

BUILDING A BLOCKBUSTER

Marketing your next film



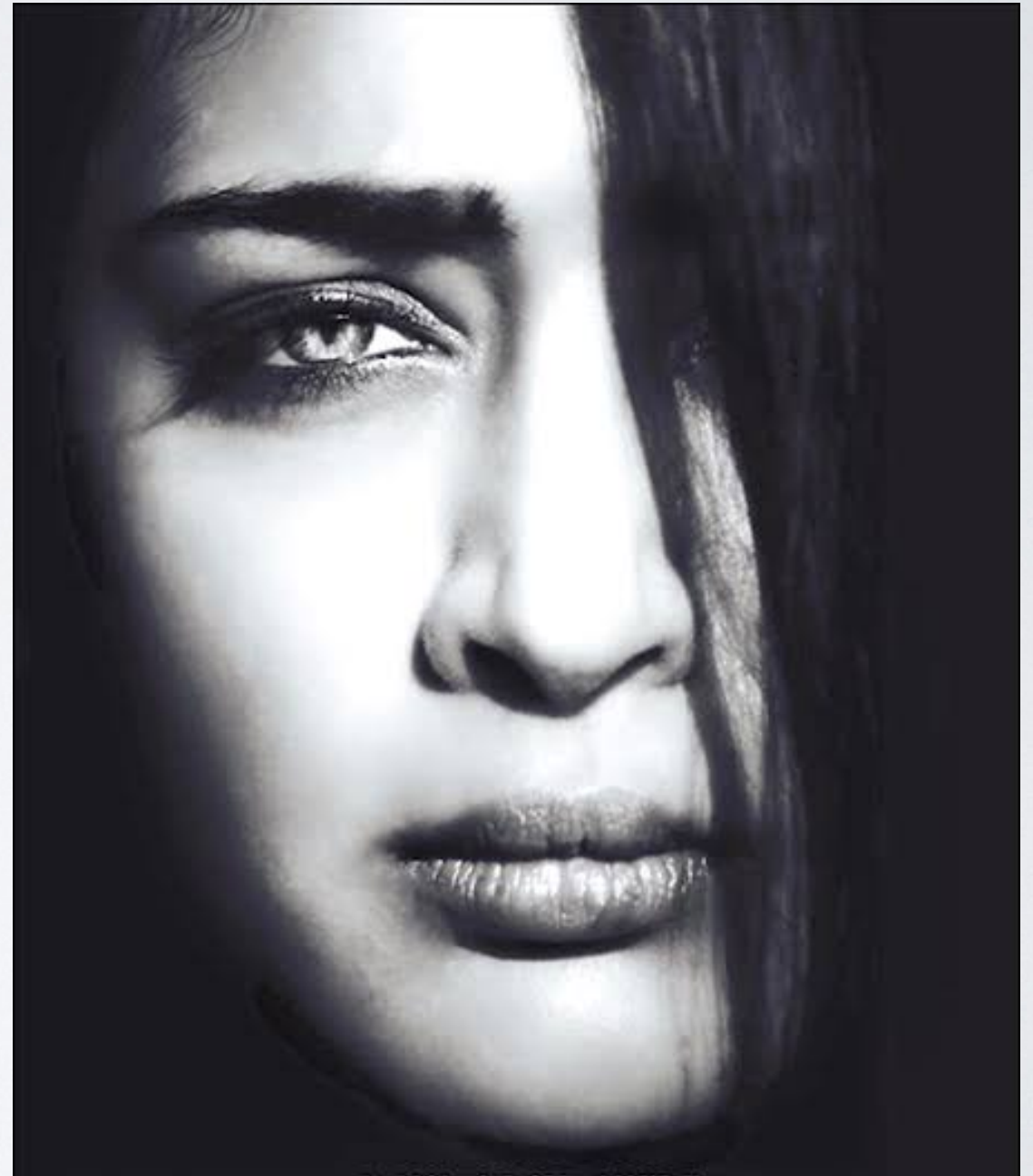


IF NO ONE SEES YOUR NEXT FILM...

Did you actually make it?

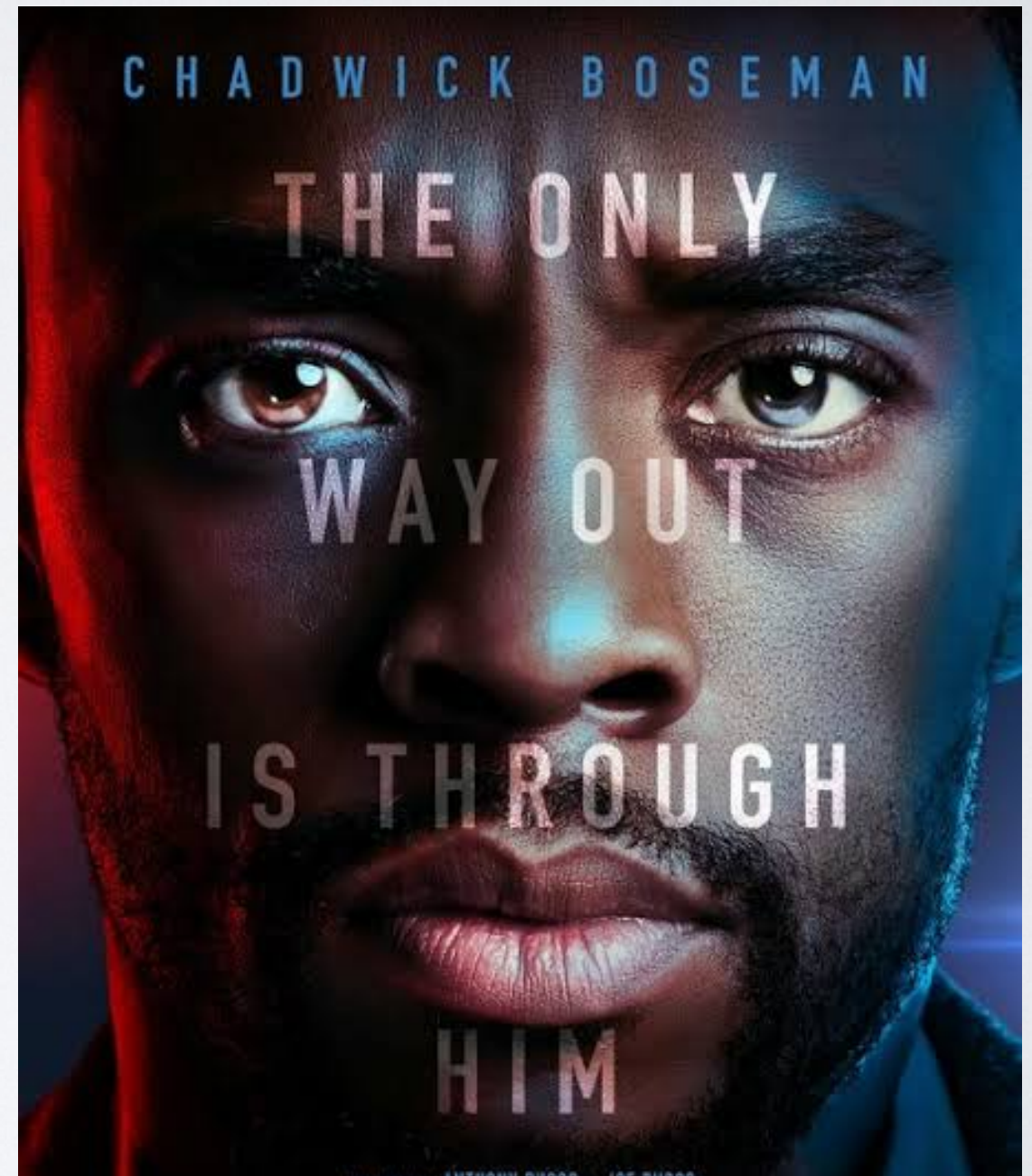
MARKETING A FILM IS JUST AS IMPORTANT AS MAKING ONE

- Get enough screen time
- Make a return on the investment made
- Start to build a following
- Make enough to finance your next film
- Make some money!



WHEN DOES FILM MARKETING BEGIN?

- During the conceptual stage
- Make your film marketable - story, characters, setting
- Casting - believability and star power (social media)
- Think about product placement



WHEN DOES THE PUBLICITY CAMPAIGN BEGIN?

- Acquisition of story rights
- Contracting of director
- Contracting of lead cast
- Announcement of pre-production
- First day of production



WHY START SO EARLY?

- To create anticipation for the film
- To warn producers with the same idea
- To get the best possible release date
- To compensate for a low marketing budget



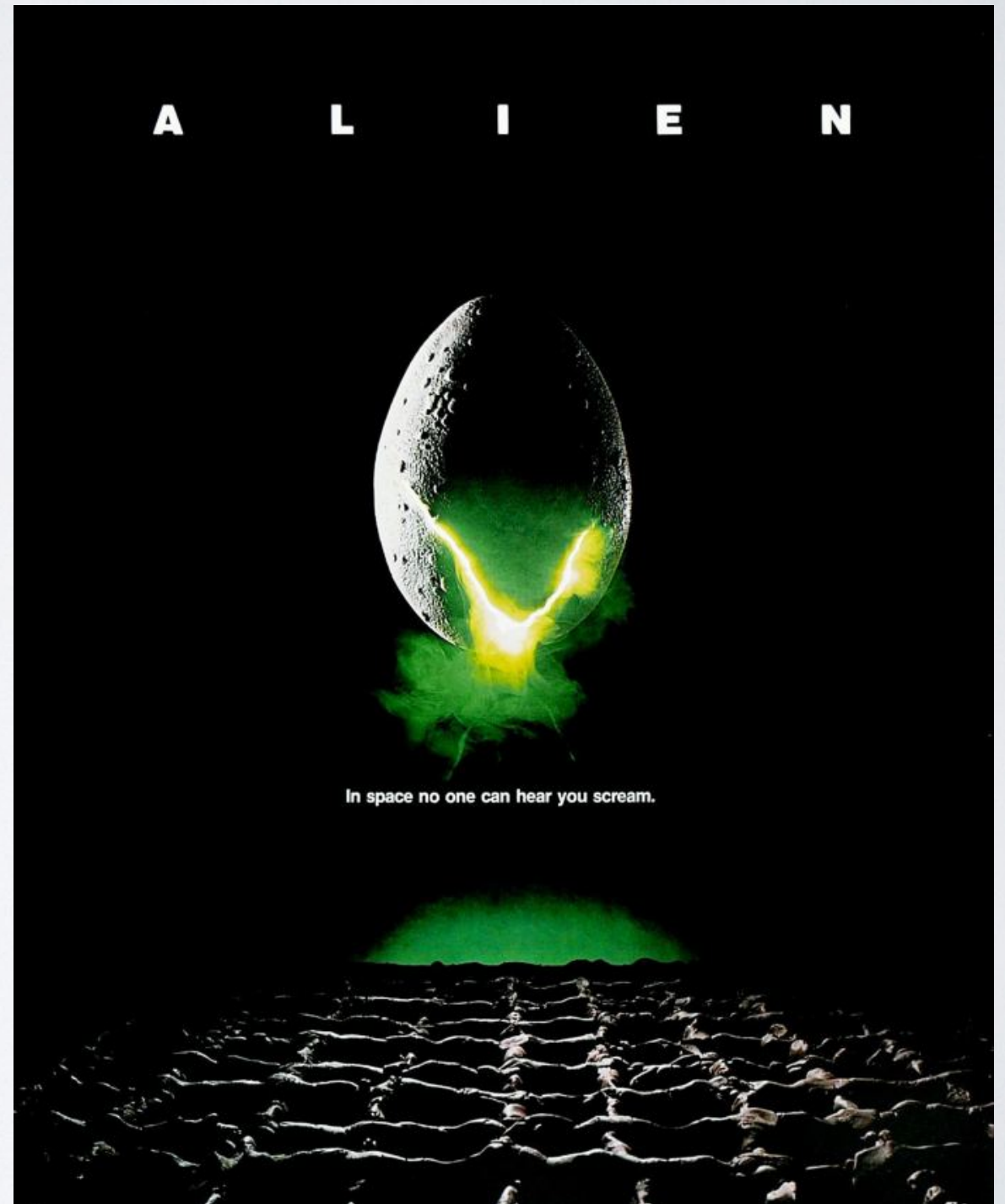
TAKE THE AUDIENCE BEHIND THE SCENES

- Let your audience feel like a part of the filmmaking process from early on
- This commitment can lead to eventual ticket purchase
- Leverage on trivia about the location, production process, actors and crew
- Film and photograph everything



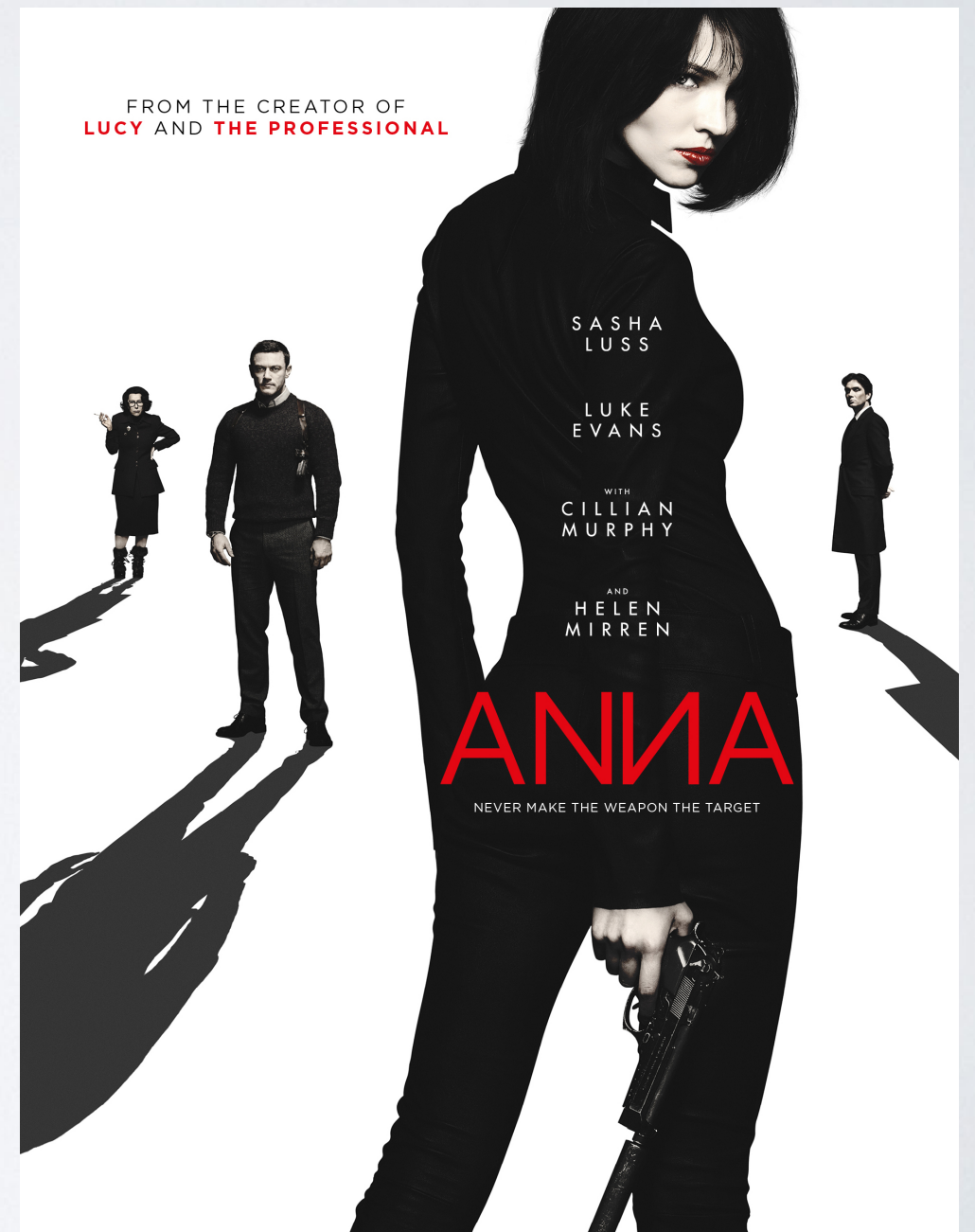
THE DETAILS MATTER

- The movie title
- The logo
- The tagline
- Cast photographs
- Graphic design
- Poster concept



MAKE THE BEST POSSIBLE TRAILERS

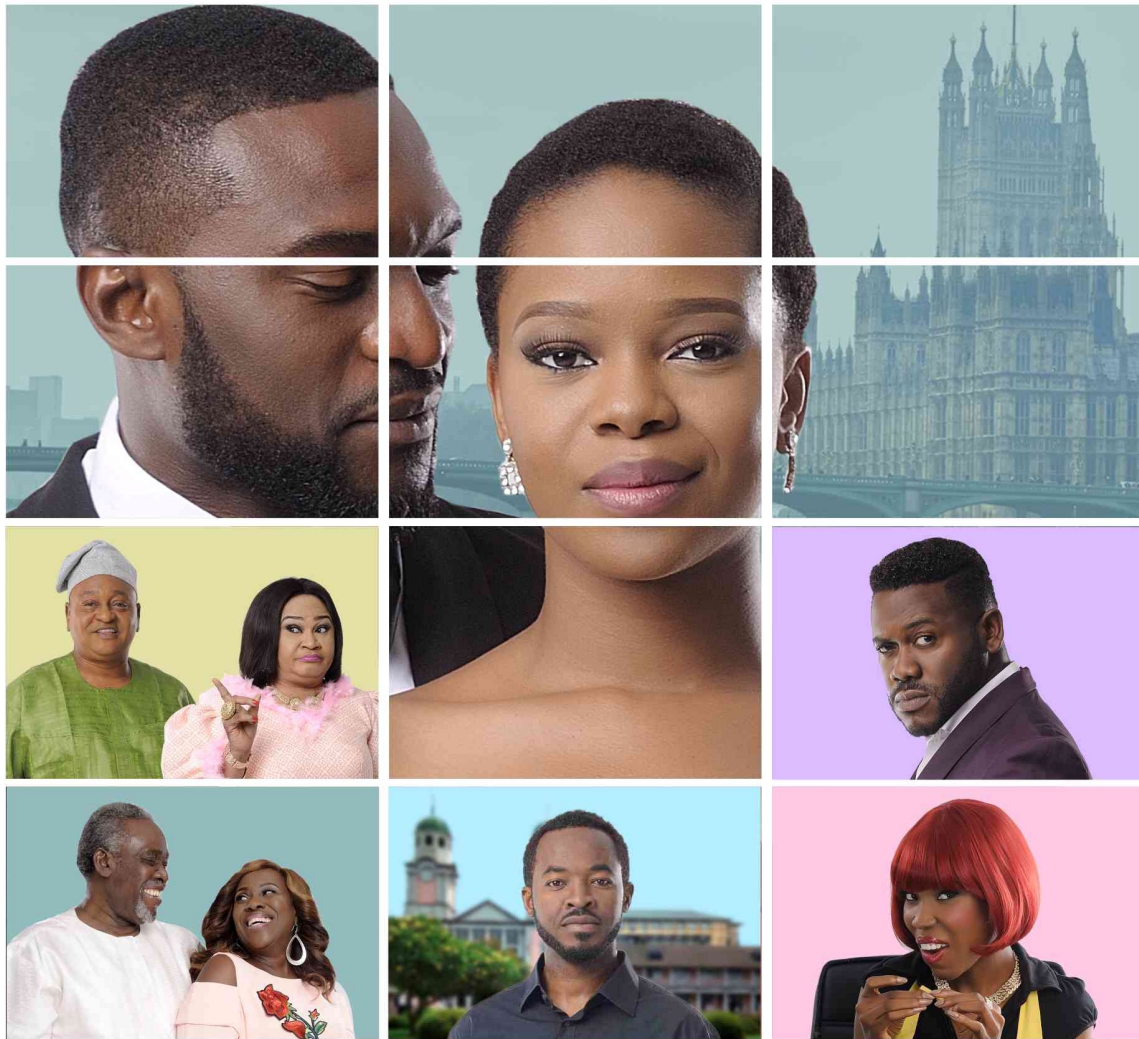
- Make the trailer tell a story
- Script it
- Use an expert editor
- Add exciting captions and SFX
- Use a great voiceover and music
- Test it - over and over



MAKE THE BEST POSSIBLE POSTER

- Understand genre design
- Create different concepts
- Resist the ensemble image
- Make it consistent with the film and marketing strategy
- Make it memorable
- Think ahead about multiple media formats





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EMMANUEL ILLEMBAYO LOTA CHUKWU DIRECTOR OF PHOTOGRAPHY TREVOR BROWN EDITED BY MICHAEL BECKER WRITTEN BY NICOLE BROWN
YINKA OGUN DEBO OLUWATUNMINU EXECUTIVE PRODUCER MO ABUDU PRODUCED BY PRISCILLA NWANA TEMIDAYO ABUDU DIRECTED BY ISHAYA BAKO

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COMING SOON

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FROM EBONYLIFE FILMS, MAKERS OF FIFTY AND THE WEDDING PARTY



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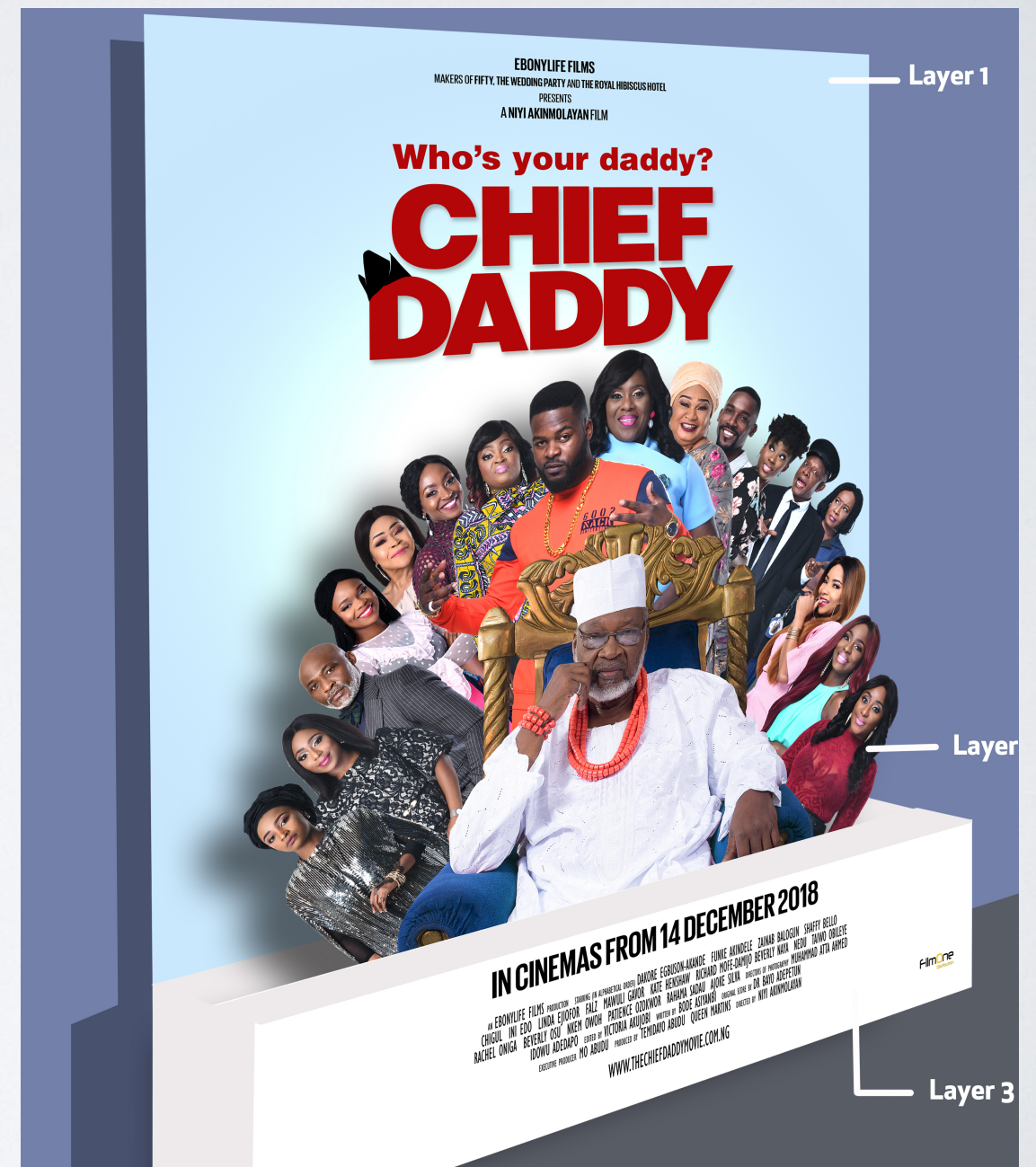
PLAN YOUR SOCIAL MEDIA CAMPAIGN

- Find an agency or individual that has a good track record
- Create a schedule of frequent posts including those by cast
- Build a library of content before it's needed
- Find different ways to engage the audience - BTS, characters, memes, teasers, posters, giveaways...
- Don't overdo it



PRODUCE GREAT IN-CINEMA MATERIALS

- Standees tend to suggest a big movie
- Active moviegoers are your best possible target audience
- A great prop for fans' selfies
- Creates top-of-mind awareness
- Don't forget digital posters, countertops and floor stickers



ALWAYS HAVE A PREMIERE

- It doesn't have to be huge and costly
- It just needs to look great in the media
- Don't overpower your cast with too many celebrities
- It's a media event - treat them well
- Don't obsess over a dress code if it's not going to sell the movie



FOCUS ON OPENING WEEKEND / WEEK

- This is the most critical time of all
- Your whole campaign is leading to this moment
- Word-of-mouth (WOM) takes over afterwards
- Take advantage of WOM by amplifying it on social media
- Get everyone involved



BREAKING NEWS!

CHIEF DADDY

42.6 Million Naira

OPENING WEEKEND BOX OFFICE
(EXCLUDING ADVANCE SCREENINGS AND PRIVATE SCREENINGS)

THANK YOU NIGERIA!!



A promotional graphic for the movie 'Chief Daddy'. It features a collage of the main cast members, including a man in a white traditional Nigerian outfit (Agbani Doyin) sitting on a golden throne. The text is in bold, red and green fonts, celebrating a box office success of 42.6 million Naira during the opening weekend.

KEEP GOING

- Don't stop pushing until the cinema run ends
- Learn from your mistakes
- Listen to your distributor
- Evaluate feedback
- Develop a formula over time

