

Marketing Plan



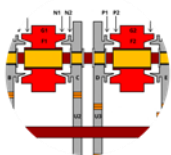
Surrealist Thriller-Comedy Audio Drama, 50 mins

The Hotel Freedom is an original idea/play by Sari Horvath. It's based on her own social research and previous theatre works. It essentially creates an original artistic universe where human nature and relationships can be expressed in a symbolic and realistic way through surreal elements and fantasy.

Hotel Freedom is an avant-garde audio drama that merges surrealism, thriller, and dark comedy, set in a bizarre art deco hotel where human nature is explored through metaphor and absurdity. Written and directed by Sari O. Horvath, the project is supported by the Creative Europe Programme as part of the Synchronmesh season, featuring a multicultural team of emerging European artists.



**Funded by
the European Union**



Starring:

Barnabas Reti as Tono and the Book

Anna Szandtner as Norma

Petra Grisnik as Babel

Eszter Banfalvi as Bratislava

Barna Zsombor as Boy

Péter Végh as Old Man

It was written and directed by Sari O. Horvath

Original music by Dani Filip

Editing and Sound Design by Sandro Tugushi

Produced by Antonina Smyrnova

Objectives

- Reach 20,000+ listeners within 6 months via multi-platform distribution.
- Establish Hotel Freedom as a cult hit in indie audio drama, securing 5,000+ engaged followers across social media.
- Drive critical acclaim with 10+ media features, 3+ festival awards/nominations, and 100+ listener reviews.
- Foster community engagement through interactive campaigns, live events, and bonus content.
- Generate engagement, feedback, and visibility for the creative team through a mix of grassroots and industry-level exposure.

Phase	Key Activities
Pre-Launch (May–July 2025)	<ul style="list-style-type: none">- Social media teasers (Instagram/TikTok/Facebook)- "Mystery Room" countdown with weekly clues- Exclusive 10-minute preview for newsletter subscribers.
Soft Launch (15 May 2025)	<ul style="list-style-type: none">- Release digital press kit + microsite (hotelfreedom.art)- Partner with 5+ indie podcasts for trailer swaps- Submit to Podchaser's "Upcoming Shows" list
Festival Push (June–Sept 2025)	<ul style="list-style-type: none">- Submit to 8+ festivals- Secure 2+ panel appearances for the creative team
Live Event (August 2025)	<ul style="list-style-type: none">- Ireland premiere with live Foley demo and cast Q&A

	- Virtual "Hotel Check-In" (Discord listening party + director commentary)
Full Launch (August 2025)	- Release on 10+ platforms (including YouTube for ASMR fans) - Launch Reddit AMA and TikTok "Room Design Challenge"
Post-Launch (Sept 2025–Feb 2026)	- "Director's Cut" Patreon exclusives - Pitch to university drama courses for curriculum integration

Platforms to publish and distribute “Hotel Freedom”

1. Distribution Platforms:

- Spotify, Apple, Amazon/Audible (prioritised for algorithms)
- YouTube (animated audiograms + full episode with visuals)
- Audioteria, SoundCloud (indie/niche audiences)
- Deezer, iHeartRadio (broader reach)
- Patreon: Bonus episodes, behind-the-scenes, and early access.
- Radio Broadcasts: Pitch to BBC Radio 4 Extra, Deutschlandfunk Kultur.
- ASMR Communities: Edit a 15-minute "Ambient Hotel Lobby" spinoff for relaxation channels.
- SoundCloud – for embedding and easy sharing
- Synchromesh project website – dedicated listening page with bios, credits, and transcripts

Turbocharged Marketing Tactics

1. Social Media (Lead: Tonya Smyrnova)

Platforms: Instagram, Facebook, TikTok

Content Plan Includes:

- Audiogram teasers and 60-second trailer
- “Meet the character” weekly posts with actor portraits and voice clips
- Behind-the-scenes photos and videos from the Budapest production
- Short creator video features (e.g. “Why I Wrote Hotel Freedom”)
- User engagement: polls, Q&A stickers, caption competitions

TikTok Deep Dive:

Surreal "Hotel Rules" skits (e.g., "Never answer the phone in Room 13").

#HotelFreedomChallenge: Users record their reactions upon checking in.

Instagram (Tonya):

Augmented Reality (AR) Filter: "Which Hotel Freedom character are you?"

Killer Audiograms: Share eerie 15-second clips with captions like, "Would you survive check-in?"

Innovative Tactic:

Launch an "Own Your Room" campaign where listeners are asked:

If Hotel Freedom gave you a room based on your worldview, what would it look like?

Responses could be visual or written and shared via social media.

2. PR & Media Blitz (Tonya)

Targets:

- High-Profile Podcasts: Radiolab, The Truth, Welcome to Night Vale.
- Surrealist Art Magazines: Elephant, Dazed, We Present.
- Global Radio: BBC Sounds, NPR's Snap Judgment.
- Press Kit Upgrade: Include a 1-minute sizzle reel + AI-generated "fake reviews" (as a meta joke).

3. Partnerships & Collabs

- Cross-Promote with theatre troupes (e.g., immersive London shows).
- Sponsor a "Strange Stories" playlist on Spotify.
- Guest Episodes: Appear on horror/comedy podcasts (e.g., The Magnus Archives, My Dad Wrote A Porno).
- Partner with other independent audio dramas for trailer swaps
- Appear on podcasts that discuss European art, theatre, or fiction (e.g. PlayMe, The Truth, Europa 28)
- Collaborate with Hungarian and Eastern European cultural institutions, especially those supporting diaspora or audio arts
- Engage Creative Europe Desks, arts councils, and academic networks to support dissemination

5. Press and Public Relations (Tonya):

Distribute press releases to media outlets in all the countries involved in the production and seek opportunities for interviews or features in podcasts, blogs, and magazines focusing on audio dramas.

Examples of media:

1. [Podnews](#) – A daily newsletter and site covering podcast industry news
2. [The Podcast Host](#) – Accepts press releases and guest contributions
3. [PodBible \(UK\)](#) – Print and digital magazine dedicated to podcasts
4. [Discover Pods](#) – Accepts story pitches, reviews, and interviews
5. [Radio Drama Revival](#) – Focused on audio drama and interviews with creators
6. [Bello Collective](#) – Publishes essays and roundups about audio storytelling
7. [The Guardian Culture \(UK\)](#) – Accepts press submissions for theatre, arts, and media
8. [The Stage \(UK\)](#) – Covers theatre and audio performance news
9. [BroadwayWorld](#) – Includes a dedicated audio/theatre section
10. [ArtForum / Frieze](#) – For the artistic and conceptual aspects of our work

11. National news outlets (e.g. BBC, CBC, ABC, Deutsche Welle, Rai News, France 24)
12. Public radio stations (e.g. BBC Radio 4, NPR, Radio France, Deutschlandfunk, RAI Radio 3)
13. Arts/culture radio programs or newsletters
14. Local arts newspapers or magazines (e.g. Time Out, Metro, The List, Le Cool)
15. Local podcast networks
16. Arts Council newsletters or creative industry mailing lists (e.g. Creative Europe Desks)

Launch PR Campaign: 15 May 2025

Key Targets:

- Podcast trade sites: Podnews, PodBible, Discover Pods, The Podcast Host
- Theatre and arts: The Stage, Frieze, ArtForum, The Guardian Culture
- Radio drama focused: Radio Drama Revival, Bello Collective
- National cultural outlets: BBC, Deutschlandfunk, RAI Radio 3, France 24, Klubrádió (Hungary), CBC (Canada)

Assets: Professionally designed press pack (PDF & online), with:

- Show synopsis & creator statement
- Cast and team bios
- Listening links
- Downloadable images and logos

6. Local Events and Festivals:

- Submit "Hotel Freedom" to audio drama festivals and competitions.
- Host virtual or in-person launch events in the collaborating countries to celebrate the release and engage local communities.

Examples of festivals:

1. [BBC World Service & British Council International Audio Drama Competition](#)

This competition invites writers from around the world to submit scripts for audio dramas. The 29th edition opened for entries on February 19, 2025, and closes at 11:00 GMT on June 4, 2025.

2. [Audie Awards](#)

Hosted by the Audio Publishers Association, the Audie Awards celebrate excellence in audiobooks and spoken-word entertainment, including audio dramas. Submissions for the 2026 Audie Awards are set to open in June 2025. This is a prestigious platform to gain recognition in the audio publishing industry.

3. [Third Coast International Audio Festival](#)

Third Coast's Call for Entries typically opens in the spring and is known for honouring exceptional audio stories. The late deadline for the 2024-2025 cycle was April 17, 2025. While the exact dates for the next cycle are yet to be announced, we can monitor their website.

4. [Leipziger Hörspielsommer](#)

This German festival hosts multiple competitions: the International Audio Drama and Sound Art Competition and the Short Audio Drama Competition. We need to keep an eye on the dates for 2026.

5. [UK International Radio Drama Festival in 2026](#)

The festival aims to bring diverse work from across the world and introduce a UK audience to the European tradition of audio drama, often anchored in soundscape. We need to keep an eye on the 2026 dates.

6. [Prix Europa \(Europe's top media prize\)](#)

7. Fiction Podcast Festival (US)

8. [Copenhagen Audio Festival](#)

9. [Prix Marulic \(Croatia\)](#)

10. [HearSay Audio Festival \(Ireland\)](#)

5. Live/Virtual Events

- "Escape Room" Pop-Up (Budapest/London): Solve puzzles inspired by the show.
- Zoom "Midnight Screening": Live watch party with hidden easter eggs.
- Live presentation in Ireland (August 2025), with listening stations, cast Q&A, and local press.
- Plan additional in-person events in Budapest and London after release, possibly in partnership with local theatres, cafes, or art spaces.
- Virtual Listening Party at launch: a live-streamed group listen with live chat, hosted on YouTube or Zoom.

6. Community & Retention

- Discord Server: "Hotel Staff Lounge" for superfans.
- User-Generated Content: Reward fan art/fan fiction with shoutouts.
- Post-Credit Tease: "Stay tuned for Season 2?" (Even if undecided).
- Participate in Reddit AMAs (e.g., r/audiodrama, r/podcasts)
- Submit to curated podcast newsletters (Podyssey Picks, The EarBuds Collective)

- Encourage listener reviews with small giveaways (e.g., bonus clips, exclusive Q&As)
- Release bonus content like:
 - o “Making of Hotel Freedom” mini-documentary
 - o Alternate takes or bloopers reel
 - o Director commentary episode

7. Accessibility & Legacy

- Full transcripts available on the website at launch for accessibility and SEO.
- Subtitled visual trailer (for sharing on YouTube/Instagram).
- Encourage educational use: share with drama schools, media studies programmes, and libraries.

Success Metrics

Metric	Target
Downloads/Streams	15,000+ (6 mos)
Social Followers	3,000+
Press Features	7+
Festival Wins/Noms	3+
Listener Reviews	50+
Live Event Attendance	500+ (IRL + virtual)

Conclusion

This elevated strategy blends grassroots virality with high-impact industry outreach, positioning Hotel Freedom as a must-hear audio experience. By leveraging TikTok trends, AR, and immersive events, we'll turn listeners into obsessive fans while securing a lasting legacy in indie audio drama.

Next Steps:

- Finalise TikTok script drafts
- Secure three podcast partnerships by May 20
- Design AR filter (Instagram)