

# The Film Distributor

## Linking Films with Audiences

### What?

#### Identifying the key 'selling points' or hooks



- The storyline : how it differs from other films
- The key elements of the story
- Key characters
- The director
- Genre
- Who stars in the film, where was it made?
- Is it based on a well-known book?
- Innovative special effects
- Themes
- Is it a sequel to an earlier hit?
- Is it part of a franchise?
- Comparability - which films is it similar to?

### Who?



#### The Target Audience

- Research - age, gender, lifestyles, media consumption patterns and leisure activities of the audiences
- Comparability
- Regionality

### When?



#### A 'window' when their film may sustain a run in the very crowded cinema marketplace

- Track the competitors' release schedules
- The opening weekend
- Sustaining the film in the marketplace

### Where?

#### Distributor books film into cinemas



- Wide/Saturation** (500 plus copies)
  - Medium – 150+ copies
  - Limited release – Around 30 copies
- Specialised** (around 10 copies)

### How?

#### Marketing and Publicity

- To advertise and promote the film
- How much to spend on a marketing campaign

#### The Cost of the Campaign

##### Above the Line costs

- Marketing material – trailers/posters/ advertising
- Buying media advertising - such as website banners, page takeovers, outdoor posters, radio or TV spots, newspaper /magazine advertising)

##### Below the Line costs

- Articles or editorial interviews
- Premières
- Cross-promotions with partner companies outside the film industry
- Social media

#### Advertising

- **Posters** (supplied to cinemas)
- **Trailers** (in cinemas and online)
- Press advertising
- T.V. advertising
- Outdoor
- Websites
- Radio advertising
- Merchandise/Cross-promotion
- Social media

#### Publicity

- Pitch editorial features to journalists/editors of appropriate publications/programmes
- Manage visits by key cast & crew members including publicity junkets
- Arrange premiere events
- Organise the supply of film images and production notes via online pressrooms

#### The Poster

##### The narrative image of a film - its genre, key characters and setting the stars, credits

The poster gets its message across in a number of ways:

- The image or images used on the poster
- The use of 'star' names/faces
- The size of specific words on the poster
- The use of colour
- The graphic style of any words used on the poster
- The certificate (if known)

#### The Trailer

##### Creates awareness and develops a 'want to see' attitude amongst cinema, T.V. and online audiences

- The teaser trailer
- The full trailer
- The T.V. spot

#### Promotions

- Newspapers
- Other branded products on-pack tie-ins (where target audiences match)
- Shopping chains
- Online discount sites

#### Viral Marketing

Build a 'digital world' for the film to exist in access to an increasingly fragmented audience

#### Social Media

Facebook, Twitter, YouTube, Google+, Pinterest, Tumblr, Instagram and BuzzFeed users share their experiences with their friends and connections

