Use active, engaging language: *join, meet, discover, invite, be, experience*
- Consider referencing other/popular texts so that people have a reference point (eg. for fans of *Breaking Bad* OR *The Hunger Games* meets *CATS*)
- Use evocative quotes from reviewers or from the text of the show



- Consider “selling points”: any awards, acclaim, notable artists involved?
- Brevity is your friend.

Show Images

If you are not able to supply images cropped to exact size, that's OK! We recognise that not all our shows are set up to do this: we can crop and resize for you.

Image specs for beginners: landscape orientation (not square please) and at least 1MB for quality .jpg, .png, .tif, .pdf all OK.

Image specs for experts:

BATS Website: 1004 pixels wide x 684 pixels high, 72dpi, RGB colour format

The Guano: 520 pixels wide x 390 pixels high, 300dpi, CMYK colour format

Image File Format: jpg preferred. pdf, png, tif are all acceptable too.

Show Page Gallery

We can include multiple images on your show page on the BATS website. That's up to 6 images, or five including a video. Video files need to be uploaded to YouTube in order to be featured in the gallery.

Home Page Carousel

If you'd like your show imagery to appear on the main carousel of the BATS website home page your image will need to be able to be 'clear cut' from the image background. This means the figure or object to be cut out should not be cropped off on the left, right or top of the image. Take a look at the BATS home page to see what we mean. We are happy to clear cut images if this is not something you're not able to do.





The Vultures, image credit: Luz Saviñon

The Double Caryl Churchill Season, Image Credit: Tabitha Arthur

Show Image Tips

The best show images are eye catching, memorable and can work across different platforms and in different sizes. For consistency, it's best if your image is the same as your eventual poster and flyer designs, but if that's not possible try to find a way to link them through colour, object or developing the image concept further. If you need to use a temporary image initially this is possible, but bear in mind that although BATS website images can be updated later, our printed Guano brochure can't be!

It's important that you consider our poster requirements when putting together your Guano image. You will need to use our footer in black or red, so please keep that in mind. Our full branding requirements can be found [here](#).

Please do not use text in your show image. The image will appear next to the title online and in the Guano and repetition can look messy. Other text and symbols are generally OK but may be cropped if not provided to size.

Have a think about how to depict the world or tone of your show, but don't get too caught up in representing an absolutely truthful version of the performance; particularly if it is still being made. That said, if the image for your powerful low-fi family drama looks like a slick rip-snorting comedy, you may be doing your work a disservice (and perplexing your audience). Try to use consistent imagery across all formats (print and online) so that your audience is playing 'join the dots' when they see your images in different places.

Here are some pointers for tackling image and poster design:

- Have a think about themes, objects and any strong images written into your show
- What is the dominant feeling people should take from the image: *intrigue, cultural cringe, shock or surprise, concern, melancholy, uplifting joy, amusement?*
- Will your image be photography, illustration or a combination?
- Is there a trick, joke or twist on the image that makes it memorable?
- Research images online. Use Pinterest!
- What's on-trend for arts events imagery at the moment? *Will you reference or subvert these? Take photos of current bollards on your phone, raid flyer stands to see what's around at the moment.*



- Talk to your designer about what you'd like, ask for concepts and set an *early* due date
- Assess from a street perspective: is it noticeable from a distance? Would it make you look twice?

Show Tags

On the **“Show me Your Show Info” Form** you’ll be asked to select show tags. On the BATS website show tags are used to associate shows with one another on show pages and in the website calendar. For example, all Fringe shows are tagged "Fringe" so they're clearly all part of the same festival. There’s a drop down menu on the form to select a festival if applicable.

Tags also give people a quick snapshot about your show and the experience they might have. The idea is to help people navigate BATS' busy programme of events. Tags are not used in the Guano. This is a new system, so we’ll be making changes and improvements as we go...

Show type tag (you’ll pick one or two)

- Comedy
- Dance
- Improvised
- Experimental
- Kids & Family
- Dramatic
- Pride
- Real life stories
- On Tour
- Award Winner

Reaction Tags (you’ll pick one or two)

- Funny
- Moving
- Quirky
- Thought-provoking
- Dark
- Charming
- Surreal
- Shocking
- Joyful
- Thrilling