



CIRCLE-T THEATRE COMPANY MEDIA ACTION PLAN

PARTICIPANT CHALLENGE & MEDIA BRIEF

1. NARRATIVE & CORE STORY

Theatre has long been a temporary art form built from wood, canvas, and plastic—often destined for a dump skip after the final curtain. CIRCLE-T Theatre Company is rewriting the rules by adopting the Theatre Green Book framework, delivering high-concept stagecraft built on circular economy principles.

2. PRODUCTION STANDARDS

The Circular Mindset (The 3 R's):

REDUCE: Be mindful of where the material comes from and try to minimise your energy use

REUSE: What items do you already have? What can you borrow? Or hire? Remember the “Beg, Borrow, Steal” mentality!

RECYCLE: Think about where your material goes at the end of the production, will you add it to your store? Can you donate it? Can the material be recycled?

SOCIAL MEDIA CONTENT ANGLES SUGGESTIONS

- **"SKIP VS. STAGE" TRANSITION:** Fast cut opening showing a landfill/trash skip, jumping straight into a high-end set build made 100% from reused materials.
- **"NO GLUE" SCREWDRIVER CHALLENGE:** A close-up camera shot dismantling a set piece with a cordless drill in 5 seconds to show post-show material reuse.
- **"UPCYCLED WARDROBE FLIP":** A rapid before-and-after fashion transformation showing discarded curtains or vintage stock turned into stage costumes.

STEP 1: TEAM SET UP

INSTRUCTIONS FOR PARTICIPANTS: Form teams of any size. Distribute key responsibilities flexibly among team members (e.g., Scriptwriting, On-Screen Presenting, Visual/Shot Planning, Timekeeping) so everyone actively contributes.

STEP 2: DRAFT ORIGINAL 30 SECOND SOCIAL MEDIA REEL

PART 1: THE HOOK (0:00 - 0:05)

How will you grab attention and state the theatre waste problem using the brief?

PART 2: THE PROOF (0:05 - 0:15)

How is the Circle Theatre Company going to create differently under Theatre Green Book



rules?

PART 3: THE METRICS (0:15 - 0:25)

Which key statistics will you highlight?

PART 4: CALL TO ACTION (0:25 - 0:30)

STEP 3: DESIGN VISUAL PROOF SHOTS/STORYBOARD MOMENTS

EXAMPLES:

Shot 1 (Scenic / Construction Proof):

Describe camera framing and visible sustainable build elements

Shot 2 (Tech / Wardrobe Proof):

Describe lighting rig visual or deadstock wardrobe showcase

STEP 4: DRAGONS DEN PITCHING SESSION

Present your campaign to a panel of simulated media judges, campaign directors, and green auditors. Your team has 2 minutes to pitch followed by 3 minutes of panel interrogation.

[0:00 - 0:30] / Reel Performance: Deliver your 30-second TikTok script live to the panel with full energy, on-camera presence, and exact timing.

[0:30 - 1:15] Visual Shot & Storyboard Defence: Pitch your visual proof shots to show how the video visually proves green compliance.

[1:15 - 2:00] Campaign Impact & Audience Travel Strategy: Explain your call to action

Panel Interrogation Points (Prepare Team Responses):

- **Greenwash Challenge:** *"How do your visual reels prove commitment to the 3Rs rather than just staged green marketing?"*
- **TikTok Platform Fit:** *"Why would a fast-scrolling social media user stop to watch your hook, and how does it drive real action over passive likes?"*
- **Timing & Metric Accuracy:** *"Did your live TikTok read hit the exact 30-second mark while accurately conveying your message?"*

STEP 5: SUBMISSION & PITCH CHECKLIST

- ☐ TikTok script performed live in under 30 seconds?
- ☐ At least 2 stats from background brief included in script?
- ☐ Clear audience travel Call to Action (CTA) integrated?
- ☐ 3 matching visual proof shots pitched to the panel (see Step 3)?
- ☐ TikTok pitch defended against Dragon's Den panel questioning?