



A Presentation for

“My First Loves”

A romantic comedy Written & Directed by Dominga  
Martin

Produced by Monty Ross

[www.houseofmingproductions.com](http://www.houseofmingproductions.com)

# INTRODUCING WRITER/DIRECTOR PRODUCER: Dominga Martin

- Dominga Martin, originally from Boston, Massachusetts, attended Clark Atlanta University where she studied Radio, TV, Film and Journalism. Her 10+ years in the entertainment industry began as a production assistant/director assistant for various film and music videos. As a former VJ for Atlanta's premiere video show "In the Mixx" she interviewed Outkast, Sean "Diddy" Combs, and Ludacris to name a few.
- Dominga's journalism and online publishing career includes: freelance writer for VIBE and UPSCALE magazines, Rolling Out, Men's Fitness online, and Blackfilm.com. She is Co-Founder of crème-magazine.com established in 2004 as a lifestyle magazine that highlights the lifestyles of the young & affluent, covering emerging trends in entertainment, fashion, culture, arts, and politics.
- **As a writer, director, and producer, she has gained a strong working knowledge of both the business and creative side of the independent film industry that is rare amongst writer/directors.**
- Dominga's most successful video production "Forever" with GRAMMY nominated artists (The Floacist & Musiq Soulchild) has been featured on MTV Hive, VH-1 and BET, currently surpassing the ½ million-viewer mark on You Tube. It premiered on VIBE.com to over 1 million viewers.
- **Dominga is also featured in The Her Word As Witness: Women Writers of the African Diaspora Photo Exhibit featuring 35 portraits of some of today's most compelling writers, literary and performance giants. Dominga stands alongside award-winning Haitian novelist and essayist Edwidge Danticat; President Barack Obama's inaugural poet, Elizabeth Alexander; Grammy award recipient, Esperanza Spalding and poet Sonia Sanchez. The photo exhibit continues to travel and just wrapped a presentation at NYU.**



# ABOUT HOUSE OF MING

- House of Ming is a boutique motion picture company based in Brooklyn, New York, founded in 2001 by Independent Film Director, Writer and Entrepreneur Dominga Martin. House of Ming is influenced by fashion, visual and the performing arts.
- The House of Ming executive team has a combined expertise of more than 30 years of collective marketing and management which they bring to the film company. Experience includes HBO, Universal Pictures, Shirley Chisholm Legacy, Arthur Ashe Foundation, VH1, BET, Alvin Ailey and Procter & Gamble to name a few. Oversight includes business affairs, strategic integration and operations.



## House Of Ming Release Timeline



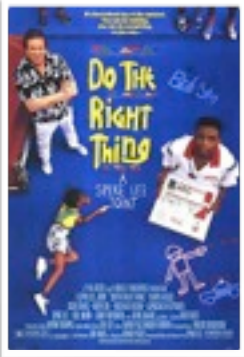
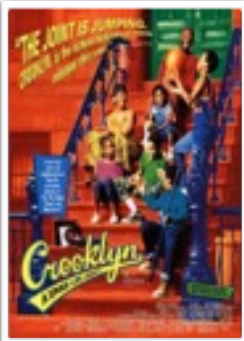
Each film will have an intense grassroots marketing and promo tour: Film Festivals (ABFF, Sundance, Toronto, Pan African Film Festival etc); High Schools and Colleges (HBCU, Liberal Arts, Women Studies); Publicity including TV, Radio, Print, On-Line and Brand Integration Partnerships.

# THE FILM

- “MY FIRST LOVES” (“the Film”) is an intriguing romantic comedy about a young woman who has cold feet before her wedding day after having reoccurring dreams she’s a contestant in “The Newlywed Game” with her first three loves—during different stages of her life: her high school sweetheart, college romance and adult love.
- In the tradition of box office hit “The Best Man”, and the recent success of the film “Think Like a Man”, the Film presents a universal story about love--losing love, finding love and reminiscing about that one “true love” that may have gotten away.
- This sexy romantic comedy highlights a New York City backdrop and the southern charm of Atlanta, Georgia; making both cities and its unique locations a character amongst the participants in the narrative.



# THE PRODUCER PRODUCER – MONTY ROSS



- Monty Ross, Spike Lee's former producer and co-producer on such groundbreaking "Made in NY" productions as "School Daze", "She's Gotta Have It", "Do the Right Thing", "Jungle Fever", "Malcolm X" and "Crooklyn". In 1985, Monty partnered with Lee, as the Production Supervisor on the 12 day shooting schedule of "She's Gotta Have It", starring Tommy Hicks, Tracy Camilla Johns, and John Canada Terrell. The film shot in Ft. Greene, Brooklyn with a \$100K budget grossed over \$7 million dollars, which was unprecedented, showing that black film had an audience and guerilla marketing was the key. "She's Gotta Have It" launched Spike Lee and Monty Ross' career and lead the way for black film.
- **Over the next 17 years, his roles at 40 Acres and a Mule Productions were multi-faceted, from Production Assistant to Vice President of Production. While co-producing a film each year, he also produced advertising campaigns for brands such as Nike's Air Jordans and Levi's 501 campaign, as well as music videos for artists such as Stevie Wonder and Prince.**
- More recently, he worked on the New York City production "Inside Man", starring Denzel Washington, Clive Owen and Jodie Foster, which was Lee's highest grossing film, (\$86 Million) to date. Monty returned to 40 Acres as Special Project Coordinator for the "Do The Right Thing" 25 year Anniversary. Today, he is actively involved in digital production and developing projects for emerging directors.





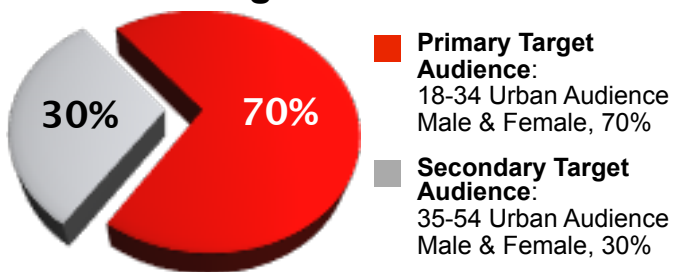
# MARKET RESEARCH AND STRATEGY

- **African Americans & Hispanics frequent the box office more than any other ethnicity, seeing on average, 13.4 movies per year. Typical Moviegoers average 6 ticket sales accounting for \$1.4 billion box office receipts. 62% of African Americans admit to seeing a favorite movie more than once contributing to \$513 Million in additional revenue per year. The purchasing power of this combined demographic is nearly \$3 billion by 2015.**
- Clearly, the underserved urban consumer seeks high quality entertainment that reflects their life/ experience is the primary target audience. In 2012, frequent movie goers increased in every age group with an emphasis on 18-24 and 25-39 year olds, which may be part of a longer term trend. Tickets sold continued to be evenly split between both genders.
- “MY FIRST LOVES” seeks to satisfy and capitalize on this marketplace and capture it’s share of this burgeoning opportunity. “MY FIRST LOVES” is a film that appeals to both female and male audiences and powerfully represents a lucrative consumer base. “MY FIRST LOVES” inspiring subject matter and compelling character portrayals will resonate beyond the African American community, ultimately crossing over to touch diverse audiences globally.
- The production team has a strong independent film and marketing background, allowing this Film to have a comprehensive yet targeted marketing plan to maximize its profit potential, while maintaining it’s efficient budget. The Film’s synergies and cultural nuances will be the pivotal segment that will define “MY FIRST LOVES” as a classic romantic comedy amongst the masses.

# TARGET AUDIENCE

- **“MY FIRST LOVES” will be particularly appealing to three different generations;**
  - 1) “The Millennials” today’s young urban audience
  - 2) “Tastemakers and affluent African Americans” who flock to the theaters for films like “Sex and The City”, “The Devil Wears Prada” and “Think Like a Man”
  - 3) “The Baby Boomers” who have traditional values, dispensable income and easily adapt to the engaging environment of entertainment and social media.
- **“MY FIRST LOVES” plans to launch a viral marketing campaign which brings the various demographics together.**

**Target Audience**



## Target Consumer Psychographics

### Supports

Films targeted to the core African American audience and other urban communities; supports brands that target the African American audience.

### Attends & Frequents

Music concerts, arts/cultural activities, cafés, lounges, gyms, bookstores, day spas, etc.

### Listens To

Soul, Hip Hop, Urban Contemporary, Jazz and Gospel Music formats, as well as online radio programs, podcasts and digital radio.

### Watches

Diverse television programming: “lifestyle oriented” smart programming, entertainment news, talk shows and other lifestyle-oriented cable networks. Also engages in reality TV.

### Reads

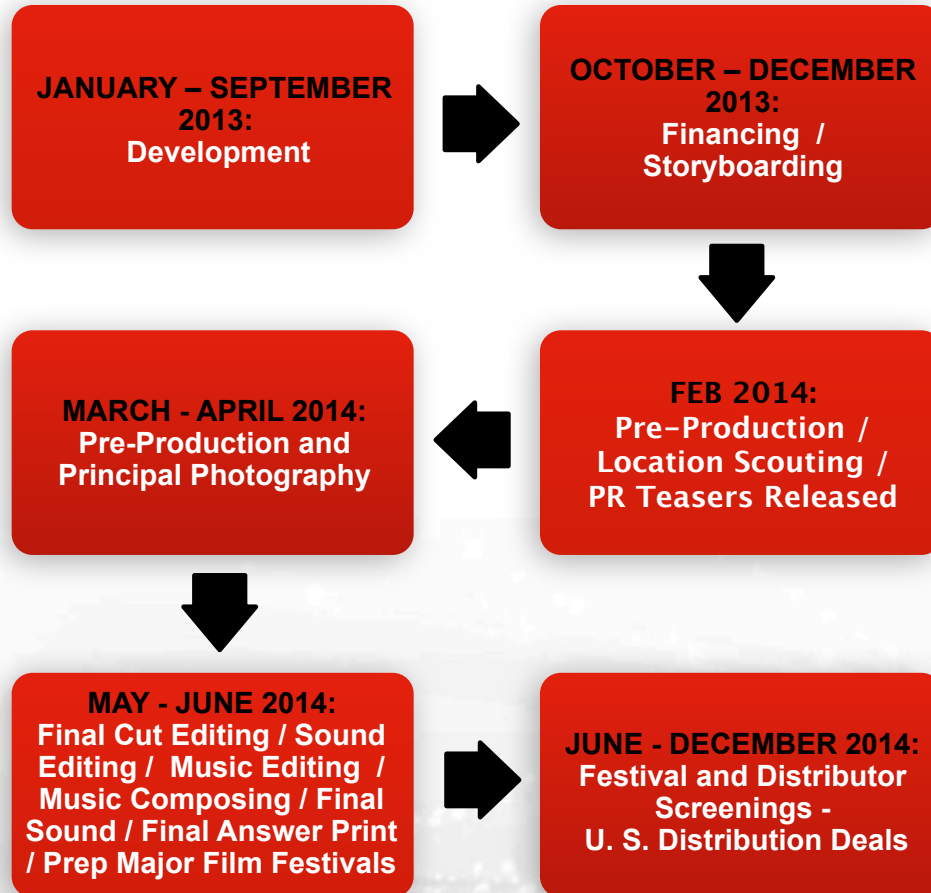
Vibe Magazine, Essence, O, Black Enterprise, Uptown, People, Esquire, Vanity Fair, Wired, TIME Magazine; African-American literature & New York Times Best Seller list.

### Aspire: Luxury Lifestyle

Travel, clothing, fine jewelry, art, cuisine, spirits, investments, socially and politically active

# PRODUCTION

**2013 - 2014**



- After 4 weeks of “MY FIRST LOVES” pre-production, filming begins for 20 days of principle photography, and wraps with 12 weeks post-production.
- The work week will consist of 5 days on and week-ends off.
- Location scouting and casting will occur before the principle photography begins. This phase will be featured in the digital docu-series: “Ready, Set, Go!”
- The film will be shot in hi-definition and edited on a digital non-linear editing system. After a final cut is complete, an inter positive negative will be conformed and printed, resulting in DCP theatrical exhibition.



# MFL'S INTEGRATED STRATEGIES

## Television

- Cast interviews, daily morning shows, late night talk shows, entertainment news, online and print, lifestyle and fashion related programming.

## Social/Online

- Launch teaser campaign prior to film's 0-6 week marketing plan implementation through viral marketing efforts; leverage Crème's expanding web presence to sell tickets to the film,
- Blog mentions with organic integration of "My First Loves" among the power digerati commentary, sharing "The Making of MY FIRST LOVES"...
- Email blasts featuring "MY FIRST LOVES" key art, markets, release date, etc., FB & Twitter events
- Web contests awarding most romantic "first love" story with trip/tix to LA or NY premiere
- Video features of film clips on YouTube, Vimeo, Google, etc.

## Red Carpet Premieres, After-Parties & Concert Tour (tbd)

- Boston, NYC, ATL, LA, PHILLY, CHI, DC etc

## Lifestyle/Grass-Roots

- Target lifestyle, nail, hair, restaurants, ladies night-out promos, etc.

## Mobile

- Sponsored promotions and updates from the casts

## Events

- Fashion Week, Talk Backs, College Tours (HBCU, Liberal Arts, Women's Studies: Spelman, Simmons, Agnes Scott etc.), Targeted Award shows The Oscars, The GRAMMYS, BET Awards, BGR!, etc...

## Paid Advertising

- TV publicity and ads run local 0-6 weeks out on BET, MTV, VH1, Bravo, FUSE TV, TV One, ESPN, E!, Style Channel, etc.
- Newspaper and print advertising in major market (Boston, NY, LA, ATL, PHI, DC) placed in national, local, and targeted community publications 0-6 weeks out from release
- Radio advertising and promo in major market promotions 0-4 weeks out from release
- Outdoor ad placements in NY & LA, 4 weeks out from release w/QR promotions on buses, at bus shelters, in subways (platforms/cars), on billboards & wild posting walls. \*\*\*NYC offers free city (trains, buses) ads for low budget productions.
- Online ads 0-4 weeks out from release, utilizing a mix of both niche and mainstream websites.

## In-Theater Trailers and QR Promotions

- Aligned with appropriate films playing to target audiences

# ORIGINAL CONTENT: READY, SET. GO!



- **Docu-Series.** The mobile and digital docu-series “Ready, Set. Go!” follows Dominga Martin behind the scenes as she makes her first feature film “MY FIRST LOVES” in New York and Atlanta.
- **Mobile Moviegoers** and consumers who are looking for new products and great content can watch RSG! on their mobile device.
- **We Need a Mobile Partner.** A recent study from Google shared 53% African Americans own Smartphones. 21% AA/16% Hispanics use mobile devices to engage in on-line purchases, faster than any other group.
- **Twitter/FB/Instagram.** Original digital content can be shared across all social media platforms building brand awareness and early audience participation.
- **You Tube, Vimeo.** Subscribers to House of Ming’s channels will be the first to see the docu-series.
- **Google Hang-Out.** Subscribers/social media followers will receive exclusive invites to hangout with director/cast/producers on the “MY FIRST LOVES” GOOGLE Page.

# MARKETING

- Branded mention and or assets in the film etc.
- Co-branded “Making of MY FIRST LOVES” digital docu-series product integration
- Co-branded screenings
- Co-branded red carpet and party
- Co-branded sweepstakes for “Extra appearance” and “ultimate honeymoon”
- Co-branded in-theater QR code w/pre-film trailer promo links back to Vibe Media’s properties.
- Co-branded Mobile college promotions
- Product Integration email blasts
- Co-branded social and on-line media
- Co-branded video editorials w/cast
- Co-branded music tour
- On Demand – sponsored music concert and content
- Retail DVD/added-value for deeper advertiser integration, brand association and more

# PRODUCT INTEGRATION

## Opportunities:

- Branded Entertainment in My First Loves with a sponsor's targeted communities and their respective lifestyles
- Connect with consumers in their environments. Spark excitement & buzz around the film it's integrated brand partners
- Embed brand partners within the digital docu-series, feature film, in-theater, radio, online and mobile promotions, events, DVD packaging and On Demand content.
- Maximize Social Media syndication through sweepstakes, word of mouth, cast participation

### Automotive



### Beauty/Clothing



### CPG's



### Wireless/Technology



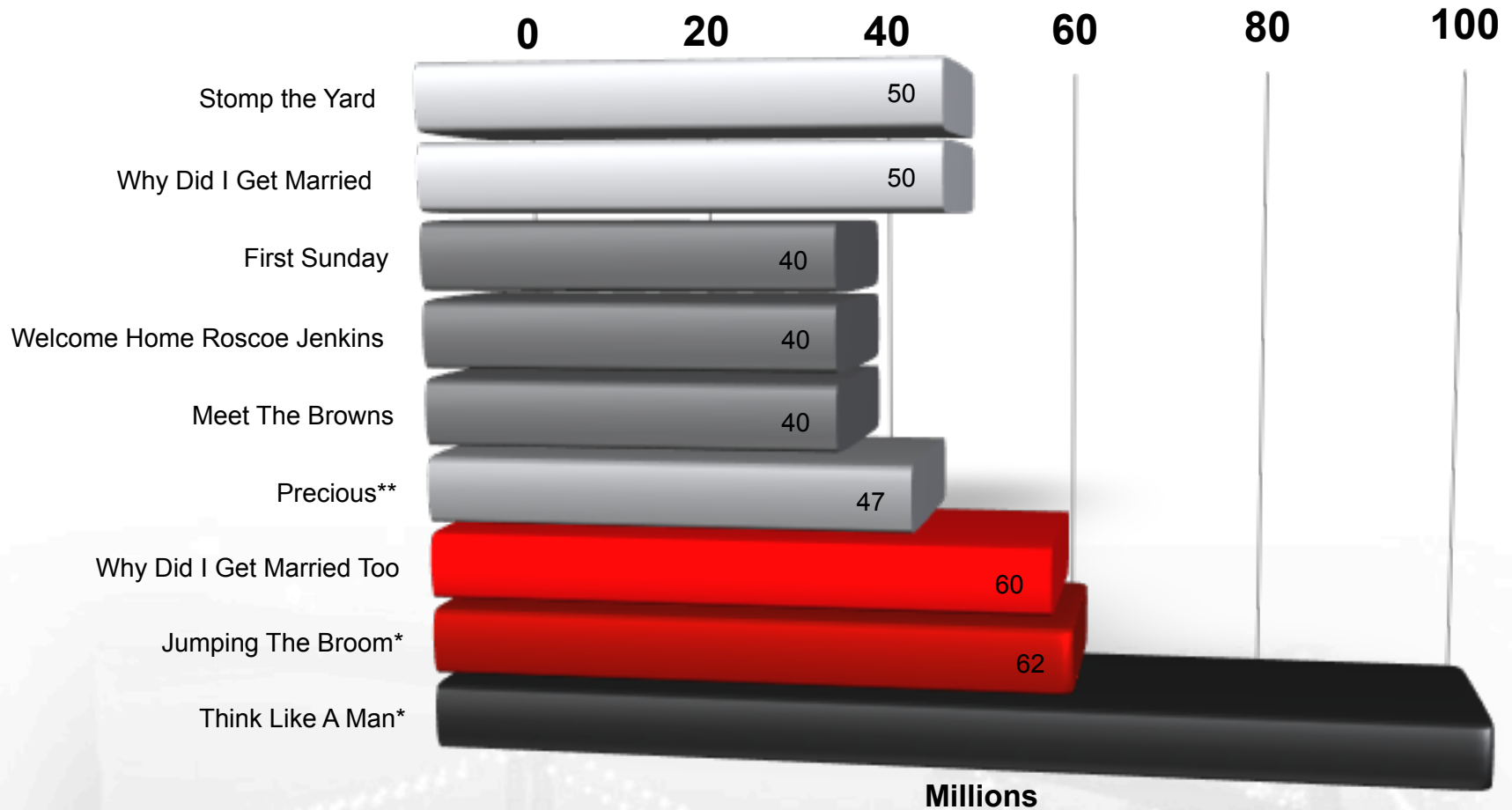
### Travel



### Lifestyle



# OPPORTUNITY FOR SUCCESS

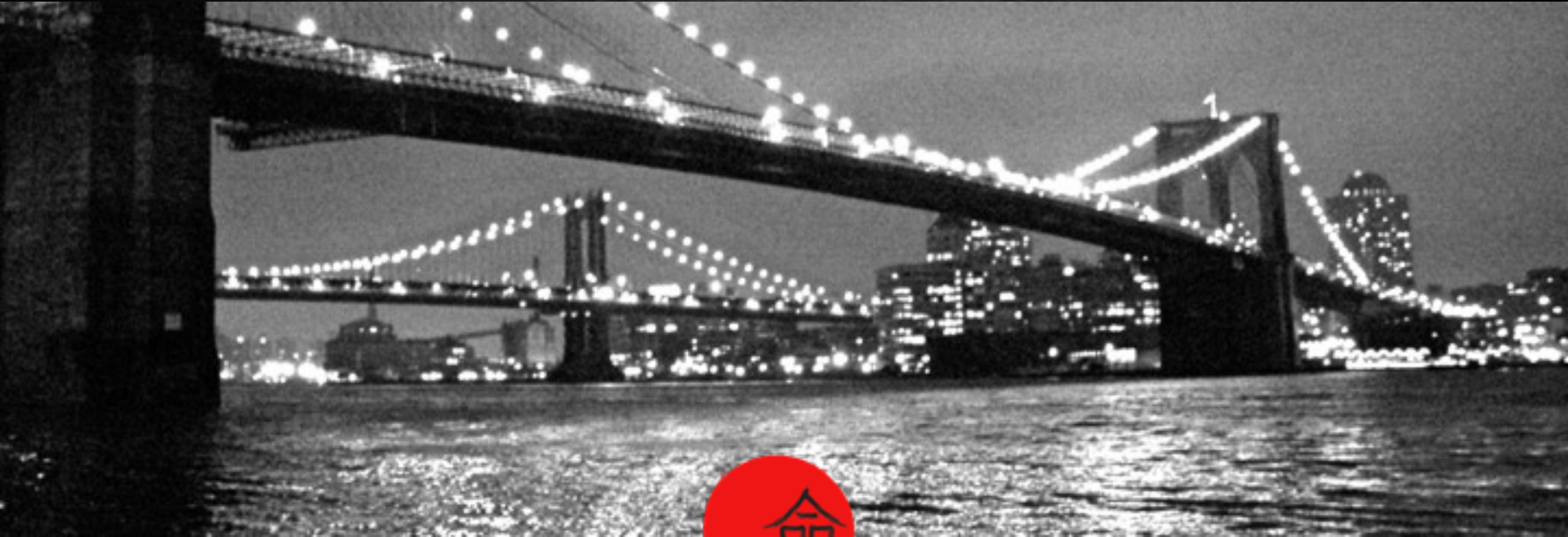


2007 2008 2009 2010 2011 2012

Denotes: \*Opened #1 at the Box Office \*\*Award Winner - Golden Globe and Oscars



# CONTACT



**Dominga Martin**

House of Ming Productions

**718-785-7709**

**[domingamartin@gmail.com](mailto:domingamartin@gmail.com)**

**[www.houseofmingproductions.com](http://www.houseofmingproductions.com)**