

# Digital Marketing Plan for *Irregular*

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Team 3I

<https://linktr.ee/irregularthesis>  
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# Background

- *Irregular* is a Chapman Dodge thesis directed by Halia Reingold and produced by Katie Albright
- Coming of age story focused on a young girl diagnosed with PCOS, a hormonal disorder
- Role model: LuckyChap entertainment, an entertainment company that promotes female stories from female storytellers
  - Contributed to films such as *I, Tonya*, *Dollface*, and *Birds of Prey*
- Goals: reach a larger audience by having a bigger presence on social media, entering into film festivals in the LA/OC area, and connecting with PCOS support groups and clinics



# Audit

## Instagram: Most work needed

- Very beginning stages of growth, only 147 followers and 4 posts
- LinkTree visible in Instagram bio
- Lots of potential for content with two filming weekends in a row coming up

## PCOS support groups/clinics: Moderate work needed

- Large goal of theirs to connect
- Don't have a pitch deck yet so need to create one
- Don't have a list of groups to reach out to yet

## Film Festivals: Light work needed

- Don't have any requirements for what film festivals they're looking for, up to us
- Need to make a list of festivals to enter in with information

# Digital Marketing Strategy

## Instagram (Short term):

- Content ideas, graphics, posting/content schedule for filming weekends
- Pink aesthetic, lighthearted captions, followed TikTok trends for Instagram Reels, stuck with more traditional marketing trends for posts and stories

### ★ Day 2

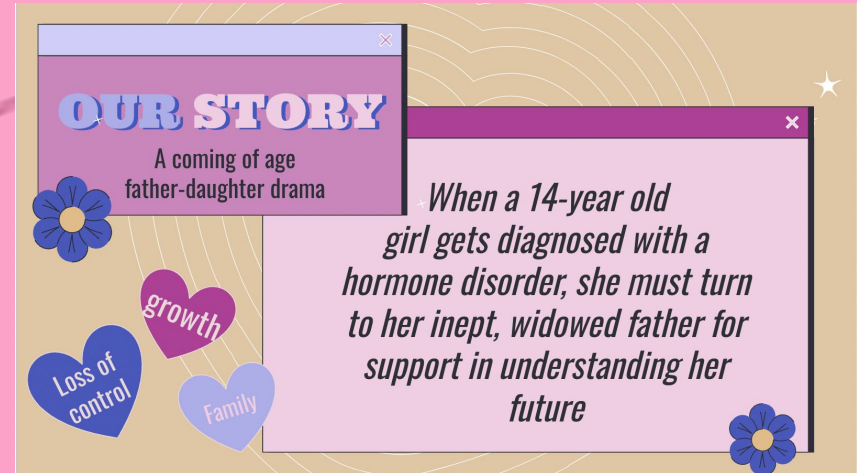
- Instagram Reel/TikTok
  - Take a picture with this prop/costume like that take a picture with these glasses tik tok with that frat song lol
  -
- Instagram Story
  - Q&A: people the question refers to can answer in video form on the story
    - Plant questions lol if people don't ask
      - "How are your arms?" – Tina Luo
      - "How are the actors doing on this fine day 5 on set?" – Katie Albright
      - "What is your favorite step of your makeup routine?" – Rachael Gliberman
      - "How much tape do you use as G&E Swing?" – Jay Park
      - "What's the most funnest errand you've been sent to do?" – Adam \_\_\_ PA
      - "What do you do as a 2nd AC?" – Jay Liu
  - Reading from the compliment jar
- Instagram Post
  - Quotes from the crew
    - Need graphics made

<https://www.instagram.com/irregularthesis/reels/>

# Digital Marketing Strategy

Connecting with PCOS support groups/clinics (Mid Term):

- Shared google sheet with different local PCOS groups/clinics to reach out to
- Cold called and sent emails with an information deck to share info and awareness about the film
- Got in contact with the Integrative Medical Group of Irvine's PCOS Women's Clinic



# Digital Marketing Strategy

## Film Festivals (Long term):

- Shared google sheet with different film festivals and all their information
- Looked for small scale, student, women, and short film focused festivals
- When the film is finished we made it easy for the crew to click the link and submit

A	B	C	D	E	F
Name of Festival	Date	Location	Website		Notes
New Filmmakers LA	Ongoing/monthly submissions	LA	<a href="https://www.newfilmmakersla.com/">https://www.newfilmmakersla.com/</a>		
American Independent Film Festival	Ongoing	LA (I think)	<a href="https://filmnet.io/american-short-film-festival/">https://filmnet.io/american-short-film-festival/</a>		
Los Angeles Independent Film Festival	Ongoing	LA	<a href="https://filmnet.io/los-angeles-independent-film-festival/">https://filmnet.io/los-angeles-independent-film-festival/</a>		
International Diversity Film Festival	Ongoing	LA (I think)	<a href="https://filmnet.io/international-diversity-festival/">https://filmnet.io/international-diversity-festival/</a>		
Los Angeles Student Film Festival	Regular: Nov 3, Late: Dec 8, Final: Jan 19	LA	<a href="https://filmfreeway.com/LASTUDENTFILMFESTIVAL">https://filmfreeway.com/LASTUDENTFILMFESTIVAL</a>		May 2-5 ev
LA Women in Film Festival	After Sep 29th for 2024 festival	LA	<a href="https://www.lafilmfestivals.com/la-women-in-film-fest">https://www.lafilmfestivals.com/la-women-in-film-fest</a>		\$65 fee
Lady Filmmakers	January 15 (winter) and March 13 (spring)	LA	<a href="https://filmfreeway.com/Lady-Filmmakers-Festival">https://filmfreeway.com/Lady-Filmmakers-Festival</a>		

# Results

## Instagram:

- Followers increased from 147 to 460 followers, more than most Dodge theses on the platform
- Lively feed with posts, reels, and stories
- Genuine content with candid photos and testimonials from crew on set

## PCOS Support Groups/Clinics:

- Connected with Integrative Medical Group of Irvine's PCOS Women's Clinic
- They are sending representatives to the screening of *Irregular* in the Spring

## Film Festivals:

- Will need to be later analyzed, but the crew is set up nicely to easily submit their film
- Some festivals include New Filmmakers LA, LA Women in Film Festival, and LA Student Film Festival

# Conclusion

- Our digital marketing strategy has resulted in an upward trend in followers and interactions on Instagram
- The crew is able to continue posting with the stockpile of digital content we have ready for them (via Canva)
- Have an incredible opportunity to submit the film to a plethora of Film festivals that could screen Irregular and result in even further success



The background is a solid light pink color. It features several abstract, organic shapes in white and a slightly darker shade of pink. These shapes are layered, with some appearing as if they are floating or overlapping the main background. The shapes are smooth and flowing, creating a modern, minimalist aesthetic.

Thank you!