

My Brilliant Friend



A synchromesh Audio Drama



MARKETING OBJECTIVES

- 1. **Raise awareness** of the audio drama across European audio drama communities and Ferrante fan bases.
- 2. Drive listens/downloads via streaming platforms and direct links.
- 3. **Position the audio drama as culturally significant** (literary adaptation + European collaboration).
- 4. **Create a launch moment** with sustained engagement over 2-3 months post-launch.

X TARGET AUDIENCE

- Ferrante readers / literature fans
- Romanian diaspora and language learners
- European audio drama enthusiasts
- Podcast listeners aged 20-45
- Cultural media professionals and curators

***** KEY MESSAGES

- An award-winning Romanian adaptation of a modern European classic
- A unique literary audio experience for fans of Ferrante and contemporary European culture
- Free and accessible online—high production value, strong storytelling

Emphasize European identity: Ferrante source, Romanian voice, pan-European audience

The piece is in Romanian but English script available – extends rach

TIMELINE

Month Activity July - September

- 1-2 Asset creation, teaser campaign
- 3 Launch week
- 4-12 Sustained promotion and partnerships

MARKETING TACTICS & BUDGET

1. Creative Assets (€300)

- Visual identity: cover art, social media graphics, quote cards
- 30–60 sec teaser trailers (with subtitles for EU-wide use)
- Audiograms (short audio snippets with waveform + visuals)

Tools: Canva Pro, Headliner, or Adobe tools if in-house

2. Social Media Campaign (€600)

Promote award win at every opportunity

- Channels: Instagram, Facebook, TikTok, and possibly Twitter/X
- Strategy: quote teasers, behind-the-scenes, thematic hashtags
- 2–3 posts/week for 8 weeks
- Boosted posts to target literature and podcast lovers in Italy, Romania, Germany, and France

Budget: €300 for content creation, €300 for targeted ads

3. Influencer & Podcast Outreach (€400)

• Target 20–30 micro-influencers (1k–20k followers) in books/podcasts

- Focus on Romanian cultural influencers and European literary voices
- Send curated promo packs (audio snippet, link, short pitch)

Option: use a part-time PR freelancer or intern for 1 week (€250), remaining €150 for small influencer incentives (gift cards, cross-promotion)

4. Partnerships & Press (€200)

- Target literary festivals, Romanian cultural institutes (ICR), European literature networks (e.g. EUNIC)
- Pitch to literary & audio drama publications: EuropeNow, The Stage, Hörspielkritik, etc.
- Seek newsletter features from podcast networks (e.g., Radio Romania, European Podcast Network)

Cost: zero if DIY; €200 if using a freelance press officer for a limited engagement

5. Online Listening Event / Launch (€300)

- Host a virtual launch event: YouTube Premiere or Zoom + Q&A with producers and special guests
- Live translation or subtitled clips for non-Romanian speakers
- Post-recording available on platforms and social media

Budget covers live tech support, subtitles, hosting, and moderation

6. Platform Placement & Distribution Support (€200)

- Optimize SEO and metadata on platforms (Spotify, Apple Podcasts, Google Podcasts, etc.)
- Submit to curated lists and podcast directories (e.g., Podmust, Listen Notes, Podchaser)
- Consider Romanian-language podcast platforms + pan-European archives (e.g., Europeana)

7. Contingency & Tracking (€300)

- Buffer for unexpected costs (ads, translations, press)
- Use Google Analytics + social tracking to monitor campaign effectiveness
- Optional: purchase 2–3 months of analytics tools (e.g., Chartable) for €15–30/month

BUDGET SUMMARY

Category	Amount (€)

Creative Assets €300

Social Media (Content + Ads) €600

Influencer & Podcast Outreach €400

Partnerships & Press €200

Online Launch Event €300

Platform Placement & Distribution €200

Contingency & Analytics €300

TOTAL €2,300

Remaining (flex or translations) €700

Area	Metric	Target

Listening figures Streams/downloads (all platforms) 5,000 in 3 months

Engagement Social media likes/comments/shares 2,000+ engagements

Reach Social impressions 50,000+ unique users

Media coverage Mentions in press/blogs/newsletters 10+ outlets

Influencer activity Influencer posts/stories/videos 20 pieces of content

Event attendance Online launch participants 100 live / 300+ views total

Audience feedback Reviews/comments/testimonials 50+ audience responses

TARGET AUDIENCE GOALS

Estimate of segmented reach across Europe:

Audience Segment Platform / Channel Estimated Reach

Romanian-speaking podcast fans Social media + podcast platforms 3,000

Audience Segment Platform / Channel Estimated Reach

Ferrante/literary adaptation fans Book influencers + literary press 5,000

Pan-European audio drama community Online festivals, directories, EU media 4,000

Romanian diaspora in Europe Facebook groups, Romanian networks 5,000

General podcast audience (age 20–45) TikTok + Spotify promotion 3,000

Total Estimated Reach Goal (First 3 Months): 20,000+ users



Subject Line: Award-Winning Romanian Audio Drama Brings Ferrante's "My Brilliant Friend" to Life

FOR IMMEDIATE RELEASE

A bold new Romanian-language adaptation of *My Brilliant Friend* by Elena Ferrante has arrived in audio drama form—fresh off winning the **Young Producer's Award** at the UK International Audio Drama Festival 2025

Produced by Synchromesh Productions, this audio drama brings Ferrante's modern classic to life with immersive sound design, powerful performances, and a deep connection to the emotional core of the Neapolitan story.

Though the drama is performed in Romanian, it is crafted for a **pan-European audience**, reflecting the continental resonance of Ferrante's themes of friendship, ambition, and transformation.

Distributed freely online across major podcast platforms, *My Brilliant Friend* (Romanian Audio Drama) invites both Ferrante lovers and podcast enthusiasts into a rich sonic world of literary adaptation.

Listen here: [link]

Press Kit: [Google Drive/Dropbox Link]

Media Contact: [Email]

Follow us on [Instagram / Facebook / TikTok] @______ for exclusive previews and behind-the-scenes content.

SOCIAL MEDIA TEASER POST TEMPLATES

Instagram / Facebook / TikTok – Teaser 1 (Pre-Launch)

R Stena Ferrante like you've never heard her before.

My Brilliant Friend – now a bold new audio drama in Romanian RO

Winner: Young Producer's Award – UK International Audio Drama Festival 2025

Launching July online – free to stream

#MyBrilliantFriend #Ferrante #Audiodrama #PodcastRomânia #EuropeanCulture #LiteraryPodcast

Instagram Story – Teaser 2 (Week of Launch)

LISTEN NOW!

Elena Ferrante's My Brilliant Friend — adapted for the ear, in a gripping Romanian audio drama.

Y Award-winning

Available on Spotify, Apple, and more

Swipe up / Link in bio

ONLINE LAUNCH EVENT FORMAT

Platform: Zoom / YouTube Premiere / StreamYard

Length: 45–60 minutes

Host: Project lead or cultural journalist

Sample Agenda:

Time Segment

0:00 Melcome + Trailer Tease (1–2 min teaser video)

0:05 | Introduction: Producer(s) talk about the project

0:15 E Context: Adapting Ferrante + performing in Romanian

0:25 Live Listening Snippet (5–7 min of drama)

0:35 Q&A with creative team and special guests

0:50 Audience comments / live chat reactions

0:58 Closing + Call to Action (listen, share, review)

Optional: provide subtitles or simultaneous live translation for non-Romanian attendees