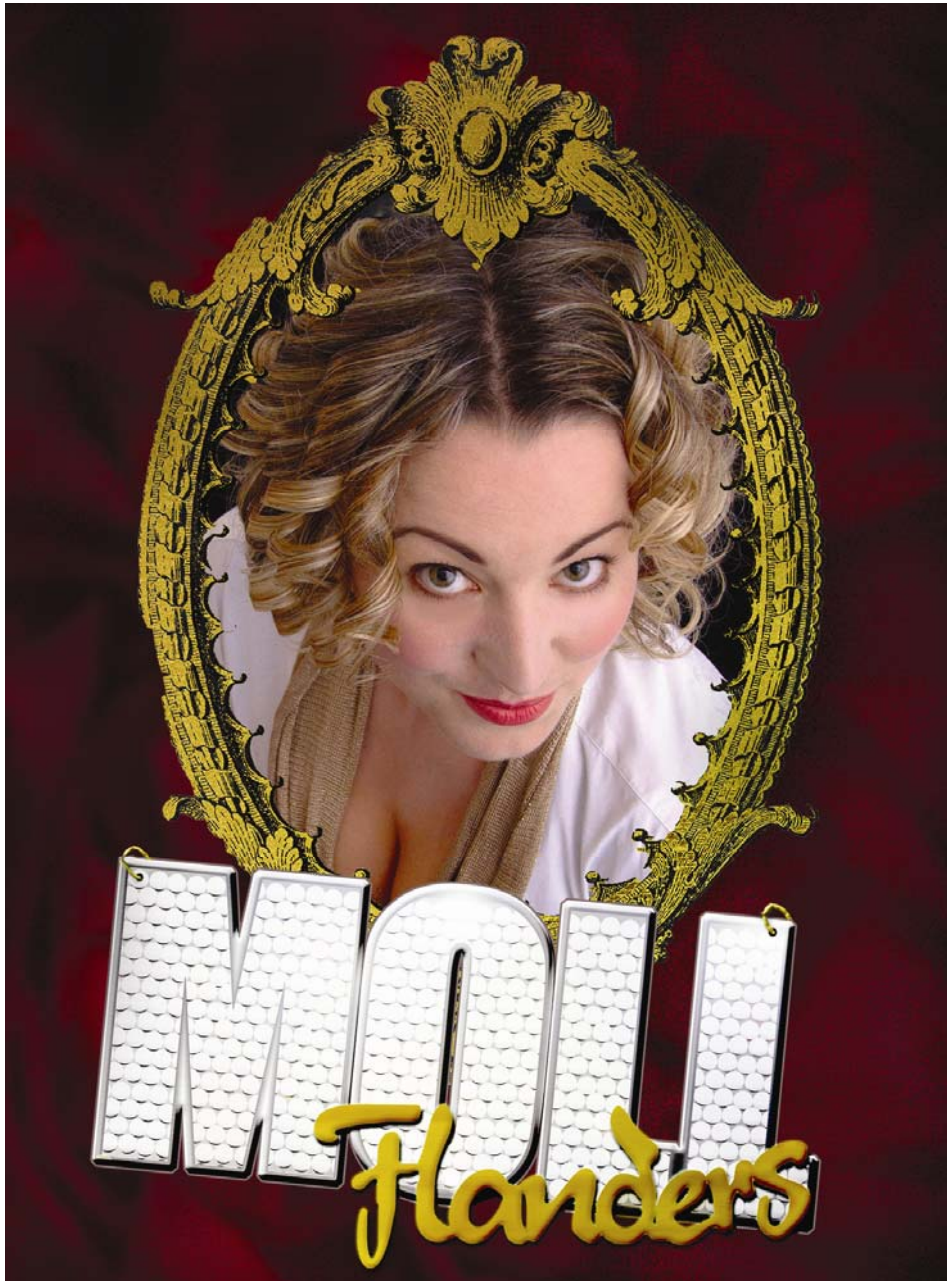


**BRUTE  
FARCE**



## Marketing Pack

[www.brutefarce.co.uk](http://www.brutefarce.co.uk)  
020 7704 8059 / 07989 975353  
[admin@brutefarce.co.uk](mailto:admin@brutefarce.co.uk)



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## Brochure copy:

### Short (53 words):

Seventeenth century England is ingeniously re-invented in a wickedly outrageous adaptation. With large helpings of modern mayhem, a generous sprinkling of satire and serious amounts of cross-dressing, Brute Farce present a rambunctious rabble of prostitutes and pickpockets, perverts and peers in this uproariously compelling tale of incest, bigamy and crime. Exceptionally entertaining stuff!

### Mid (69 words):

Seventeenth century England is ingeniously re-invented with minimal set and masses of imagination in a wickedly outrageous adaptation from one of England's most exciting young theatre companies. With large helpings of modern mayhem, a generous sprinkling of satire and serious amounts of cross-dressing, Brute Farce present a rambunctious rabble of prostitutes and pickpockets, perverts and peers in this uproariously compelling tale of incest, bigamy and crime. Exceptionally entertaining stuff!

### Long (97 words):

With large helpings of modern mayhem and a generous sprinkling of satire, Seventeenth century England is ingeniously re-invented in a wickedly outrageous adaptation from one of England's most exciting young theatre companies.

From the dingy recesses of Newgate prison, through marriage and prostitution to Moll's final 'penance' in the plantations of Virginia, Brute Farce's versatile cast present a rambunctious rabble of prostitutes and pickpockets, perverts and peers in this uproariously compelling tale of incest, bigamy and crime.

This show is a melting-pot of style which simmers and spits with biting wit and caustic humour. Exceptionally entertaining stuff!

# BRUTE FARCE

Sample press release:

Brute Farce Theatre Company proudly presents...



At [Your Venue], on [Dates]  
[perf. time], [ticket price]

With large helpings of modern mayhem and a generous sprinkling of satire Seventeenth century England is ingeniously re-invented in a wickedly outrageous adaptation from one of England's most exciting young theatre companies.

From the dingy recesses of Newgate prison, through marriage and prostitution to Moll's final 'penance' in the plantations of Virginia, Brute Farce's versatile cast present a rambunctious rabble of prostitutes and pickpockets, perverts and peers in this uproariously compelling tale of incest, bigamy and crime.

This show is a melting-pot of style which simmers and spits with biting wit and caustic humour. Exceptionally entertaining stuff!

**"Inventive, resourceful...excitingly  
physical performances... [Brute Farce are]  
thoroughly invigorating"**  
*The Times*

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**Sample direct mail letter:**

Dear Theatregoer,

Brute Farce Theatre Company is delighted to present their hilariously inventive adaptation of Daniel Defoe's literary classic *Moll Flanders*.

Seventeenth century England is ingeniously re-invented with minimal set and masses of imagination in this wickedly outrageous production from one of England's most exciting young theatre companies.

With large helpings of modern mayhem, a generous sprinkling of satire and serious amounts of cross-dressing, Brute Farce present a rambunctious rabble of prostitutes and pickpockets, perverts and peers in this uproariously compelling tale of incest, bigamy and crime.

Exceptionally entertaining stuff!

Suitable for audiences aged 16 years and over.

***Moll Flanders***

arrives at

[Name of Venue] on [Dates]  
[Ticket Information]

***"Inventive, resourceful...excitingly physical performances...  
[Brute Farce are] thoroughly invigorating"***

**The Times**

For further information about the company  
and show please visit  
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## **Marketing Information:**

All publicity and marketing information and images can be downloaded from our website: [www.brutefarce.co.uk/moll.htm](http://www.brutefarce.co.uk/moll.htm)

### **Selling points**

- Entertaining and accessible, high-quality theatre
- Broad audience appeal
- Highly-skilled physical comedy performers
- Adaptation of well-known classic literary work
- Established company with proven track record
- Traditional text with a contemporary twist
- Well known story (popularised by the '96 BBC adaptation)

### **Target markets:**

- Regular theatre attenders, particularly comedy/physical/devised theatre
- Past attenders of Peepolykus, Told by an Idiot, Frantic Assembly, Kneehigh, Kaos, Northern Stage, Compass Theatre Co.
- Alternative/fringe theatre attenders
- A-level and university students of drama, dance, physical theatre, English literature, classics
- Local bookshops and book clubs
- Traditional/classical core audiences
- Audiences that like new writing/adaptations/classic text

### **Print:**

- Full colour A5 Flyers
- Full colour A4 posters and A3 posters

### **Other:**

- All members of the company are available for press and radio interviews
- Post-show discussion with cast and director available on request
- Educational workshops available on request
- Suitable for audiences aged 16 and over

# BRUTE FARCE

## Reviews/Press quotes:

"Astutely performed by an outstanding cast, this far-out production is top-drawer stuff..."

*Ubu Disco - Edinburgh Evening News*

"Inventive, resourceful...excitingly physical performances...thoroughly invigorating"

*Frankenstein - The Times*

"From the start, verbose hilarity is the order of the day and the slick, perfectly paced scenes never fail to raise the requisite laughs"

*Ubu Disco - The List*

"Cleverly choreographed direction from Rob Crouch...a first rate production sure to lift anyone's spirits"

*A Christmas Carol - The Stage*

"Original, inventive and utterly good fun"

*Ubu Disco - The List*

"Bang up-to-date, hard hitting and very funny."

*Accidental Death of an Anarchist - Time Out*

"...the tiny company of five kept tabs on a huge cast of characters and storylines with energy and seeming ease."

*The Canterbury Tales - Southend Echo*

"In less skilled hands, modern additions could have seemed clumsy, but the newer touches serve only to enhance the production.... It sounds strange - it is strange - but it's well worth seeing."

*The Canterbury Tales - Southend Echo*

"This production is fantastically inventive, curiously feminist, never bordering on the self indulgent and refreshingly modern"

*Dr Faustus - Greenwich News*

"The cast... conjure up grisly laboratories and any number of incidental characters without interruption... and a breakneck though always fluent delivery."

*Frankenstein - The Times*

"Thanks to Rob Crouch's pared-down production...the cast of four conjure eight foot mutants, grisly murder and arctic pursuit using only gnarling limbs and the rudest of props...the three concentric tales are inter-cut fluidly and dynamically and it replays the ghoulish standard with admirable lucidity"

*Frankenstein - The Times*

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## Box office briefing sheet:

### About the play

Adapted from Daniel Defoe's Eighteenth century literary classic, this production is an inventive contemporary re-telling of this well-loved fiction. The plot is perhaps best summed up by giving the book's full title:

*"The Fortunes and Misfortunes of the Famous Moll Flanders, Etc. Who was born in Newgate, and during a life of continu'd Variety for Threescore Years, besides her Childhood, was Twelve Year a Whore, five times a Wife (whereof once to her own brother), Twelve Year a Thief, Eight Year a Transported Felon in Virginia, at last grew Rich, liv'd Honest and died a Penitent. Written from her own Memorandums."*

Our versatile cast plays the multitude of characters using minimal props and masses of imagination. This fast-paced comedy is suitable for audiences aged 16 years and over.

Directed by: Rob Crouch

Produced by: Rob Crouch and Helen Barford

Adapted and devised by: The Company

Designed by Claire Sutherland and Alex McArthur

Cast: Helen Barford, Jonathan Clarkson, Sean De Vrind, Tim Hyam, Donna Kitching

### Performance details:

Running time: 100 mins (approx.) excluding 20 mins interval

Age Range: 16+ (no upper age limit)

### Company information:

London based Brute Farce was established in 1998. They have earned a strong reputation on the national touring circuit for their distinctive crowd-pleasing style. Established in 1998 previous productions include Frankenstein *"Inventive, resourceful...excitingly physical performances ...thoroughly invigorating"* (The Times); A Christmas Carol *"...a first rate production sure to lift anyone's spirits"* (The Stage); Ubu Disco *"Astutely performed by an outstanding cast, this far-out production is top-drawer stuff..."* (Edinburgh Evening News).

For further information, please contact Helen Barford on 07989 975353 or [admin@brutefarce.co.uk](mailto:admin@brutefarce.co.uk).

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## **Audience development:**

We are sure you have a lot of this in place already, if not, we would be delighted to help with some of the below suggestions for audience development.

### **Distribution**

- Student bars, clubs, unions and halls of residence - English Language and Literature/Classics/Drama/Theatre Studies
- Sandwich shops (some shops are happy to insert flyers into sandwich bags)
- Surgeries / Dentists
- Health clubs and gyms
- Nail bars / hairdressers
- Independent clothes and book shops
- Music shops
- Internet cafes
- Transport hubs / coach tour bookers

### **Direct Mail**

- Past alternative theatre / comedy bookers
- Core drama attenders
- Previous attenders of classic theatre
- New writing and risk taking audiences
- Local further education establishments
- Local bookshops (for book clubs)
- Local community centres
- Local businesses

### **Ticket Incentives**

- Student nights / pay-what-you-can nights
- Early bird tickets to encourage advance ticket sales
- 2 for 1 offers
- Group special offers to encourage businesses to enjoy a night out
- Ticket and meal deals with local restaurants - pre/post show

### **Viral Marketing**

- We can supply an e-bulletin for your emailing list: businesses/sponsors/stakeholder groups/company intranets
- Press/Promotions

# BRUTE FARCE

- Sample press release enclosed in this pack
- Local radio advertising/interview with the cast