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Experiential Marketing & Branding



Who are Tax Deductible?

Founded as a theatre company in 2005, Tax Deductible have an impressive array of five star reviews and sell-out shows at both the Edinburgh and London Fringe scene.



- ★★★★★ Chortle
- ★★★★★ The Stage
- ★★★★★ 3 Weeks
- ★★★★★ Edinburgh Guide



Branching out into the fields of events and marketing in 2007, Tax Deductible Marketing creates bespoke theatrical experiences and events for corporate clients, marketing agencies and stage. We are a young and flexible group with over fifty talented actors, designers, writers, artists, musicians, circus performers and creative types on our books. We take great pride in seeing projects through from initial development to scripting, directing, casting, costume, propping and final production. Working with clients and agencies at every step to ensure a final product that satisfies both clients and audiences alike.

Some Previous Clients



MAMA Group PLC - Ronin Events - Continental Drifts - BD Network - Amplify

What do Tax Deductible do?

Let's start with what we don't do:

We are **not** a promotional staff agency.

We are **not** a modelling agency.

We do **not** provide staff for sampling or flyering.

We are experts in providing high calibre theatrical elements for experiential marketing experiences and creating tailored shows/events for corporate clients. Our performers are all professionals with years of training and experience in their individual fields. We create unique, memorable and personable consumer experiences that rely on interactivity, vibrancy and originality to reinforce brand awareness and generate valuable word of mouth publicity. Tax Deductible has experience in every stage of planning and producing events as well as simply providing wonderful character staff for pre-planned events.



Some Examples of Previous Work

La Feé Absinthe Festival Tent

Following on from a successful sponsorship deal with La Feé Absinthe in 2007, Tax Deductible produced a weird and wonderful festival tent which incorporated brand awareness, sampling, live music, interactive games and a huge theatrical presence.

The entire event was conceived and produced by Tax Deductible.

Harry Potter Lego Launch

Tax Deductible helped convert a Masonic lodge into Hogwarts School of Witchcraft and Wizardry to launch the Harry Potter Lego Game. Complete with students, professors, magicians and a live owl.

This event is just one of several product launches we have produced.

Red Bull Cola Experience

Creating a bespoke theatrical experience, to promote Red Bull Cola, which toured summer festivals presented a unique challenge. Tax Deductible devised, scripted, produced and performed the interactive show in conjunction with We are Amplify and Hothouse Productions to rave audience reactions.

Monster Hunter Tri Tour (Nintendo Wii)

Tax Deductible helped produce a series of events across the country over the course of a month to launch Capcom's newest and hottest game for the Wii. Whilst invited guests played pre-release copies of the game, Tax Deductible competed the event with interactive characters from the game helping to realise the world and generate 'Buzz' about the product.

Red Bull Energy Shots Launch

Tax Deductible continued a longstanding relationship with Red Bull by helping them successfully launch their new Red Bull Energy Shot to the press and industry. From initial concept development of the event to the production of a supporting internet viral we were involved in every area of the launch. Scripting, casting, costume design, performance, interactive characters and the sheer sense of fun that Tax Deductible are renowned for were utilised to make the event stand out from the crowd and successfully introduce the new product to the European market.

Dragon Quest IX Launch Tour (Nintendo DS)

Following on from previous marketing events with Nintendo, Tax Deductible were asked to provide characters for the nation-wide launch tour of the latest Square-Enix game; Dragon Quest IX. Tax Deductible worked closely with the BD Network and Square-Enix to supply professional actors who both matched the games extreme physicality and were adept in interactive character work.

Friends of the Earth: Join the MOOvement campaign

In July of this year Tax Deductible were invited to work with Friends of the Earth in developing the launch strategy for their newest public awareness campaign to 'fix the food chain'. The Join the MOOvement campaign is the result with Tax Deductible co-devising the event along with concepts for the viral campaign and workshopping over 40 FOE volunteers into a cohesive herd for the day long launch action.

Contact Us

If you would like to contact Tax Deductible regarding an upcoming marketing event or would just like some further information on what we can offer you and your clients then please feel free to contact us:

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