



MEDIA Antena Catalunya

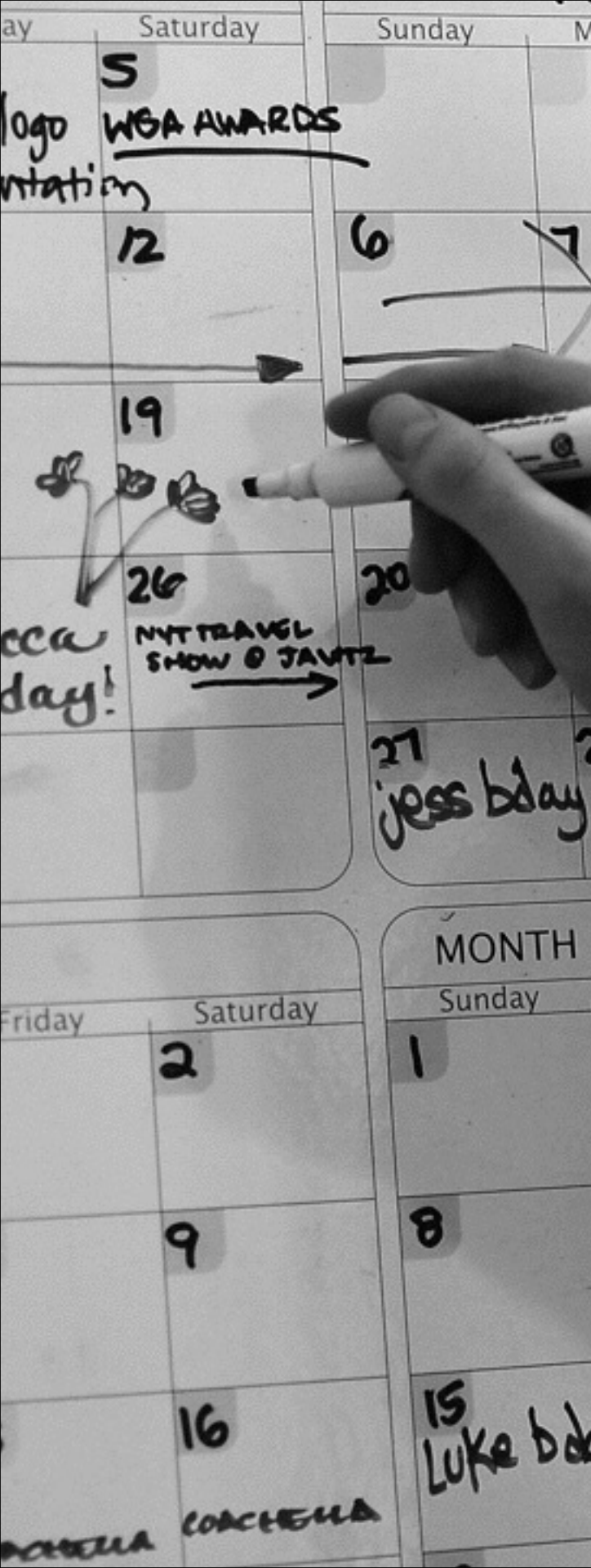
Film Marketing

29th November 2013



Mathias Noschis

- Career start in independent film in Switzerland and the South Caucasus
- International experience in advertising, public relations and social media for Toy Story 3, Black Swan, The A-Team, Alice in Wonderland...
- Today working with independent producers and majors in Europe



Schedule for today

- Film marketing
- The basics
- Promotional assets
- Activities
- Step-by-step guide



Film Marketing

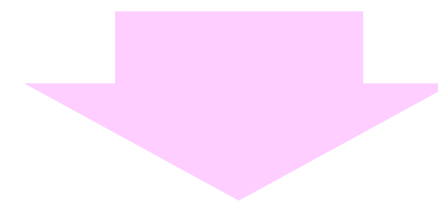
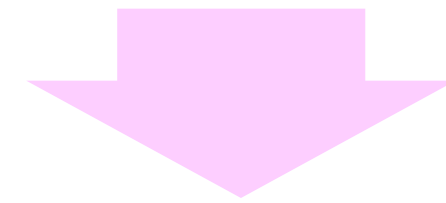
“Any activity that assists a film in reaching its target audience at any time throughout its life.”

John Durie, 2000

Film marketing

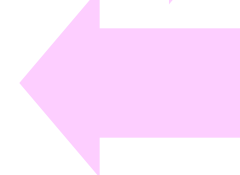
Strategy

Genre Positioning Target audience



Assets

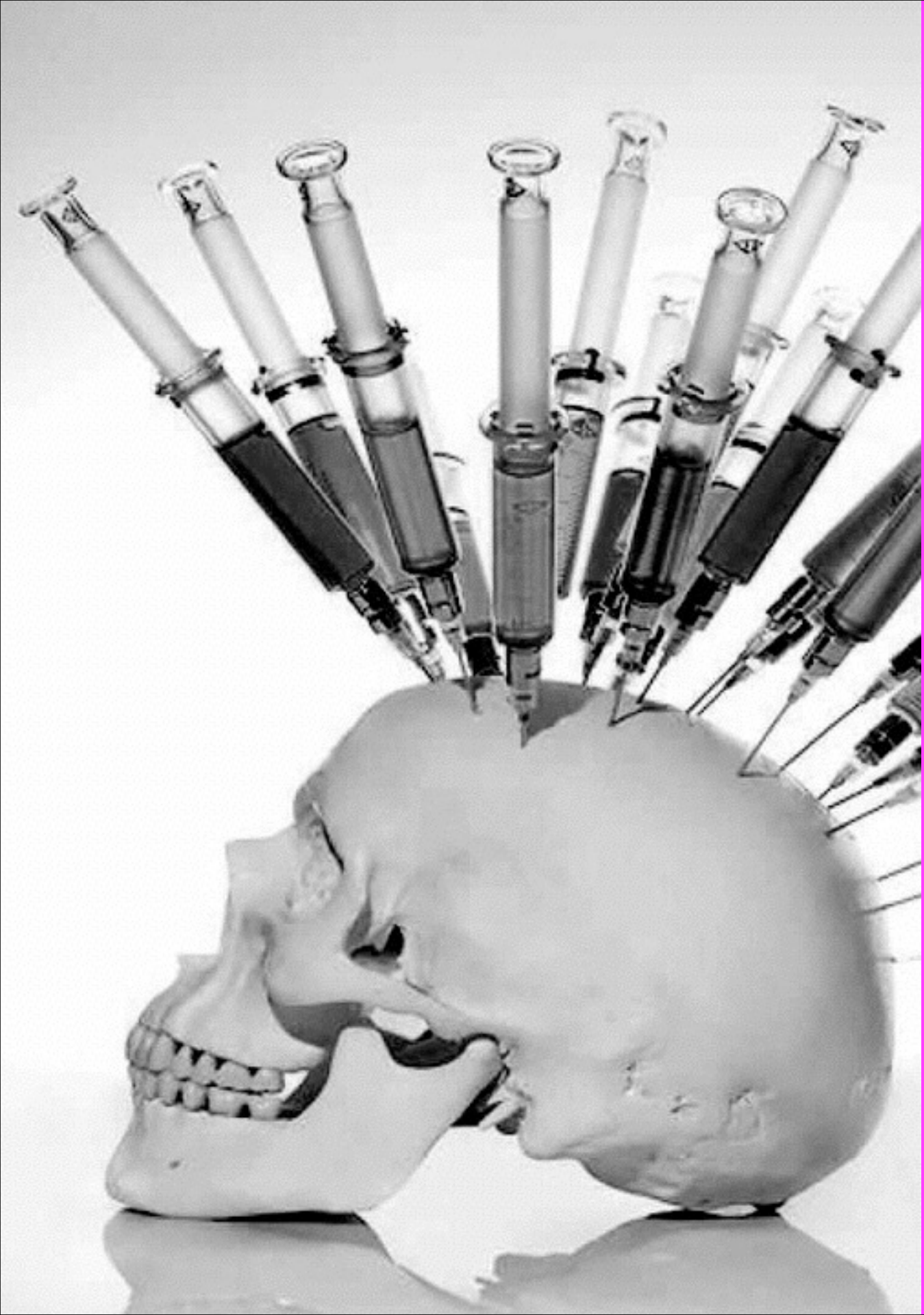
Stills
Synopsis
Trailer
Poster
Website



Activities

Advertising
Publicity
Partnerships
Social media
Viral





Why should producers and directors care about film marketing?

Multiplication of distribution channels and strategies

- Multiplication of festivals
- Theatrical is seen as a “loss leader”
- Opportunities to break distribution windows
- Development of VOD



Anticipate the needs of the distributors

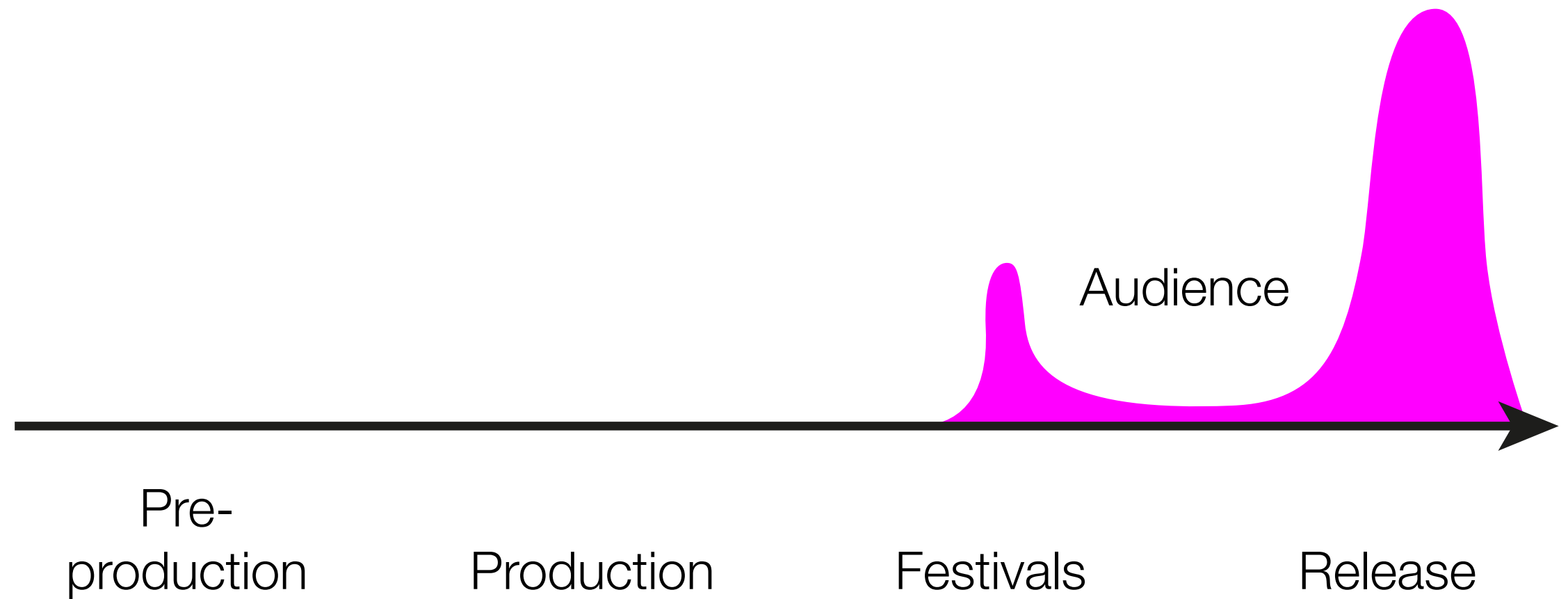
- Prepare promotional assets during production
- Make sure you agree on strategy
- Be in a stronger position to negotiate



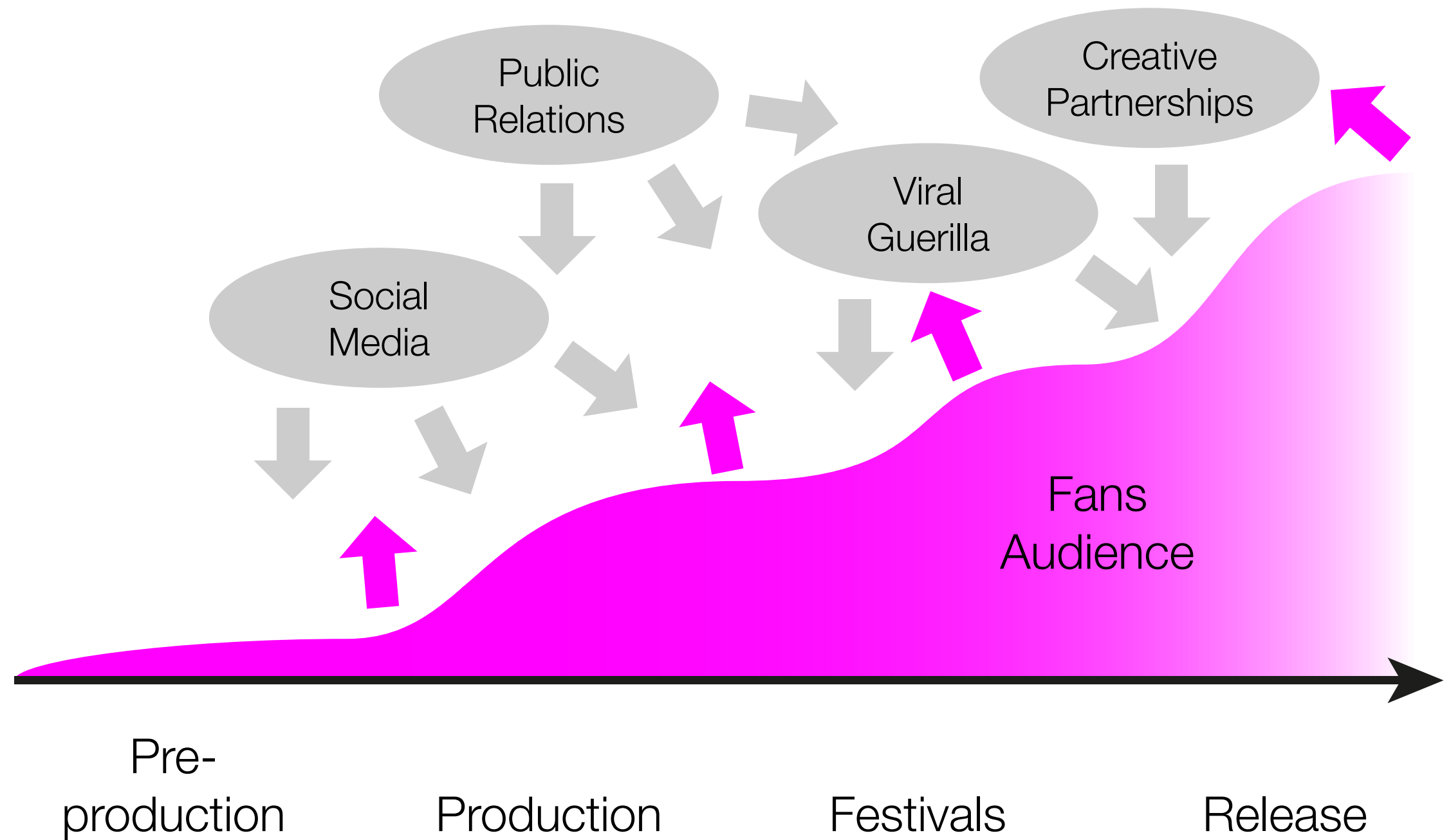
Social networks require time

- A successful social media strategy lasts for the whole lifecycle
- The community should be active at the time of release

Traditional Film Marketing



Film Marketing in the age of social media





*The basics:
genre, title, positioning,
target audience*

Genre & Title

Genre defines:

- Target audience
- Festival strategy
- Promotional assets

Title:

- The title is only a marketing tool
- On the net, titles cross borders



Target Audience

- Primary target:
 - Demographics: age, gender, interests, profession
- Secondary targets:
 - Larger group
 - Market niche (place, demographics, interest, theme)



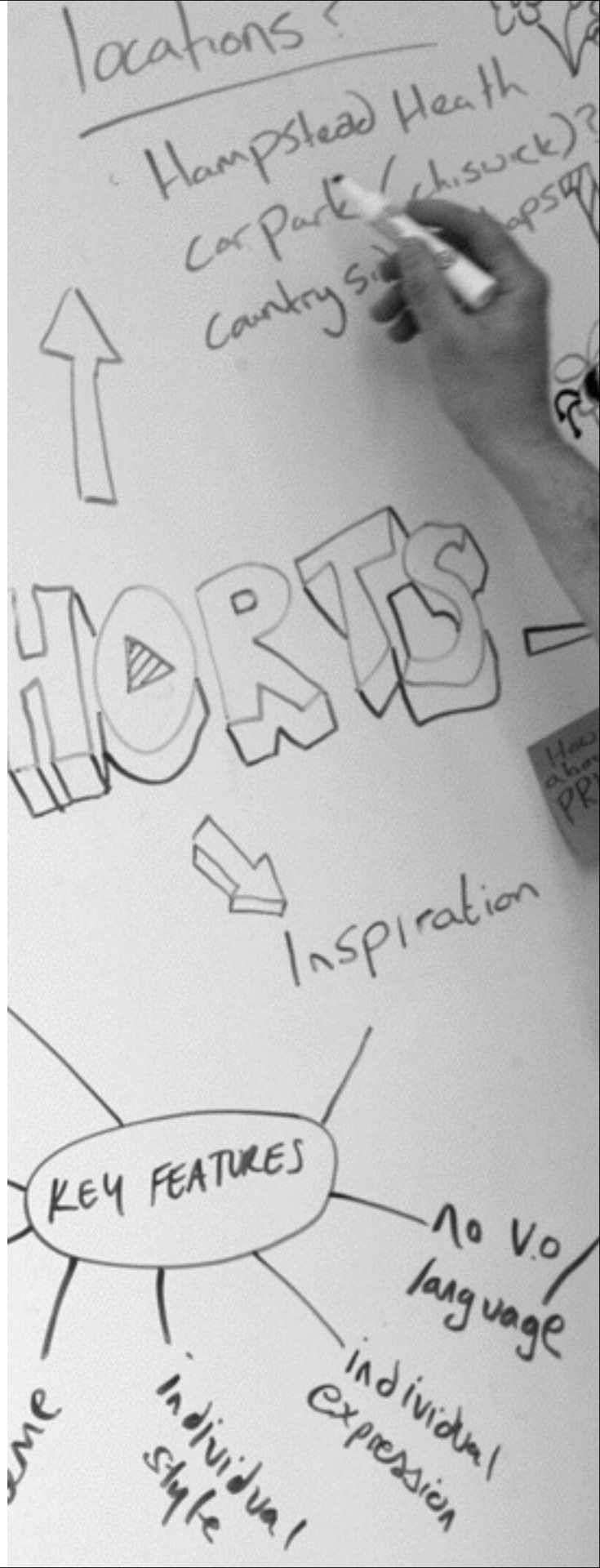


questions to ask to position your film

- What is the distribution strategy?
- Any comparable films?
- How will people simplify it?
- What are your three hooks?

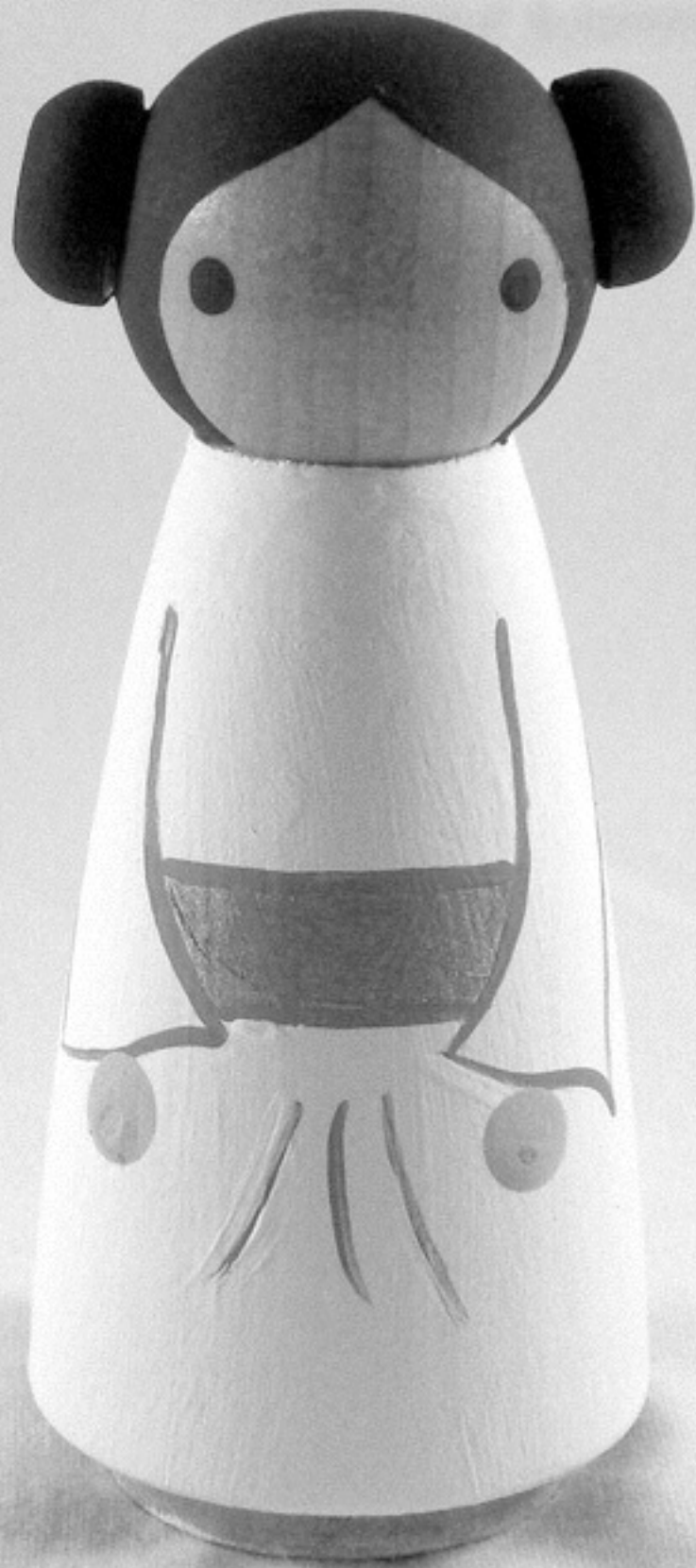
3 hooks

real events
location
topic theme music
specificity character budget technical
genre director
difference book scandal nationality
star award remake
censorship language talent



The SWOT analysis

Strengths	Weaknesses
Opportunities	Threats



Promotional Assets

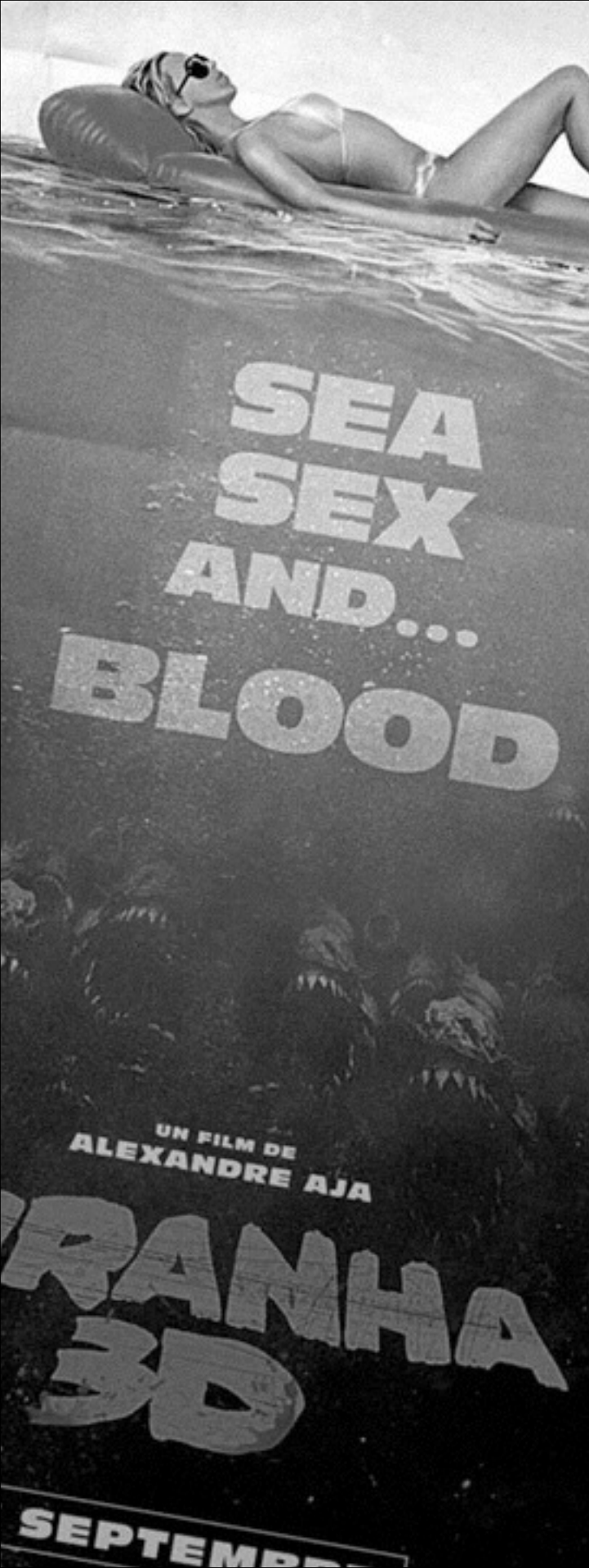
Stills

Stills should illustrate the chosen positioning

A few rules:

- Get a still photographer for hi-res stills
- Identify crucial scenes
- Prepare a written brief (anticipate your needs)
- Select 4-5 stills max
- Stills aren't a separate art form from the film!





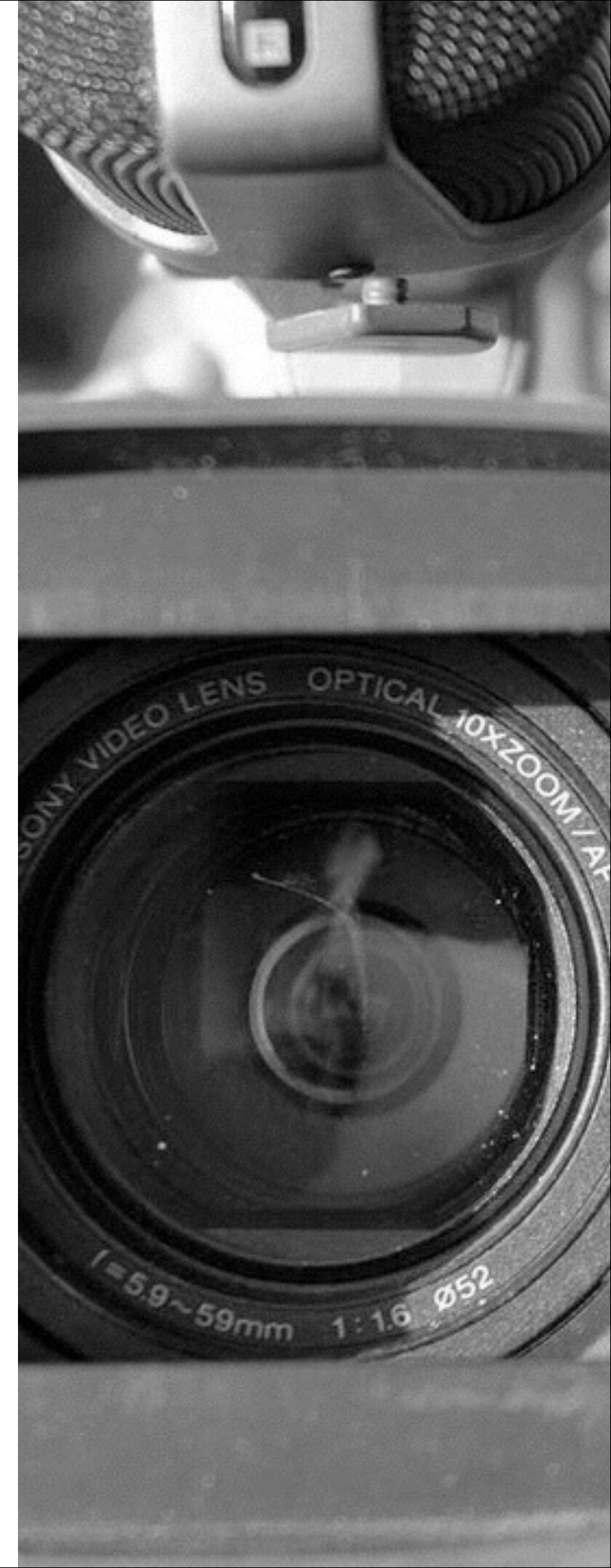
Main Artwork

- The poster is not a piece of art!
- Detailed brief + moodboard for graphic designer
- Convey up to three concepts

- Usage:
 - Festival
 - Theatrical and home entertainment release
 - DVD cover

Video Material

- Trailer / Teaser
 - Clips
 - Interviews / featurettes / EPK
 - Others
-
- Use time between scenes during shoot
 - Duration: 1-3 minutes
 - Usage:
 - Publicity
 - DVD extras



A black and white photograph showing a hand holding a white coffee cup with a black lid. The cup has a butterfly logo on it. The background is a textured surface, possibly a tablecloth.

Interviews & Press kit

Interviews:

- Director
- Actors

Press kit content:

- 3 synopses
- Director's note / Production notes
- High-res images
- Links to site & Facebook page

Website

- No strategic role in the marketing campaign
- Mainly for journalists and professionals: reputation at the end of the film's lifecycle
- Content:
 - Synopsis
 - Trailer / Images
 - Press kit
 - Links to coverage
- Call to action!

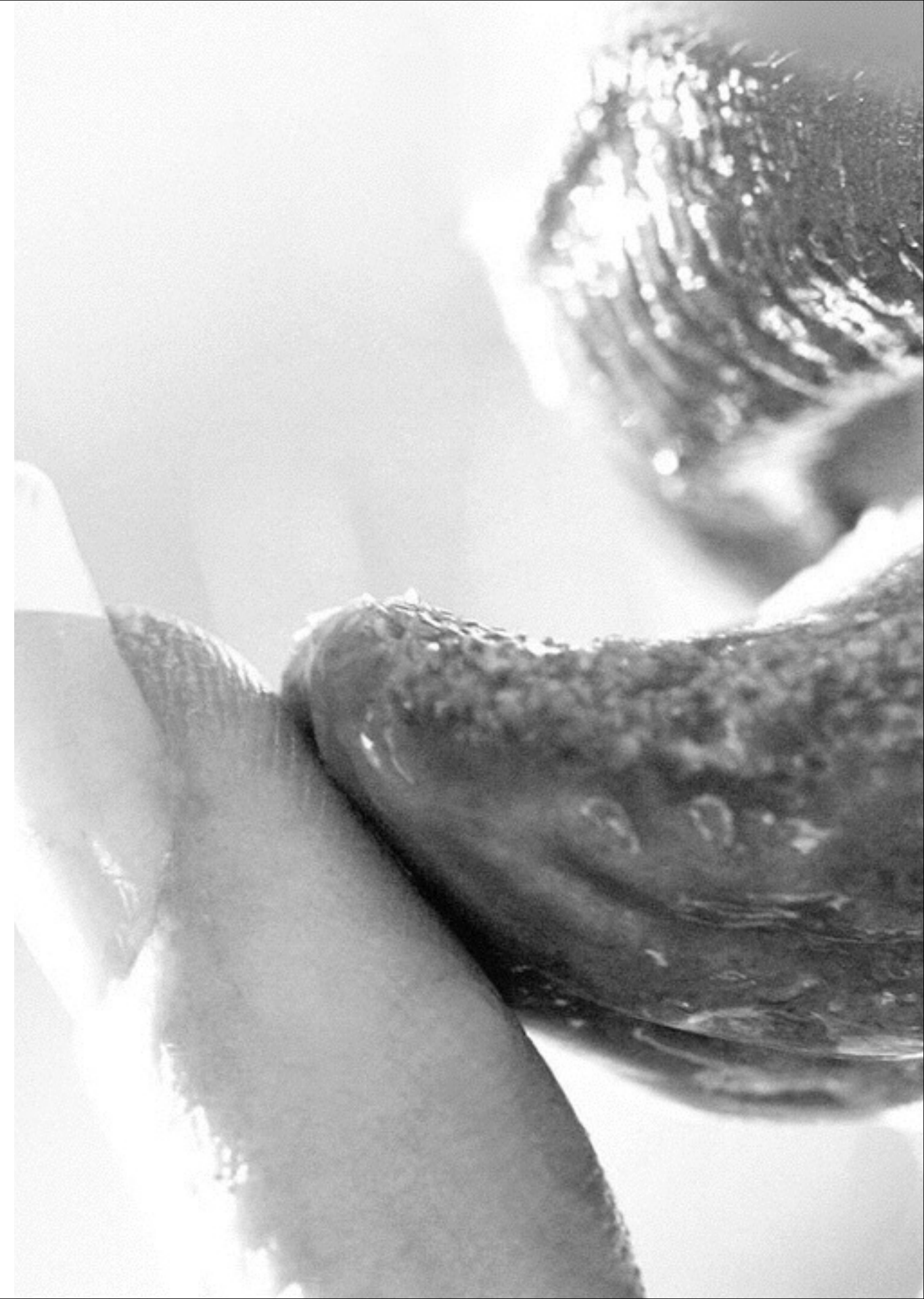




Action!

Advertising - Definition

Calling public attention to a film through the procurement of the placement of a piece of media real-estate within any given media.



Publicity / PR - Definition

Creating an image of a product or service in the eyes of the public, mainly through media coverage.



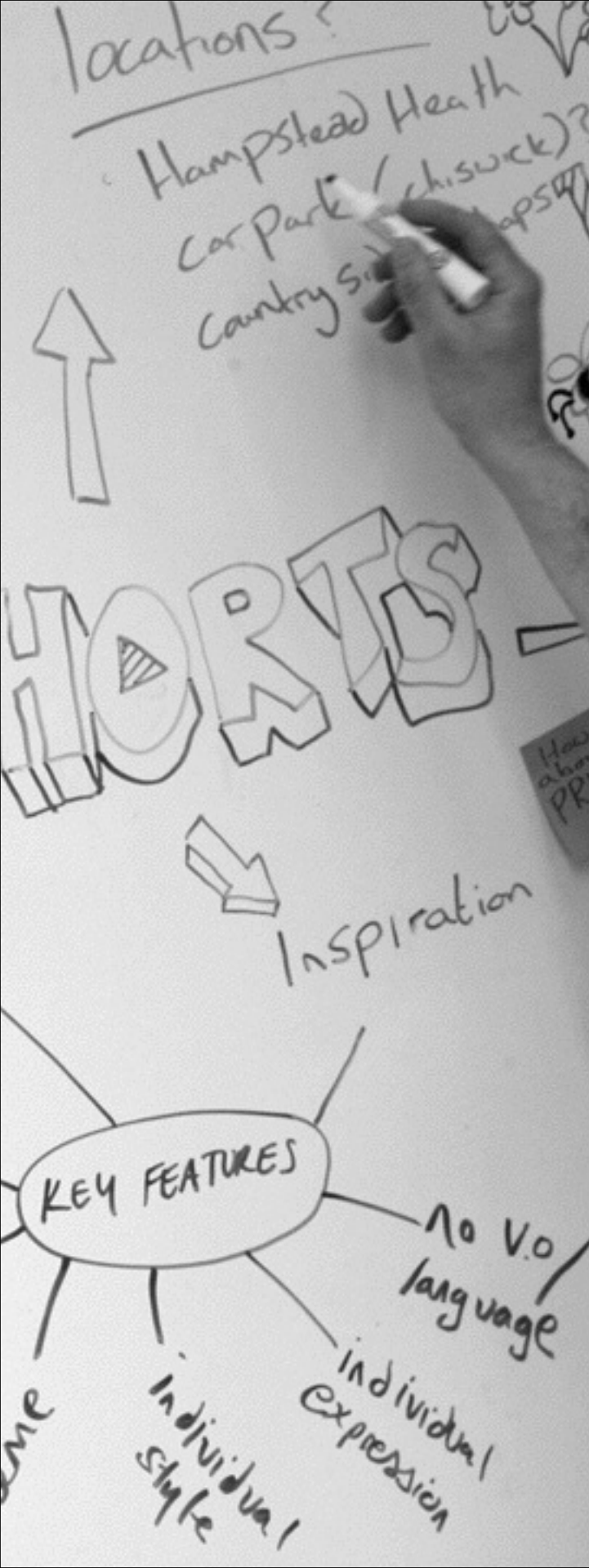
Publicity / PR - Activities

- Film Premiere
- Press Junket / Interview
- Press Kit / EPK
- Press / Multimedia Screening
- Set visit
- Negotiation of placement
- Competition

Creative Partnerships - Definition

An association with one or more product, service or organisation in order to implement cross-promotional activities





Creative Partnerships - Typologies

- Media partnerships
- Commercial partnerships
 - Product Placement
 - Marketing Alliances
 - Competitions
- Non-commercial partnerships
- Educational partnerships

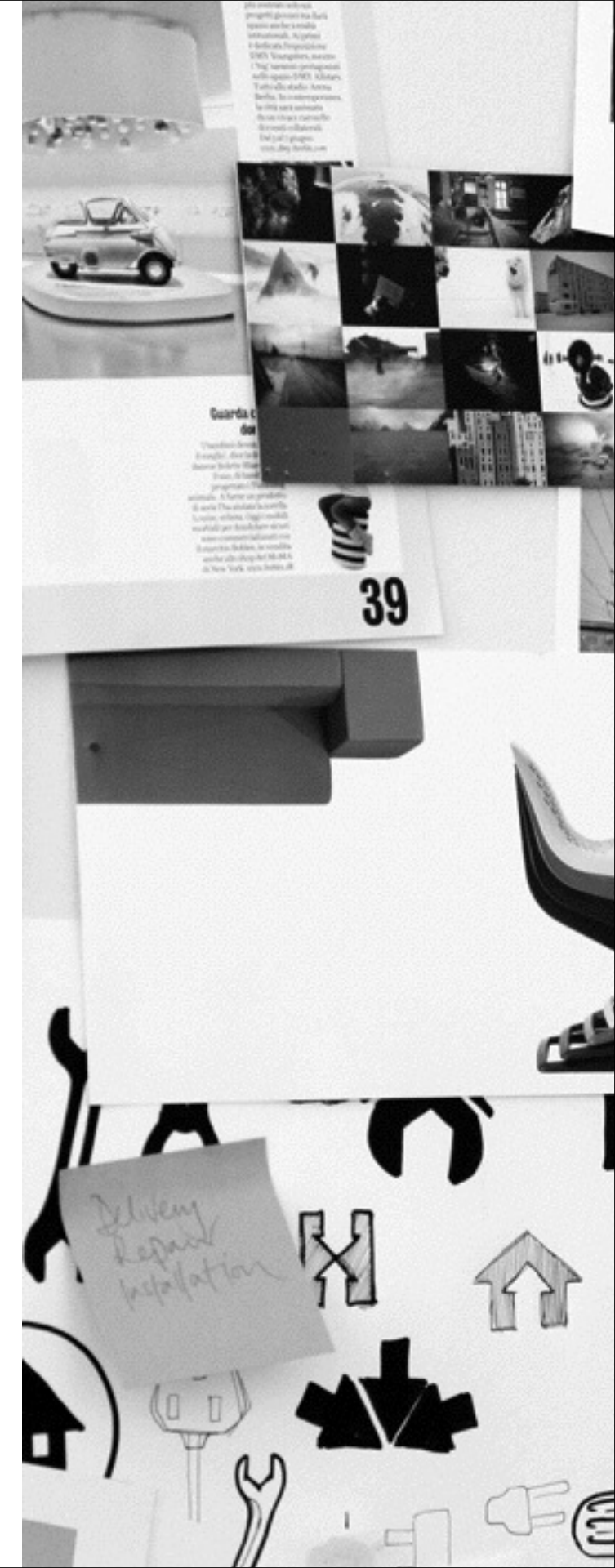
Social Media - Definition

Building and managing an online community of fans or followers through the use of social networks.



Building a community

- Where to build and infiltrate?
 - Facebook / Twitter
 - Forums
 - Newsletters
 - Specialised sites or blogs
- Preliminary research:
 - Monitoring
 - Facebook ads



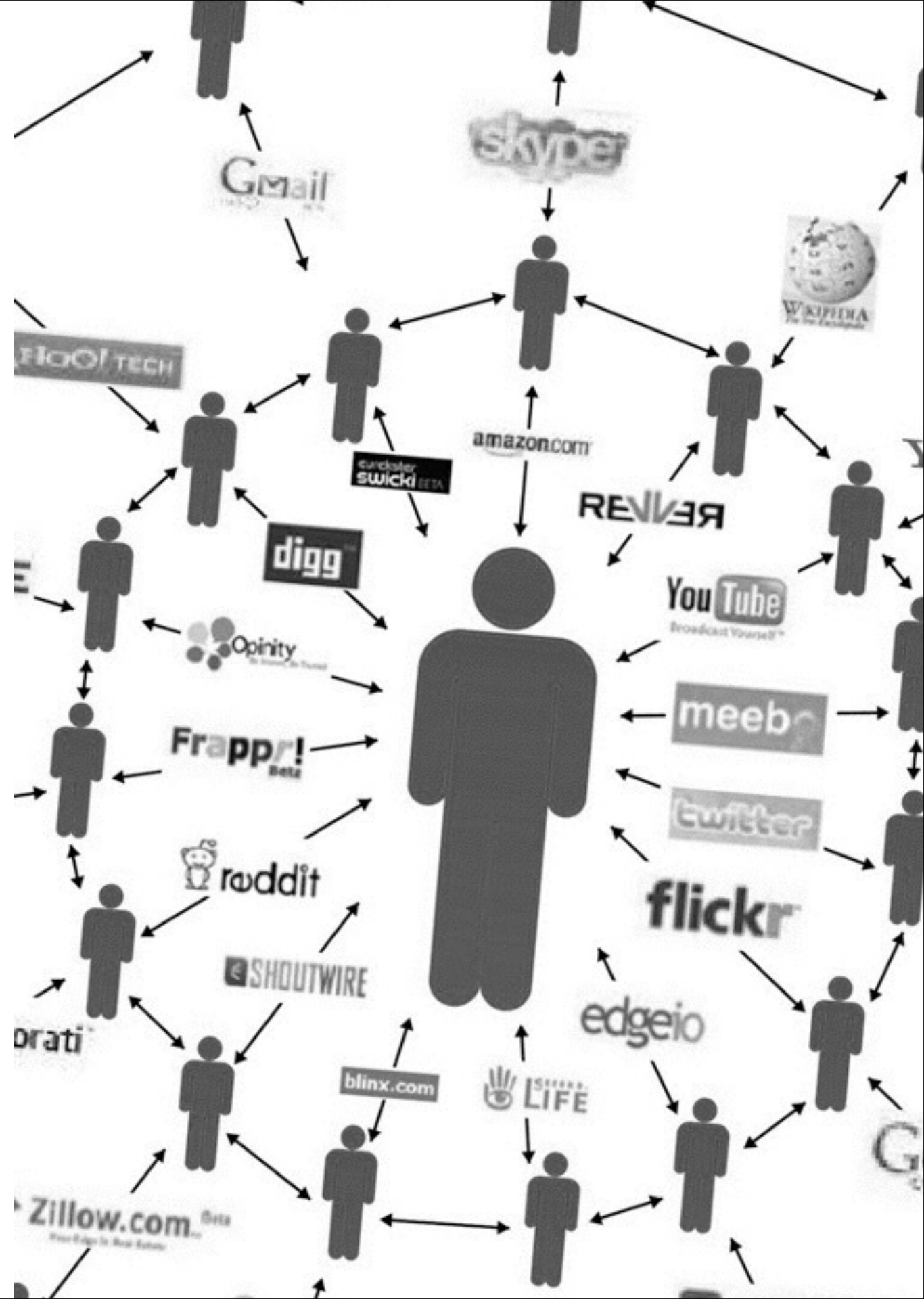
A large, bold, black number '4' is positioned on the left side of the slide, partially overlapping the white background. The number is composed of thick black strokes.

4 tips for successful community management

- Listen to your community
- Plan regular updates
- Encourage word-of-mouth
- Organise competitions

Viral Marketing - Definition

The rapid adoption of a product or passing on of an offer to friends and family through word-of-mouth (or word-of-mouse) networks





Step-by-step guide

This is an ambitious film which intends to adapt the hugely popular vampire-genre to an audience of school children. Being based on a bestselling novel, the film offers many marketing opportunities for a pan-European audience engagement throughout the film's lifecycle. We intend to develop a solid marketing strategy that leverages at best each of those opportunities.

Such a young audience needs to be addressed in their own language. This is why we have budgeted for localised promotional activities in each major European territory. We intend to work with specialised agencies in order to implement the planned strategies from the beginning of the film's lifecycle.

In particular we intend to implement a plan in three phases:

- Early pre-awareness PR and social media activities at production stage focused on pre-identified market niches such as readers of the original novel and fans of the cast. Aimed at children and pre-teens, this will allow us to identify an initial fanbase that will act as brand ambassadors for the film.
- A traditional PR campaign with an international focus during the film's career in festivals in order to raise the film's critical reputation and reach parents and opinion leaders.
- A strong marketing campaign in collaboration with the film's distributor in Germany for the theatrical and home entertainment releases of the film, including social media, PR, viral and advertising. The promotional material created for the campaign will be made available to distributors in other countries in order to facilitate their marketing effort and create a truly pan-European buzz.

We intend once again to promote this through PR and advertising. The promotional material created for the campaign will be made available to distributors in other countries in order to facilitate their marketing effort and create a truly pan-European buzz.

Part 1 - Strategy

Content:

- Who is the primary target?
- What is the positioning?
- What are the hooks?
- What makes the film unique?

Keywords:

- primary target - leverage - emphasise - focus - awareness - potential - specific - strength - figures - evidence - unique

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Part 2 - Weaknesses

Content:

- What should you pay attention to?
- What are the risks?

Keywords:

- address the issue - research - monitoring - identify - threats - risks

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Part 3 - Activities

Content:

- Which activities will you implement?
- Who will do the work?
- What about secondary targets?

Keywords:

- facilitate - implement - several stages - opinion leaders - campaign - buzz - assets

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Part 4 - Results

Content:

- What will you achieve?
- Have you had successful experiences in the past?

Keywords:

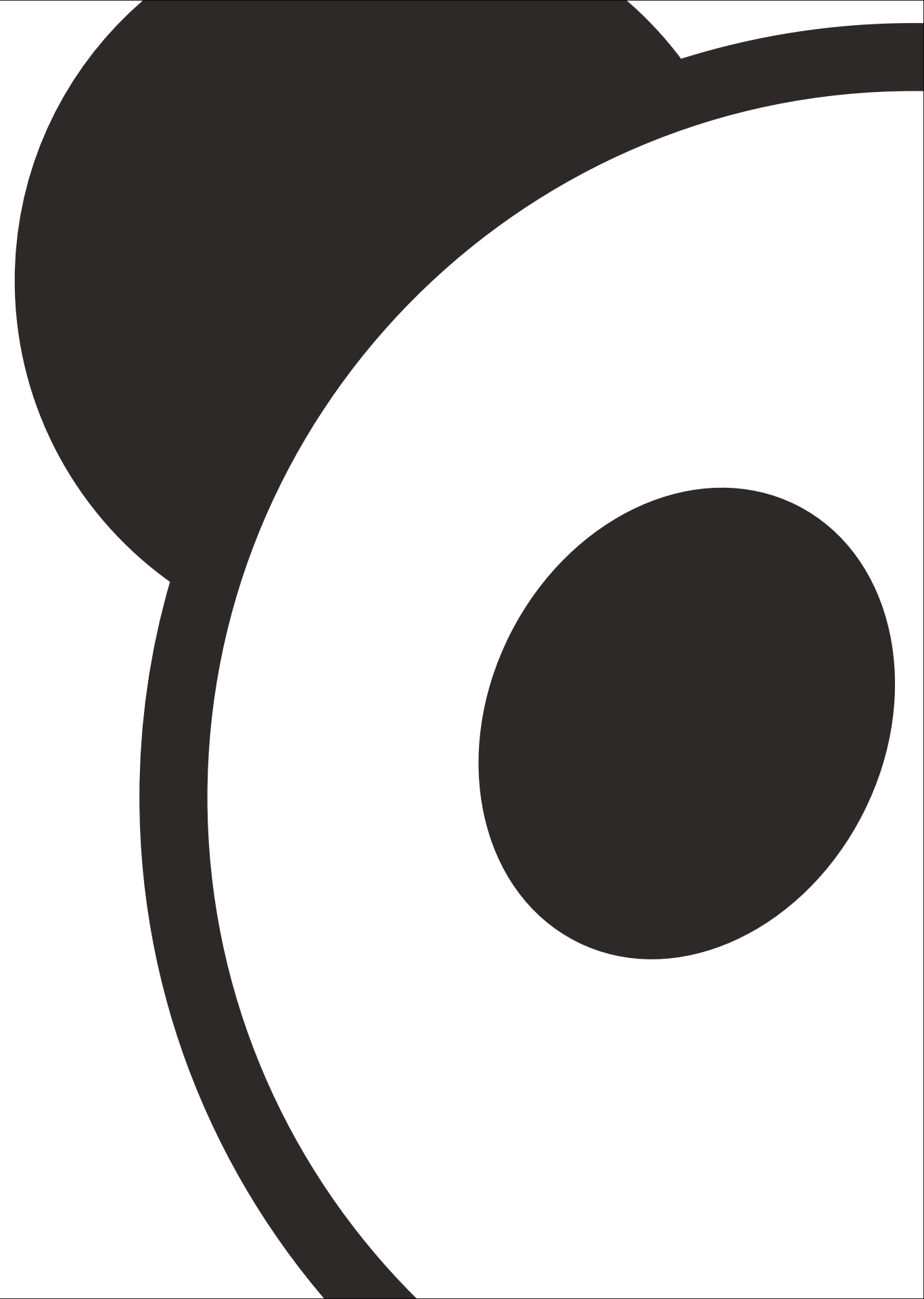
- audience engagement - awareness - reach - return on investment - measurable - goal - stand out - lifecycle

Additional Resources

Selling Your Film without Selling Your Soul
www.sellingyourfilm.com

Blogs:

- www.shericandler.com
- www.pmdforhire.com
- www.movieviral.com



Questions?

www.alphapanda.com

mathias@alphapanda.com

LinkedIn: Mathias Noschis

Twitter: @FilmMktg

