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CONTACTS

Kill The Cat Theatre
www.killthecatttheatre.co.uk
e-mail us

Producers
Turtle Key Arts
www.turtlekeyarts.org.uk
0208 964 5060

Producer
Kelly Bray - Turtle Key Arts
kelly@turtlekeyarts.org.uk
07985 312690

For Marketing & Press enquiries please contact Kelly – kelly@turtlekeyarts.org.uk
Strapline

Our House is on fire. Come play live and gamble with the planet’s future.

Brochure Copy

We could all do with a distraction. Take a seat at the table, get ready to play. (There’s a real cash prize at stake.) The House is on fire.

The House Never Wins by Kill The Cat Theatre invites you to play what seems to be a simple game of blackjack in the casino called “The House”. However, there’s a catch. Whilst trying to pit your luck against the dealer, you also must keep The House alive. Interacting through game play on Zoom, and with WhatsApp pinging you visual messages, surveys and puzzles, can you work together to keep The House afloat, or will the lure of a real cash prize be too much to resist? The House Never Wins is a fun, engaging and thought-provoking evening which reminds us of the importance of working together to keep our planet alive.

A new interactive game theatre piece that you can play from the comfort of your own home. Exploring the climate crisis, self-isolation and gambling with the planet’s future.

Originally commissioned by Upstart Theatre as part of DARE Festival 2019. Supported by Arts Council England, Shoreditch Town Hall, Camden People’s Theatre, Ovalhouse and Maketank.
Created by Dylan Frankland & Madeleine Allardice
Performed by Madeleine Allardice
Producer: Turtle Key Arts
Set and Costume Design: Erin Guan
Trailer: Michael Lynch
Poster Design: Keir Cooper

Short Brochure Copy
The world’s pretty crazy right now. We could all do with a distraction. Take a seat, get ready to play – for The House is on fire.
A new interactive game theatre piece that you can play from the comfort of your own home. Exploring climate crisis, self-isolation and gambling with the planet’s future.
About Kill The Cat

Kill The Cat is a collaboration between theatre makers Dylan Frankland and Madeleine Allardice. Makers of bold interactive theatre described as having the ability ‘to start a new movement in theatre’ (PRSD). Their work explores difficult social issues such as mental health; loneliness; climate crisis in inventive ways. Their debut show A Pint Sized Conversation, explored what it is to care for someone with depression, after an ACE funded tour, continues to tour the UK now.

“Totally human, and raw, and urgently, desperately necessary” ★★★★★ – Upper Circle
★★★★★ – London Theatre 1

Awarded the Bikeshed Theatre Graduate residency in 2016, Kill The Cat have received mentorship in their practice from award winning live art due Nigel Barret and Louise Mari, internationally acclaimed opera director Sophie Hunter, and Tom Mansfield Artistic Director of interactive game theatre makers Upstart Theatre. With additional support provided by The Hall for Cornwall, Feast Cornwall, The University of Exeter, Exeter Phoenix, Theatre Deli, intoBodmin and Cornwall Council.

Dylan Frankland – Kill The Cat Co-Artistic Director
Dylan is an actor and theatre maker from Cornwall. He has collaborated and performed with artists such as Nigel Barrett, Louise Mari, Wassail Theatre, Sarah Mooney and A Door in A Wall.

Madeleine Allardice – Kill The Cat Co-Artistic Director & Performer
Madeleine is an actor, designer and director, who trained at The Oxford School of Drama. She is currently assisting internationally acclaimed theatre and opera director Sophie Hunter.

Recent credits include BLACK FATE, Get Out Of My Space, A MIDSUMMER NIGHTS DREAM, Get Out Of My Space, SHUDDER at The Soho Theatre and OUR TOWN at The Northwall, Oxford.

Turtle Key Arts – Producer  www.turtlekeyarts.org.uk
Turtle Key Arts unlocks creative potential in individuals, companies and communities. They produce and devise ground-breaking, original and inclusive art. As creative producers they enable each project to reach its full artistic potential and ensure that outreach and participation is embedded at the heart of everything they do. Their work has a national and international reach through a wide variety of innovative projects with many different collaborators and partners, including the companies: Ockham’s Razor, RedCape Theatre, Amici Dance Theatre Company, Flying Cloud, Joli Vyann, Slot Machine, SMITH dancetheatre and AIK productions.

They have played a committed role in advancing participation in the arts by disabled and disadvantaged people, and are widely recognised as a leader in this field. They pioneer arts participation projects that identify and fill the "gaps", often charting new territories, running arts projects for those with Dementia, Autism, Dyslexia and HIV. They work in partnership with English Touring Opera, Royal College of Music, The Wigmore Hall, National Portrait Gallery, Opera North, The Royal Court Theatre and Oxford University.

In one year, Turtle Key Arts projects reach an average of 25,000 audience members, include 2000 participants and involved over 200 artists.
THE HOUSE NEVER WINS Target Audience

1) Audiences interested in engaging with climate crisis
2) Theatre go-ers interested in experiencing live theatre
3) Existing audiences and followers
4) Young people i.e. students, universities and colleges
5) New audiences – those who are looking for an alternative activity during lockdown

Post Show Discussions
Kill The Cat are committed to making post-show discussions available to all the tour venues please contact us as soon as possible to confirm and arrange these. Kill The Cat personally have found this to be one of the most informative ways to get feedback on their work and engage with audiences.

Downloadable Content & Social Media

Kill The Cat use Twitter, Facebook and Instagram as an immediate communication tool. With the themes of the show Kill The Cat will be utilising this tool to market the show and inform audiences as much as possible in the lead up to the performances using the hashtag ‘#THEHOUSENEVERWINS’ across the social media forums.

To successfully generate content and interest we need support from the venues we’re “visiting” to help us reach your audiences as well. Please ensure you follow us at…

Facebook link: https://www.facebook.com/KillTheCatCo
Twitter: @KillTheCatCo #THEHOUSENEVERWINS
Instagram: killthecattheatre

As a digital tour, we will be heavily using social media to help draw an audience. There will be regular progress postings of ‘The House Never Wins’ on social media as we ‘tour’; which will include video snippets and photos of the show and the company. On average a Kill The Cat post creates 200-300 impressions, we hope with your support we’ll grow these over the tour to reach wider audiences in the SW.

Here’s the Google Drive link to 8 high res images for The House Never Wins: https://drive.google.com/drive/folders/1IeoGpjFK5LnaMvOU3MJBPUUyJbkzk?usp=sharing

Vimeo link to promo trailer: https://vimeo.com/412471541
**Example Twitter posts**

1. #THEHOUSENEVERWINS – An interactive game theatre piece that you can play from the comfort of your own home by @KillTheCatCo

2. Want a live theatre experience? @KillTheCatCo are bringing #THEHOUSENEVERWINS – an interactive theatre game experience exploring the climate crisis, self-isolation and gambling with the planet’s future.

3. Plummeting insect numbers. A sixth mass extinction. Thinning of ice sheets. Sea level rise. Want to gamble for the planet’s future? Take your place at the table with @KillTheCatCo #THEHOUSENEVERWINS

4. We could all do with a distraction. Take a seat at the table and get ready to play #THEHOUSENEVERWINS – live interactive game theatre by @KillTheCatCo

5. South West based interactive theatre company @KillTheCatCo visit us digitally with their new show #THEHOUSENEVERWINS exploring climate change, self-isolation and gambling with the planet’s future.

**Example Facebook posts**

1. Want a live theatre experience? Kill The Cat Theatre are bringing “The House Never Wins” virtually to us – an interactive theatre game experience exploring the climate crisis, self-isolation and gambling with the planet’s future.


4. Looking for new activities to keep you busy whilst at home? Well why not join Kill The Cat Theatre on [Date] to join in their latest interactive show ‘The House Never Wins’. A new interactive game theatre piece that you can play from the comfort of your own home. Real cash prizes to be won…

5. We can’t wait for Kill The Cat Theatre to arrive ‘digitally’ at our venue – they will be performing ‘The House Never Wins’ – an interactive game theatre show that you can take part in from the comfort of your own sofa! Gamble for the planet’s future…
Quotes on The House Never Wins

‘Far more than alternative lockdown entertainment, The House Never Wins paves the way for an exciting new wave of immersive theatre with three intrinsic hallmarks of the medium; easy access, effortless execution and essential evocation.’

London Theatre Reviews ★★★★

‘[one of] a few companies [who] make strong cases for theater in its digital form... A game, an allegory, a screed and an exercise in behavioural economics... your group may ultimately play for a cash prize, but ours managed to destroy the casino (the planet?) well before the final round’

New York Times

‘Kill The Cat has embraced all kinds of technology in this live show, proving that immersive theatre has a future on digital platforms. With the added jeopardy of busting or being beaten by the dealer, The House Never Wins is an exciting 80 minutes. You might win, however, but at what cost to the earth?’

Reviews Hub ★★★★

‘the best interactive/online virtual experience I’ve seen since lockdown’

With in Her Words ★★★★

Production Information

Performance takes place on Zoom. This is organised by Kill The Cat and completely controlled by them – those taking part will get joining information upon signing up.

Kill The Cat will communicate with audience members through Zoom & Whatsapp and will ask audience for their mobile and email information. This information will be immediately deleted after the show and will not be stored and is clearly stated in the introduction pack.

Box Office Information

- Please be aware that the company requires names, emails and mobile numbers of those taking part in advance of the performance. Ideally these can be shared with the company through Google Sheets or something similar. After booking, audiences should receive an email that Kill The Cat will email them the day before the show. Please arrange this set up with the Producer.
- Kill The Cat will contact audiences the day before with an introduction pack which looks like this: https://drive.google.com/open?id=1-Ib5sOxiJZrhslISsrle-eGN9AhsNaw
- We have also created an easy ‘Zoom guide’ showing people how to join the video call if they haven’t previously used it which we will also send to audience members.
- This performance requires people to take part in a gambling role play. Recommended age 16+
- Families/couples can take part on one device and work as a collective group if they wish.
- There is no nudity or strobe lighting. There is mild swearing.
Appendix 1 - Virtual Tour Dates

AMATA
FALMOUTH
Wed 7 October – 7pm & 9pm
amata.org.uk

IntroBodmin
CORNWALL
Thu 8 October – 7pm & 9pm
intobodmin.co.uk

MakeTank
EXETER
Wed 14 October – 7pm & 9pm
maketank.org.uk

Cambridge Junction
CAMBRIDGE
Thu 15 & 22 October – 7pm & 9pm
junction.co.uk

The Lowry
SALFORD
Fri 16 October – 7pm & 9pm
thelowry.com

Camden People’s Theatre
LONDON
Wed 21 October – 7pm & 9pm
cptheatre.co.uk
Appendix 2 – Sample E-Flyer

Dear [patron],

We are pleased to tell you that Kill The Cats’ new show THE HOUSE NEVER WINS will be virtually visiting [our venue] on [date] at [time]. THE HOUSE NEVER WINS is an interactive game theatre experience exploring climate change, self-isolating and gambling for the planet.

*The House Never Wins* is an exciting hands-on experience where audience members are actively asked to be involved in the journey of the piece. Receiving information through both zoom and their phones, audiences will play what seems to be a simple game of blackjack. However, there’s a catch. Whilst trying to pit your luck against the dealer, you also must keep The House alive, messages appear on your phone: sea levels rising, mass extinctions, the burning Amazon, The House goes bust, the casino collapses. But surely you are only here to win a real cash prize?

Kill The Cat Theatre make bold interactive theatre exploring difficult social issues in inventive ways – putting the audience at the heart of the action. Their work takes place in unusual spaces – which is no different to their newest piece which is done in the virtual realm. When starting the creative process for the project mid-March, Covid-19 had a big impact on the development of the piece and has shaped it to be purposefully accessible whilst in isolation. All you need is Whatsapp, a laptop, a bowl of water and a piece of fruit. This is the perfect cure for missing live theatre and overcoming lockdown boredom. So, glam up, and join us, for the house is on fire.

“Honestly FANTASTIC. If you get the chance to play it, play it! play it! A great way to connect and tune into the climate crisis”

“So engaging and so fun, that you don’t even realise what the show’s about, until it’s too late and you’re complicit in it. Really exciting theatre”

We are very excited to present Kill The Cat and recommend you book your tickets soon!

**Book your tickets now online.**

Best regards
Appendix 3 - Press Release

The House Never Wins
A new interactive show by Kill The Cat Theatre
October 2020

Kill The Cat Theatre have created a unique new show where audiences can participate from the comfort of their own sofa. “The House Never Wins” is an interactive theatre performance exploring the climate crisis, self-isolation and gambling for the planet. Connecting with theatres across the country, Kill The Cat will be going on a “virtual” tour in October 2020 offering theatre goers an alternative way to experience theatre: through Zoom and your mobile phone.

The House Never Wins is an exciting hands-on experience where audience members are actively asked to be involved in the journey of the piece. Receiving information through both zoom and their phones, audiences will play what seems to be a simple game of blackjack. However, there’s a catch. Whilst trying to pit your luck against the dealer, you also must keep The House alive, messages appear on your phone: sea levels rising, mass extinctions, the burning Amazon, The House goes bust, the casino collapses. But surely you are only here to win a real cash prize?

Kill The Cat Theatre is a collaboration between theatre makers Dylan Frankland and Madeleine Allardice. They make bold interactive theatre exploring difficult social issues in inventive ways – putting the audience at the heart of the action, be it through interactive gameplay or striking up a genuine conversation. Originally commissioned by Upstart Theatre as part of the Dare Festival 2019, The House Never Wins is the third new show to be developed by the company, and has been supported by Arts Council England, Camden People’s Theatre, Maketank, Shoreditch Town Hall, Ovalhouse and The Climate Psychology Alliance.

As well as theatres, their work takes place in unusual spaces – which is no different to their newest piece which is done in the virtual realm. When starting the creative process for the project mid-March, Covid-19 had a big impact on the development of the piece and has shaped it to be purposefully accessible whilst in isolation. All you need is Whatsapp, a laptop, a bowl of water and a piece of fruit. By being digital, it has meant we’ve been able to have international audiences, with people joining us from the US, Australia, Spain, The Philippines, the Netherlands and Malaysia. This is the perfect cure for missing live theatre and overcoming lockdown boredom. So, glam up, and join us, for the house is on fire.
**Company info**

Kill The Cat is a collaboration between theatre makers Dylan Frankland and Madeleine Allardice.

Makers of bold interactive theatre described as having the ability ‘to start a new movement in theatre’ (PRSD). Their work explores difficult social issues such as mental health; loneliness; climate crisis in inventive ways. Their debut show *A Pint Sized Conversation*, explored what it is to care for someone with depression, after an ACE funded tour, continues to tour the UK now. “Totally human, and raw, and urgently, desperately necessary” ★★★★★ – Upper Circle ★★★★★ – London Theatre 1.

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**Artists involved**

Creators: Dylan Frankland & Madeleine Allardice
Performer: Madeleine Allardice
Designer: Erin C Guan
Trailer: Michael Lynch
Poster Design: Keir Cooper
Producers: Turtle Key Arts

**Key notes for editor**

Title: The House Never Wins
Company: Kill The Cat Theatre
Produced by: Turtle Key Arts
Location: Online via Zoom – book your place via venues websites.

Any press or marketing enquiries, please contact their producer Kelly – kelly@turtlekeyarts.org.uk