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"One In A Million" How To Find Your Audience

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What is Distribution?

- Positioning your film
- Identifying your audience
- Reaching that audience
- Making your film accessible
- Getting people to see your film

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Distribution Areas

- Release Strategy
- Budgeting & Forecasting
- Theatrical Sales (Venues & Festivals)
- Home Entertainment / VOD
- TV / Ancillary/ Sales
- Production
- Marketing
- Publicity
- Social Media

Vertical Integration across all platforms

The Challenges For Independent Film Makers

- On average 13 films released theatrically a week in UK
- Opening weekend performance pressure
- Power of the blockbusters
- Grip of multiplexes – 16 week window
- Virtual Print Fees (VPFs)
- Event Cinema (alternative programming)
- Multiple platforms
- Where are the audiences?
- Clear hooks, commercial gain, “who’s in it??”
- Cost of distribution and marketing
- “Regular Cinema Goer” is 3 times A YEAR!
- How to cut through in this environment

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The Strengths & Opportunities

- You have true, connecting content
- Forced to be creative in distribution and marketing
- Many tools at your disposal:
 - Crowdfunding
 - Social Media
 - Availability of VOD platforms & technology
 - Venues
 - Support Programmes – Creative Europe MEDIA!
- Audience choosing how and when they consume
- Direct Distribution Experts - DIY
- Assemble, Vimeo, Distrify, The Movie Partnership
- TUGG / OurScreen
- More Distribution Funding Support
 - MEDIA Europe
 - In UK – BFI, Film Agency Wales

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How To Cut Through Planning, Positioning And Knowing Your Audience

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Mindset Shift:

Film Maker —> Distributor

Film —> Audience

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SWOT Analysis – Be Honest!!

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
- Certificate

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!

Positioning

- How this film will come across to its audience
- Short, impactful statement
- NOT the story
- Internal use
- Informs all elements of the campaign
- Include all hooks for your audience
- Include genre
- Explore variations
- Be bold

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We Need To Talk About Kevin

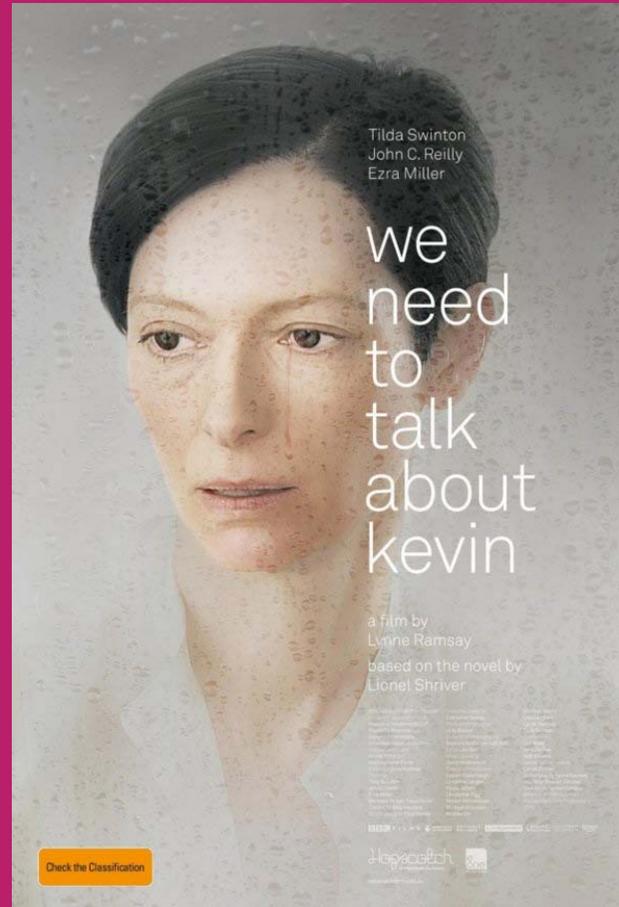
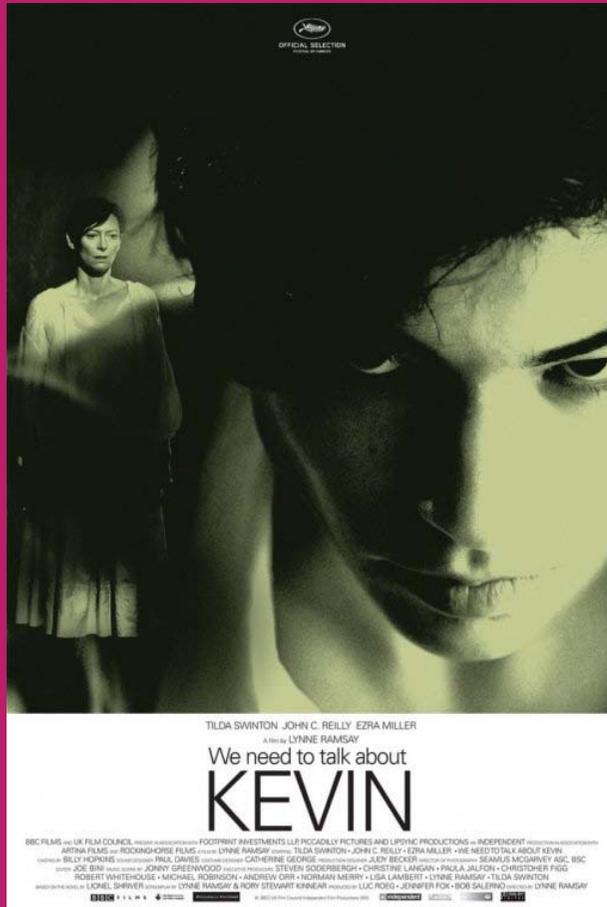


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- COULD HAVE BEEN: Off-beat, indie interpretation of a harrowing story
- Award winning, independent, critically acclaimed thriller, starring Tilda Swinton and based on the best selling novel by Lionel Shriver

We Need To Talk About Kevin



The King's Speech



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- COULD HAVE BEEN: Worthy, historical drama
- Unite the nation behind the release – engage national pride
Create an inspirational, British, and contemporary campaign

Tony Benn: Will & Testament



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- COULD HAVE BEEN: Political documentary
- An event release. A compelling, moving, cinematic portrait of the UK's last great political rebel.

Your Audience

- Everything is about THEM
- SHOCK: You may not be the audience for your own film!!
- Be specific – not “all women”
- Can have Primary & Secondary (& Tertiary)
- Who are they? Do your research:
 - How many of them?
 - Demographics – age, location, disposable income
 - What are they like? What are they into?
 - What media do they consume?
 - How do they consume that media
 - What do they respond to
- Facebook ads, Magazine reader profiles, Talk to them
- Build up a profile, get to know them, give them a name!
- *Enid is a 64 year old, retired business woman, lives in Surrey in the countryside, goes to the cinema once a week with friends, reads the Guardian and Home and Garden magazine, shops in Marks & Spencer's and Waitrose, has 2 Labrador dogs, has holidays in France and Spain and*
- Review once film is made

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Primary:

- Women aged 24+ fans of the novel or aware of the novel
- Women aged 30+, ABC1s, medium-heavy cinema goers
- *Time-poor, busy women (working/mothers), read supplement magazines and Kindle, meet their friends regularly at local coffeehop, drink Pinot Grigio, eat at Giraffe and Pizza Express, listens to Heart FM and Capital Radio, responds to outdoor and TV advertising and friends' recommendations, uses the internet practically rather than entertainment (apart from Facebook).*

Secondary:

- Male and female, ABC1s, regular cinema goers, fans of quality drama and independent film

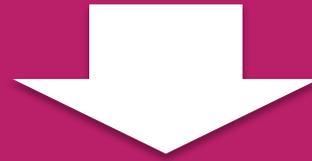
Tertiary:

- Fans of Tilda Swinton
- Fans of Lynne Ramsay
- Fans of Ezra Miller (need to create them!) – cool, young things
- Students and Film Students

WE NEED TO TALK ABOUT KEVIN - Trailer

Connecting To Your Audience(s)

POSITIONING



- Marketing
- Publicity
- Online & Social Media



INFORM → ENGAGE → CONVERT → WORD
OF
MOUTH

Key Considerations In Distribution

- Start Now – But Plan
- Assets!
 - Stills!!!!!!
 - Poster, Trailer
 - Synopsis x 3
 - Clips, Featurettes
 - Games, viral content
 - Electronic Press Kit (EPK)
 - Stills, Clips, featurettes
 - Production Notes
 - Interviews, B Roll
- Think about distribution and the audience NOW
- Talent and their support
- Publicist
- Social Media
- Promotional Partnerships
- Enhance the Experience of Your Film - Events
- How to engage the audience
- How to engage the press

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Parkland



The King's Speech



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- Building the Audience
 - Facebook
 - Festival Tour of Short Version
 - 68,700 Active Users
 - Consistent Engaging Content
- Audience Engagement at Edinburgh
 - Event Screening
 - Branded balloons, postcards, posters
 - Badges – “Make Tea, Not War”
 - Pipes – Audience Photocall and Selfies!
- Taking Release Direct To The Audience
 - Q&A Tour
 - Local Venues eg. Town Halls
 - Regionally Relevant Panelists
- Broadening The Audience
 - Satellite Q&A Live From the House of Commons
 - Celebrity Panel
 - Multiplex Venues
- Choice of Where To Consume
 - Day and Date Release
 - Cinemas and VOD



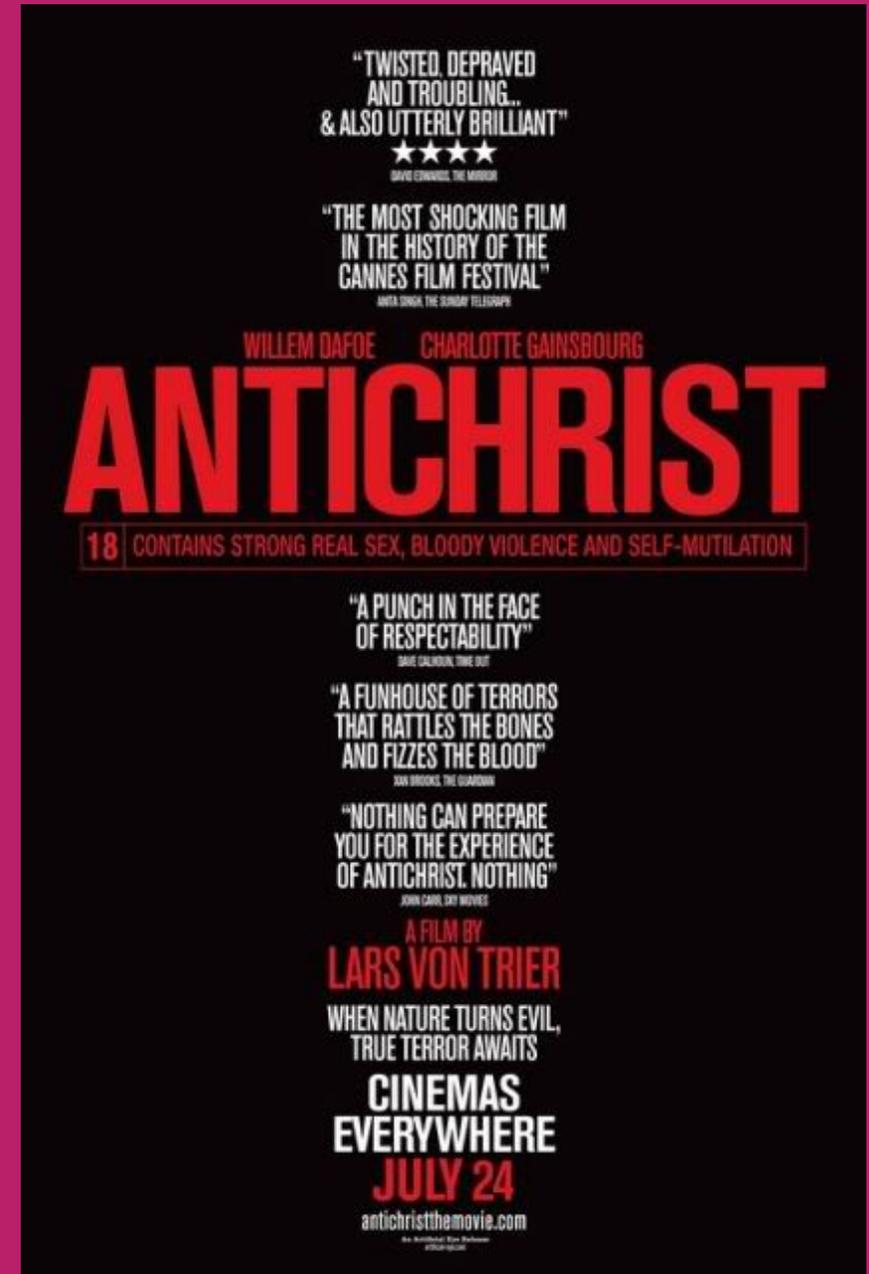
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Antichrist



- Event Release
- Courted controversy – banned artwork
- Partnered with absinthe brand
- Satellite Q&A with LvT
- Leaked clips
- Branded cinemas, event nights
- Counselling help line



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- Dual campaign – mainstream and younger – across print, outdoor and TV advertising, FB campaign
- “Nature Vs Nurture” debate
- Edinburgh Film Festival launch
- Book clubs with cinemas
- Partnered with Mumsnet and book publishers
- Lionel Shriver support – phew!
- Premiere event with Ezra Miller & Lynne Ramsey
- Ezra Miller campaign – build his Twitter following
- Exclusive poster for cinemas
- University screenings and promotion pack
- Blue and Red themed cocktails in cinemas
- FB Viral game

Some Ideas!!

- Involve the venues:
 - Postcards
 - Posters – including review, press quotes, Twitter feedback
 - E-packs – posters and flyers they can print themselves
 - Content for their plasma screens
 - Standees
 - Competition prizes
 - Exclusive content – stills, clips, BTS
 - Make it competitive between venues
 - Programme notes
- Make an Event
 - Q&As – satellite link up, online, Twitter, Google Hangout, UK tour
 - Experiential screenings eg. Secret Cinema
 - Talent support
 - Introduction
 - Watchalong on line
 - Tweet along
 - Drinks/Food sponsor
 - Media partner
 - DJ / Fashion Show / Demonstrations
- Postcards relevant venues - in cafes, bars, bookshops, theatres
- Promotions with bars and restaurants eg. Free glass of wine with cinema tickets
- Schools, universities and colleges
- Talker screenings – Taxi Drivers and hairdressers
- Press involvement in themes eg. Day in anti-kidnap training, cookery courses, wine tasting
- Music video
- Talent pieces to camera in character
- Book Clubs

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Useful Resources

- FilmScope Worldwide App
- Think Outside The Box Office – *Jon Reiss*
- Selling Your Film Without Selling Your Soul – *The Film Collaborative*
- Tribes – *Seth God*

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Danke schön!