

Monsters for the Media

Creating Characters That Draw Attention

“People do not buy goods and services. They buy relations, stories and magic.”

-Seth Godin-

Why do you need a “Media Monster”?

- Promotes your event by giving media a “tool”
- Shares backstory
- Starts the guest experience before they arrive
- Inspires social media buzz
- Gives focus to “guerrilla” marketing

What should the “Media Monster” communicate?

- Feeling of the event
 - Threatening
 - Creepy
 - Mysterious
 - Playful
- Basic Information
 - Dates
 - Times
 - Tickets
 - Website
- Uniqueness

3 Basic Types

Monster

- Advantages
 - Immediately Scary
 - Looks great in print
 - Tied to the story
- Disadvantages
 - Loses fear factor when not in element
 - Hard to convey practical information

Creator

Monsters for the Media

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- Advantages
 - Can share all of the details
 - Can answer “behind the scenes” questions
 - Creates “celebrity”
- Disadvantages
 - Not visually scary
 - Harder to tie to the backstory
- Limited availability

Observer/Victim

- Advantages
 - Gives guest perspective
 - Can share practical information
 - Multiple performers
- Disadvantages
 - Not as scary
 - Not threatening
 - Not as visual

Social Media

- Give the character(s) a “voice”...or even their own account
- Post regularly
- Respond frequently
- Encourage interaction
 - Ask questions
 - Give guests a chance to vote

How to handle an interview

- Stay in character...whatever that character may be
- Listen to the question and answer the question
- If you are playing a character, only share information that your character would know
- Lead the interview (aka “Block and Bridge”)
- Speak in “sound bites”...you will be edited

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- Watch the clock
- You are “always on”
- “Tag” the ending

Appearances and Guerrilla Marketing

- Get permission or know the laws
- Opportunities for appearances
 - Street Fairs
 - Horror Movie Openings
 - Pub Crawls
 - Anywhere your target market gathers
- Push the envelope, don't rip it

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