

THE FILM CROWD



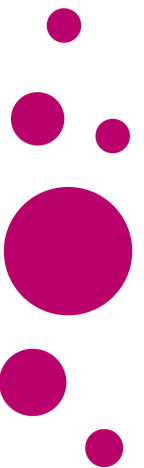
TONIC'S TOP 10 TIPS

Tonic's top 10 tips – making your film
a success in distribution



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You will give your film
the best chance of success
if you think about, and budget for,
DISTRIBUTION & MARKETING
as early as possible

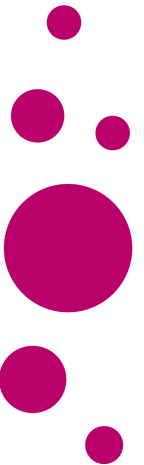


The NEW 50/50 Split

“50 percent of your time and resources should be devoted to creating the film.

50 percent of your time and resources should be devoted to getting the film out to its audiences, aka distribution and marketing.”

- Jon Reiss, *Think Outside The Box Office*



10 STEPS TO SUCCESS...

- #1 Start With a SWOT!
- #2 Positioning
- #3 Identify Your Audience
- #4 Cast For Your Audience
- #5 Produce Great Assets
- #6 Partnerships
- #7 Budget
- #8 Build Your Audience Now
- #9 Talent Support
- #10 Know The Business

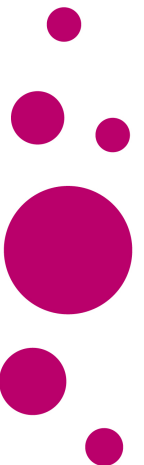


The Key:
Planning
Positioning
&
Knowing Your Audience



#1 Start With a SWOT!

- SWOT Analysis – of releasing the film
- Brainstorm Strengths and Weaknesses (of the film itself, the team releasing it)
- Opportunities to exploit, and Threats to address as part of your strategy
- Involve team of people in brainstorm
- BE HONEST
- See the film as an audience will, not as you do
- Do at various stages: pre-production, completion



Strengths (of film)

eg.

- Story (True?)
- Hooks
- Cast
- Director
- Production Values
- Reviews
- Adaptation
- Trilogy
- Talent
- Availability
- ...

Weaknesses (of film)

eg.

- Opposite of strengths
- Difficult Subject Matter
- Duration
- Budget
- Acting
- Certification/Rating

SWOT Analysis

Be Honest!

Opportunities

(external)

eg.

- Awards
- Funding
- Trends in market
- A book release
- Topicality
- Festivals
- Date / Seasonality
- Events

Threats (external)

eg.

- Competitive titles
- Available budget
- Windows
- Cost of advertising
- Hard to reach audience
- Sporting & cultural events
- Weather
- Outspoken director!

#2 Positioning

- Short, impactful statement - 1 or 2 lines
- For internal team use
- How this film will come across to its audience eg. down the pub
- Not necessarily the story
- Look and feel of film
- Informs all elements of the campaign
- Explore variations
- BE BOLD

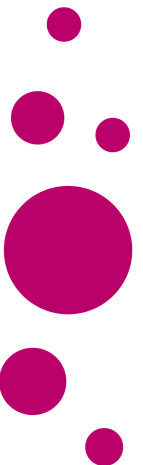


#3 Identify Your Audience

- Be specific. Not “all women”
- Can have Primary and Secondary (and Tertiary)
- Look at your film and think about who will respond to its themes, issues raised, the characters, story, location, genre
- Identify them in detail - Who are they? Do your research:
 - How many of them?
 - Demographics – age, location, disposable income
 - What are they like? What stage of life? What are they into – TV, Films, Music, Books, Brands?
 - What media do they consume? How do they consume that media?
 - What do they respond to? What do they do socially?

SHOCK!

You may not be the audience for your own film!



#4 Cast For Your Audience

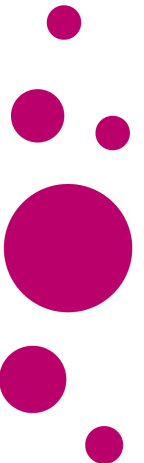
- Who do your audience want to see?
- Look at their previous box office...
- Do they have a loyal following both offline and online?
- What added value to they bring to your marketing campaigns?
- Rising stars, up and coming actors
- Strategic casting, key influencers in supporting roles – see *Tangerine*:
<http://www.wired.com/2015/07/tangerine-iphone/>



#5 Produce Great Assets

- Poster
- Trailer
- Stills!!!!!! On-set Photographer
- Synopsis x3
- Clips
- Featurettes, Makings of, BTS
- Website, Social Media, Blogs
- Electronic Press Kit
- Film script readings / rehearsals
- Viral game (audience)
- Talent pieces to camera
- Promos
- Competition prizes
- DVD Sleeve – 2D and 3D packshots
- VOD –Specific Artwork
- DVD extras and VOD special features (hi-res!)

Start creating these while in production



#6 Partnerships

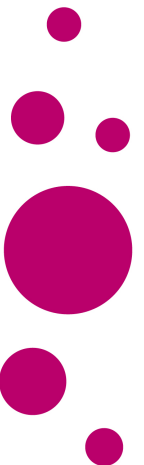
- Organisations
- Brands
- Fan Groups
- Celebrities
- Ambassadors
- Charities...

- Production through to Distribution



#7 Budget For:

- Stills photography
- On set publicist
- Social Media – BUILD THAT AUDIENCE NOW!
- Assets – interviews, featurettes, B'roll...
- Electronic Press Kit (EPK)
- Production Notes
- Poster and Trailer/Promo creation



#8 Build Your Audience Now

- Publicity
- Social Media
- Crowdfunding
- Teaser promo / Short
- Events



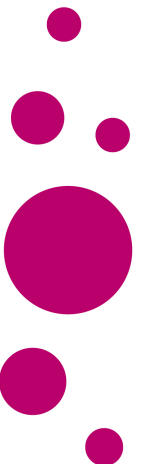
#9 Talent Support

- Value added materials / assets
- Social Media
- Publicity – interviews, photoshoots, features
- Q&As and Events
- Court Sales Agents, Distributors, Exhibitors, Press
- Trailer launch
- Anything else...?



#10 Know The Business

- The Players – Sales Agents, Distributors, Exhibitors
- How It Works
- Challenges Facing The Market
- Comparable Titles
- What's Working and Not Working
- Your Expectations
- Plan for Distribution and Marketing



How to Ensure Success For Distribution

- Your Checklist -

- SWOT Analysis
- Positioning Statement
- Identify Core Audience
- Budget for Key Activities
- Cast for Your Audience
- Produce Great Assets
- Quality Stills
- Partnerships
- Build Audience Now
- Clear Music for Advertising
- Secure Talent Support for Release



GOOD LUCK!

