



2013 PROMOTIONAL CAMPAIGN OVERVIEW

Objective

The objective of this year's promotional campaign is to continue establishing the Visions Film brand as a leading resource for undergraduate exhibition, networking, and opportunities. We will accomplish this by meeting the following goals.

1. *Increasing festival attendance and video race registration by 15%.*
2. *Increasing film:abstract submissions to 65:25 for this festival year, respectively.*
3. *Increasing grassroots buzz about the festival through social media and the official website, reaching 1K "likes" on Facebook, 100 followers on Twitter, and 1K+ unique visitors per month to the website by the day of the event.*
4. *Improving media coverage of the actual event.*
5. *Attracting more high-profile sponsors for cross-promotional endorsements and contributions.*

Target Audience

Primary audience: International, but mostly national and regional, undergraduate film students.

Secondary audience: Companies, organizations, and industry professionals with an interest in film, the arts, and supporting or acquiring undergraduate talent.

Brand

Visions Film Logo

This year, a new logo will be implemented into festival campaign visual media supportives. Clean and minimal, yet bold, the logo will be versatile and easily recognizable, making it easy to apply to branded materials.

Strategy

We will promote the event by using a variety of communication methods to direct traffic to the festival website. Though geared towards our primary audience with the main goal being to increase submissions and attendance, these methods are also designed with synergy in mind for our sponsoring partners. Additional incentives will also be implemented to better improve our sponsorship relationships in particular; a stronger sense of "endorsement" is beneficial to our positioning, while limiting any commercialization of the festival is key.

Website

The website is the main tool for acquiring submissions, reserving festival passes, and registering for the video race. All marketing materials will direct traffic to the website. The website will be updated for the 2013

festival year by October 1, 2012, to accept submissions. Video race registration forms will be live on the website by _____ and festival pass registration forms will be live on _____.

Emails and Listservs

Email listservs will be used to direct local and regional students to video race registration on _____, early selections announcements on _____, and official selections, keynote speaker, and festival pass reservation details on _____. Emails and listservs will also be used to promote festival screening tours to the appropriate local schools and media outlets.

Screening Tour

Visions will go on tour to several regional schools throughout the fall and spring semesters, dates and locations to be decided. Schools will be within reasonable driving distance from UNCW (4-6 hours). The purpose of the tour is to garner interest about Visions in regional film schools, ultimately leading to increased submissions and increased regional attendance. These events will be promoted through the website, social media, and traditional media (press releases emailed to local schools and media), including photo/video and social media coverage during the event. Screenings are free to the public.

Retrospective Articles

A series of articles touching base with last year's featured filmmakers and film scholars will be released over the course of the call for entries period on the official website, beginning the week of the launch of the call for entries press release. These will also be shared on social media with links back to the website.

Special Initiatives: Regional Fee Waivers

A regional initiative this year will be an entry fee waiver for regional students interested in submitting who attend the festival screening tours. At tour events, students will either sign in with their name and email or receive a pre-marked "fee waived" submissions form. This will help us boost our submissions numbers, encourage tour event attendance, as well as strengthen public relations with regional film students.

Increased Video Content: Promos, Interviews

Branded video content posted on our YouTube channel, Facebook, and website will promote: 1) the call for entries (released on _____), 2) video race registration (released on _____), and 3) official selections/festival pass registration (released on _____). Video interviews with featured (award-winning) festival talent will also be conducted during the event, and released intermittently in the weeks following the festival (_____, _____, and _____).

Animated Posters

Three posters will be made throughout the year to promote the call for entries (_____), video race registration (_____), and festival event (_____). These posters will be distributed on our website, social media, and in email press releases to schools and media (listed above). Print versions of the posters will also be made and posted locally. These animated posters will contain a simple and attractive short animation with sound, pertinent copy, and necessary sponsor information, and they will link back to our official website.

Social Media & QR Codes

Facebook, Twitter, and Instagram will be used throughout the entire festival year to share all of the above information and redirect online viewers back to the website. Facebook will be the main social networking tool, and we will create Facebook events for tours, fundraisers, and the festival, as well as run paid advertising campaigns throughout the year. A Facebook group will also be created at the beginning of the year to include all festival staff members for ease of communication. A Facebook Alumni group has already been created and will continue to be maintained to help further communications within Visions networks established in previous festival years. Live Tweets, Facebook polls, photos contests and

product giveaways will be implemented throughout the day of the festival to improve live event coverage. QR codes will be present on festival programs, posters, passes, and at entrances linking them to “share” or “tweet.”

Social Payment

While submissions, screening tour attendance, video race registration, and festival pass reservations are free, we will implement several “Tweet to Pay” or “Post to Pay” initiatives throughout the year. In order to register for an event or reserve a pass online, people will click on a link enabling them to tweet or post about Visions on their social networks before being taken to the online registration form. This will result in increased online buzz, raising awareness and encouraging their friends to take the same action. Posts can be preset to include a link to our official website.

Improved Sponsorship Opportunities

The sponsorship proposal has been reworked to afford more opportunities for sponsorship engagement. The design of these sponsorship packages aims to attract in-person representatives with reserved seating at events, event naming rights, and opportunities for audience addresses, workshops, and giveaways. Sponsorship packages have also been updated to include more brand visibility on the website, in venues, on printed materials, and in press releases.

Press Wall

A step-and-repeat tiled with the “Visions Film” brand and sponsor logos will be set up outside of film screenings and the after party/awards presentations for photo ops of arriving talent. As the talent, their alma maters, festival attendees, and media circulate these images, the visible Visions Film branding will strengthen Visions’ image in the undergraduate film community and festival circuit.

Press Invitations

Press will be invited to attend the festival and review the event and films in their publications. Pitch letters and junket invitations will be sent to specific media contacts with interests in community arts and culture.

Local News Publications (Print/Online)

Press releases will be sent to the local media outlets of cities where our schools are located, as well as Wilmington’s local media, resulting in write-ups in community calendars and Culture & Arts sections of online and print publications. Our aim is to also generate reviews after the event, describing the entire experience of the festival. Press are invited to attend the whole festival with scheduled press junkets. These write-ups and reviews will be held onto for future promotions.

Key Media Targets

List of university and commercial media outlets *and* their name-specific contacts (local and regional; national and international mailing lists are already available through Programming department) will be researched and compiled by _____. We will research outlets and contacts whose editorial profiles match that of the festival.