

MARKETING *CYRANO* WORKSHEET

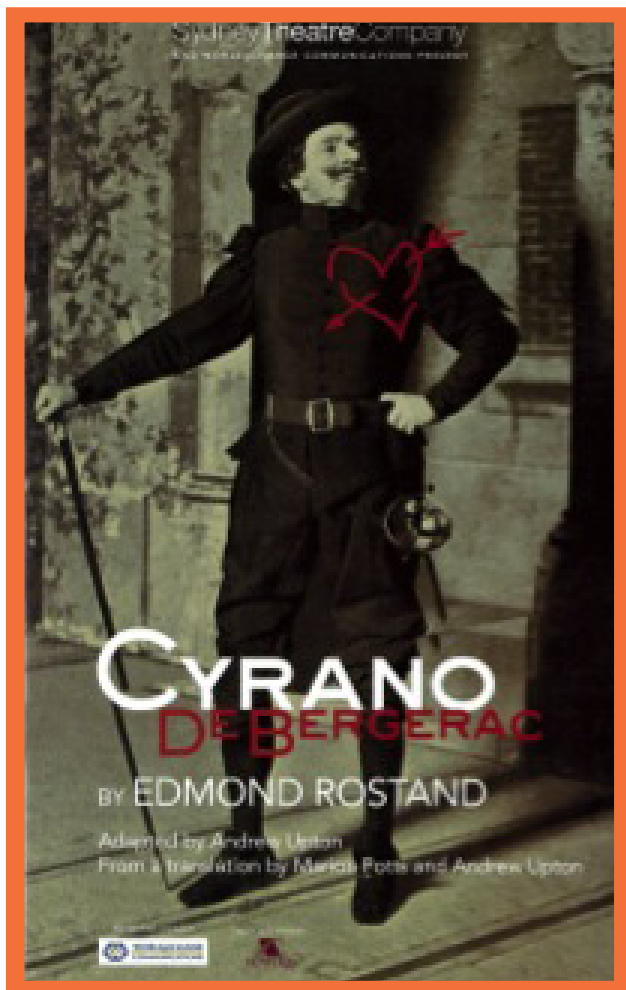
Sydney Theatre Company has staged *Cyrano de Bergerac* five times with three different versions. Each time, a different marketing campaign, including a poster, has been designed. Each poster is distinctive and sends a message to the audience about the way the character of Cyrano is going to be portrayed, as well as the tone and dominant themes of the production.

Looking at the marketing posters below, compare and contrast how the character of Cyrano has been represented and the tone and themes communicated for the production.

CYRANO DE BERGERAC 1981



CYRANO DE BERGERAC 1999



CYRANO DE BERGERAC 2014

