RED

By Julia Kopyt | PRA 419

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PHASE ONE





Executive Summary

This marketing plan highlights the objectives of the film and promotional strategies that include film festivals submissions, publicity, outdoor advertising, and other promotional materials to gain attention around the movie while keeping its tone.



Anticipated Rating



Genre

Drama/Thriller
Drama/Thriller
Drama/Thriller
Drama/Thriller
Drama/Thriller

WHEN THE PREDATOR...
BECOMES THE PREY







Positioning Statement

A bloody drama/thriller
about a guy
who is stalking a girl that
just moved to the town,
but soon he becomes the
one to be trapped.

Synopsis

A story about an innocent girl (Ruth) that has just moved to a new city to take care of her grandma. Being new to the world of social media she starts discovering
Instagram to make friends. Her innocence and lack of carefulness seduce one of her followers – Hunter. A young male determined to meet Ruth starts stalking her. Yet he didn't know her secret, which leads to a series of
bloody and unexpected events.

Target Audience

Primary

- 18-35 years old
- Mostly females
- Social media savvy
- College students
- People early in their careers

Secondary

- Men in their 20s
- Graduate high schoolers (didn’t go to college)
- Like to party

Tertiary

- Parents who have teenage kids
- Middle class
- Protective of their children

Opportunities

- Social Media Awareness – not everything on social media is as it seems – relatable, especially these days
- It's a story that is relatable and easy to follow with a shocking twist
- It's a drama/thriller – a popular genre these days, especially among the primary audience
- Diverse cast

Obstacles

- Controversial – themes of cannibalism
- Not known actors
- Bloody scenes and other graphic scenes may be uncomfortable for some viewers

Film Director & Marketing Director

Ida Ali

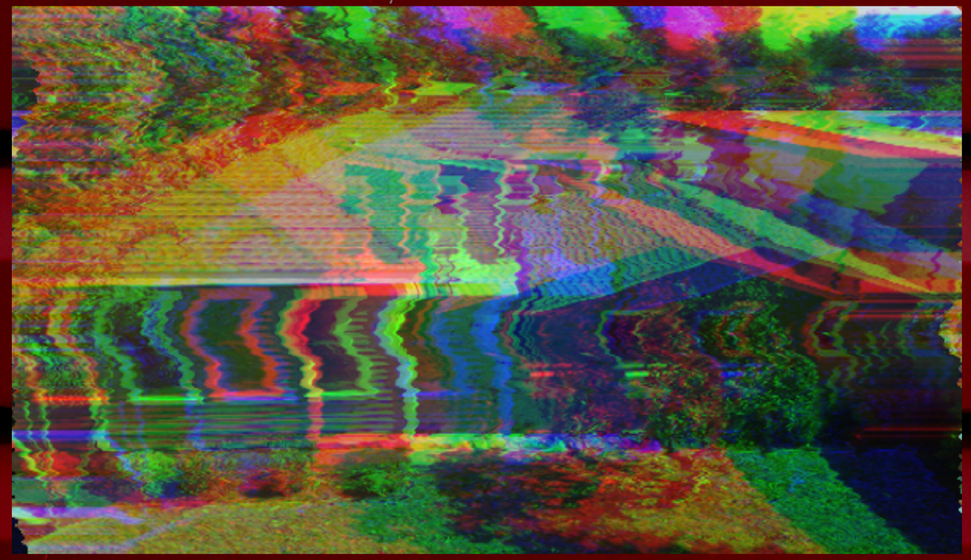
- Film Director
- Film Production: Directing major



Julia Kopyt

- Marketing Director
- Public Relations & Advertising major

PHASE TWO





Film Festivals



Festival Date

- June 9-19, 2023

Application Timeline

- Early deadline: DEC 2, 2022
- Standard Deadline: FEB 10, 2023
- Late Deadline: MARCH 10, 2023
- Extended Deadline: MARCH 24, 2023

Price

- Narrative Features/Docs over 40 minutes: EARLY $60 | STANDARD $75 | LATE $85 | FINAL $95
- Narrative Shorts/Docs under 40 minutes: EARLY $45 | STANDARD $55 | LATE $65 | FINAL $75

Apply

- website:https://danceswithfilms.com/submissions/

Why this festival?

The festival symbolizes irreverence and commitment to challenge the system. "RED" is challenging the system and norms of commercial films. There is controversy, a moment of shock and surprise, and cannibalistic aspects - it challenges the norms. The festival takes place in Los Angeles which is a great opportunity to show the movie to the biggest film market. Both the producer and director attending Chapman are close to LA which opens networking opportunities, convenient meetings, and screenings of the movies. It would be beneficial to get the LA community familiar with the movie.

Film Festivals

SAN JOSE INTERNATIONAL SHORT FILM FESTIVAL

Festival Date

- October 6th - 9th, 2022

Application Timeline

- Earlybird deadline: February 25th, 2022 ($30)
- Standard Deadline: May 13th, 2022 ($35)
- Late Deadline: June 10th, 2022 ($40)
- Extended Deadline: July 5th, 2022 ($50)
- Notification Date: August 25th, 2022

Apply

- https://www.sjsff.com/film-submission/

Why this festival?

It would be a good choice since the film festival focuses on short movies. The producer of "RED" is from San Jose which would be a good opportunity to present the movie to his hometown, local filmmakers. The director is an International student from India and since it is an international short film festival it also could bring various opportunities.

Film Festivals



Festival Date

- March 23-27.2024

Application Timeline

- Regular Deadline: September 30, 2023
- Late Deadline: December 2, 2023
- Extended Deadline: December 31, 2023

Price

- Ranging from $30-$75

Apply

- website:https://bostonunderground.org/submit/

Why this festival?

BUFF is about “weird, experimental, esoteric, and flat-out fun”. "RED" fits so well within that category since it's a disruptive story with feverish, seductive, and cannibalistic elements. It's a movie that is beyond the mainstream. The mood of the festival aligns with the aesthetics of the "RED" movie and it’s a great opportunity to introduce it to the audience on the East Coast. Additionally, Ruby from "RED" just like BUFF had a “rocky adolescence” and is moving around to a new city, not having her roots down yet.

Press release and pitch letter

For Immediate Release

ORANGE, Calif– "RED," a thriller/drama made by a female Indian director Ida Ali, will premiere at the 2023 Dances with Films Festival in Los Angeles, said film producer, Tristan Foster.

The film follows the journey of a young female who moves to a new town to take care of her grandma. After she uses social media to meet new people, a young man (Hunter) becomes obsessed with the girl and begins to stalk her. Soon he finds out he is the one to be trapped. The film is inspired by "The Red Riding Hood" but with an additional disruptive twist. The original screenplay was created and developed by director Ida Ali at Chapman University's Dodge College of Film and Media Arts. It's bloody, erratic, and startling. It's not what you would expect.

Julia Kopyt
Marketing Director for the "RED" movie
kopyt@chapman.edu

Dear Leslie Felperin,

Hope everything is going well! I want to share with you an exclusive first look at "RED," a thriller/drama written and directed by Ida Ali, a student at Chapman University's Dodge College of Film and Media Arts. It's a disruptive and bloody story with an unexpected twist that challenges commercial films.

We would love to learn your outtake on that film. Your review will help us with the credibility we believe this film deserves. It will allow us to get more traction and attention from the film world and escalate "RED" to a larger audience.

We are excited to share this startling story of a relationship that can take an unexpected route.

Thank you!

Best,

Julia Kopyt
Marketing Director for the "RED" movie
kopyt@chapman.edu

Cast



Ruby



Hunter



Grandma

Crew

Director	Ida Ali
Producer	Tristan Foster
UPM	Stephanie Christie
DP	Grace Larey
PD	Kaytelyn Snook
Editor	Natalie Catwright
Sound Designer	Collin Gaja
1st AD	Raphael Camua

Poster #1



Poster #2



Survey Results

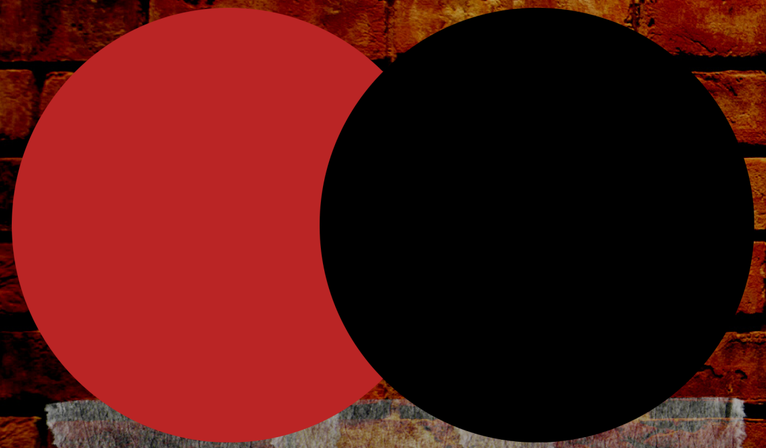


86%



14%

Key Art



Red and black colors



Rain coat



Lips and blood

RED

Logo



An axe

Festival Marketing

The film "RED" will appear on June 9 during Dances With Films LA. We will start merchandise production by mid-May of 2023, and begin all of our press outreach objectives.

Each festival kit will contain:

- Promotional posters
- "RED" pencils
- Tote Bags
- "RED" axe USB with behind-the-scenes footage & b-roll

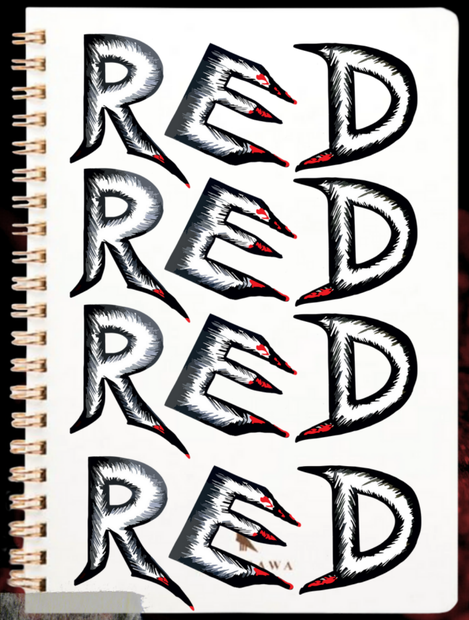
Before the festival, there are a few invitations to the screenings in a big red envelope for the presidents of film schools in LA. It would be a good opportunity to introduce "RED" to students who meet our target group.

Prior to the Dances with Films LA, there will be a promotional project of turning streets and buildings red as a stunt (explained later in the marketing plan). It will increase the buzz around the film right before the festival.

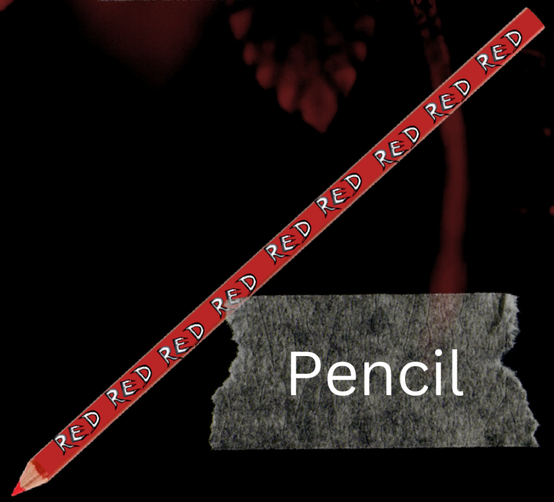
Festival Kits



Poster



Notebook



Pencil



Tote Bag



Axe USB

PHASE THREE





Distribution Strategy

NEON is an American independent film production and distribution company. It is known for working on distributing critically acclaimed and award-winning films. Neon works on films that have no aversion to violence. It also did partner with Blumhouse Production, a company specializing in horror films. NEON would fit with the tone of "RED" and would help the film to become more recognizable in the thriller/horror film world and setting

An independent film production and distribution company located in NYC. It focuses on horror movies and brings hidden films to a wider audience. The company has a portfolio of similar films and would be a great opportunity to break into the wider audience that is interested in creepy, thriller/horror films

Magnolia Pictures it's an independent film distributor that has been on the market for more than 20 years. The company specializes in both independent and foreign movies which is a great fit for "RED" with its diverse cast and crew. Magnolia would allow for "RED" to get into a more niche audience

Release Strategy

Theatrical Release:
April 18th, 2024

After "RED" ends screening at the last film festival planned in Boston in late March it will have a world premiere on Friday, April 18th, 2024. It will be screened at movie theatres nationwide and a few selected movie theaters in Mumbai, India.



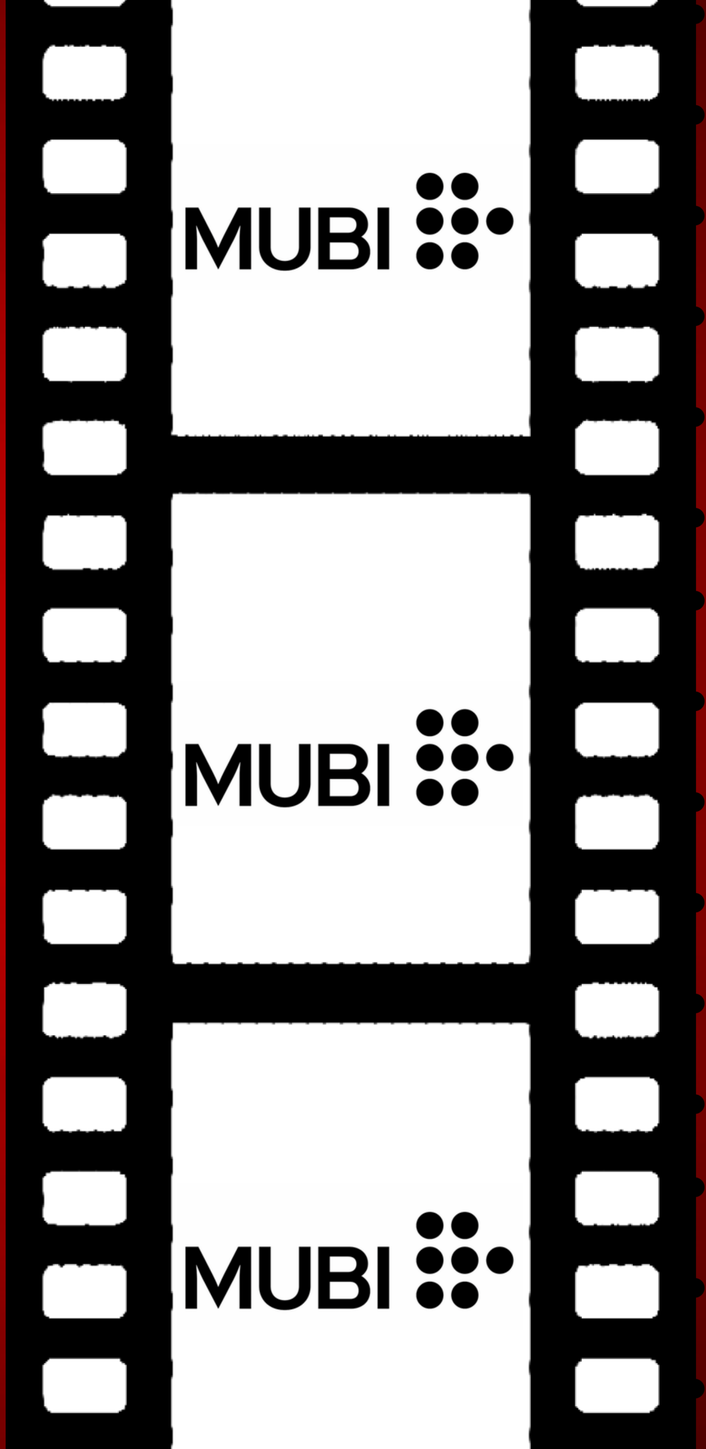




Release Strategy

Streaming Release:
May 19th, 2024

After the theatrical premiere of "RED", the film will be exclusively available on MUBI, a streaming service for independent, experimental films. It will be a great opportunity for indie-film-lovers to watch "RED" digitally.



Timeline

April 30, 2023

Film is ready for distribution

May 28, 2023

Promotion for the DWF LA festival begin

June 9, 2023

"RED" screens at DWF LA festival

August 1, 2023

Promotion for private screening begins including flashmobs and "the hunter game"

August 16, 2023

Exclusive "RED" screenings for influencers, winners of the Hunter game, and film personas in LA, Chicago and NYC

October 6, 2023

"RED" screening at the San Jose International Short Film Festival

March 7 & 23 2024

Promotion around Boston (subway trains) and "RED" screening at the Boston Underground Film Festival March 23

March 25, 2024

Promotions with posters all over the cities (emphasis on NYC, LA, Boston, Chicago, San Jose, Miami, and Mumbai (India)

April 18, 2024

"RED" opens theatrically in the United States and India

May 19, 2024

"RED" is exclusively available on MUBI streaming platform

Competative landscape

MARCH 2024

This will be a very competitive month, with huge movie premiers like "Spider-Man", "Kungfu Panda 4", "Snow White", and "And Godzilla vs. Kong". All of these movies have an aspect of action, fight, and monsters that becomes a competitive landscape for "RED" in that month.

APRIL & MAY 2024

For April there are no big movie releases that month. The "RED" premiere will be later in April so that gives enough time after the big premieres that happen in March. However, in May there are premieres of the new "Capitan America" movie and "Kingdom of the Planet of the Apes" which bring competition for "RED"

The competition



Title: Spider-Man: Beyond The Spider-Verse

Release: March 29, 2024

Cast: Hailee Steinfeld, Oscar Isaac, Shameik Moore

Genre: Action



Title: Captain America: New World Order

Release: May 3, 2024

Cast: Anthony Mackle, Sebastian Stan, Shira Haas

Genre: Action



Title: Furiosa

Release: May 24, 2024

Cast: Chris Hemsworth, Anya Taylor-Joy, Tom Burke

Genre: Action/Adventure

Movie Teaser



https://www.youtube.com/watch?v=r0YhkhQxY0U

Market Research

Research is so important when it comes to learning about the audience, what works and doesn't in the movie and what are the best ways to promote it. We would start market research with the movie's first appearance at the film festival in LA and follow up with the world premiere in April

Test Screening

Before the film appears at the festivals we will conduct test screenings with surveys asking about the quality, length of the movie, and the trailer

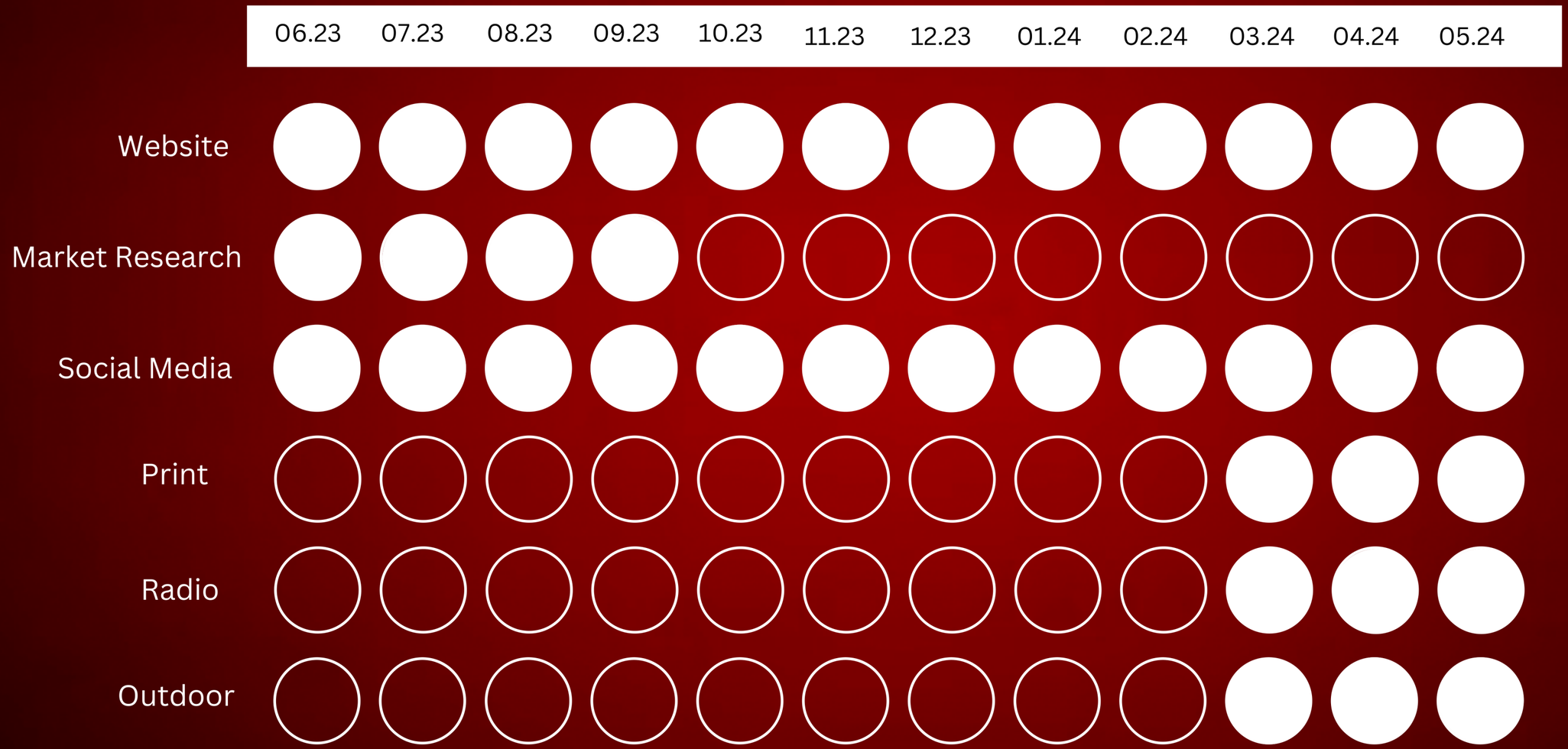
Close Feedback

We will host a private screening just for family and close friends to learn their feedback on the movie and the trailer before it screens at the film festival

Market Surveys

We will track social media and publicity activity to know what promotion strategy works best for our audience using Qualtrics surveys

Media Plan


06.23
07.23
08.23
09.23
10.23
11.23
12.23
01.24
02.24
03.24
04.24
05.24
Website
Market Research
Social Media
Print
Radio
Outdoor

Publicity & Promotion

RED streets

Prior to "RED's" first screening at the Dances With Films Festival in Los Angeles over a night few smaller streets in LA will be covered in red foil or paint. The next day when people go out to the city they will notice the whole street in red with the "RED" logo. The hope is for it to go viral on TikTok since people will start wondering what is it for and post about it. Closer to the DWF festival that action will be repeated but now with a link to the website for "RED" and information on the screening at film festivals

RED envelopes

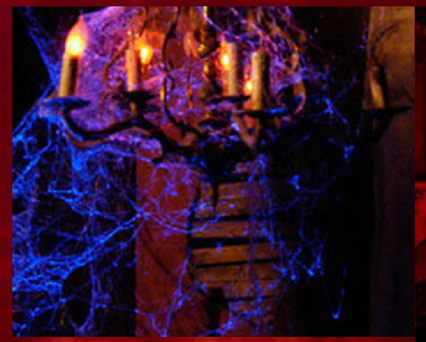
Before the "RED" screening at Dances with Films LA, we will find presidents of film clubs at universities in the area (around LA) and send them a secretive invitation with a ticket to the screening in a red envelope to add some mysteriousness. There will be just the location and the time of the screening but not giving out too much information

Publicity & Promotion

Exclusive Screening Event



After the premiere at Dances with Films in Los Angeles, we will organize three Exclusive Screening Events in Chicago, NYC, and LA. They will take place in an abandoned house or warehouse to keep the creepy mood that matches with the film. During the event, there will be a dinner and music. After the screening, there will be a dance floor as a part of an afterparty. There will be lights and decorations that match the creepy and disruptive mood of the film. We will invite film personas and influencers that are within our target audience. Few tickets will be given during a "Are you Hunter?" game that will be held prior to the screening events







Publicity & Promotion

"Are you Hunter?"



This game will be held in the cities where the exclusive screening event will be happening (NYC, Chicago, LA). About a week before in advance, we will announce on social media the screening event full of food, celebrity guests and so much more. There will be few people that will post a photo with their point of view of where in the city they are. This person will wait there for 30min-1 hour and the first person to find the location and the person gets a ticket. Once you get to a location you have to approach a person you think might be Hunter. It could be an old lady or a young man. You need to go up and ask "Are you Hunter?". Every hour the person will change location, pass the ticket to another person (another hunter) and post a photo of a new location on social media. There will be 6 tickets available to win for each city. Each person will be allowed to bring a plus one.



Publicity & Promotion

Flashmob



A few days before the exclusive screening event there will be three flashmobs. One in Times Square in NYC, second in Chicago by the Bean, and in LA on Santa Monica Pier. The choreography will be to the theme music from "RED". All the dancers will be wearing red coats to symbolize the movie. During the flashmob, there will be videographers that will capture the event and then post it on social media





Publicity & Promotion

Red Coat Scavenger Hunt

Before the screening of "RED" at the Boston Underground festival, there will be a scavenger hunt where you can win tickets to the RED screening at the festival and then a private dinner with the filmmakers. The raincoats will be distributed in various places around Boston. On social media, there will be clues and riddles on where to find them. There will be 6 raincoats with the tickets in the pocket. Who gets it first wins it







Publicity & Promotion

"RED"
Acai Bowl



X

RED

Close to the theatrical premiere of "RED", there will be a collaboration with an Acai bowl or smoothie place that is known around the States like Joe &The Juice in order to create an exclusive "RED" bowl and smoothie that will be available just for a month. There will be a premiere of the bowl and the smoothie that the director, producer, and cast will attend where people can meet and chat with them

Publicity & Promotion

"RED"
Subway Trains

Promotional advertising covering trains in cities where subways are popular like NYC, Boston, and Chicago with a red foil and a foil covered in "RED" logos to promote the film right before its streaming premiere informing people they will be able to watch it on MUBI

Examples





Publicity & Promotion

"RED"
in the bathrooms



Another promotional aspect could be "RED" paper towels and toilet paper in public bathrooms, or bathrooms at the airport or malls. Most of the time you see normal toilet paper so once people see one with the "RED" logo all over it they might be intrigued. We would put a link to the "RED" website on the walls so people may find out more about the film. It's all about grabbing people's attention



Consumer Products





Consumer Products







Consumer Products







Outdoor Creative





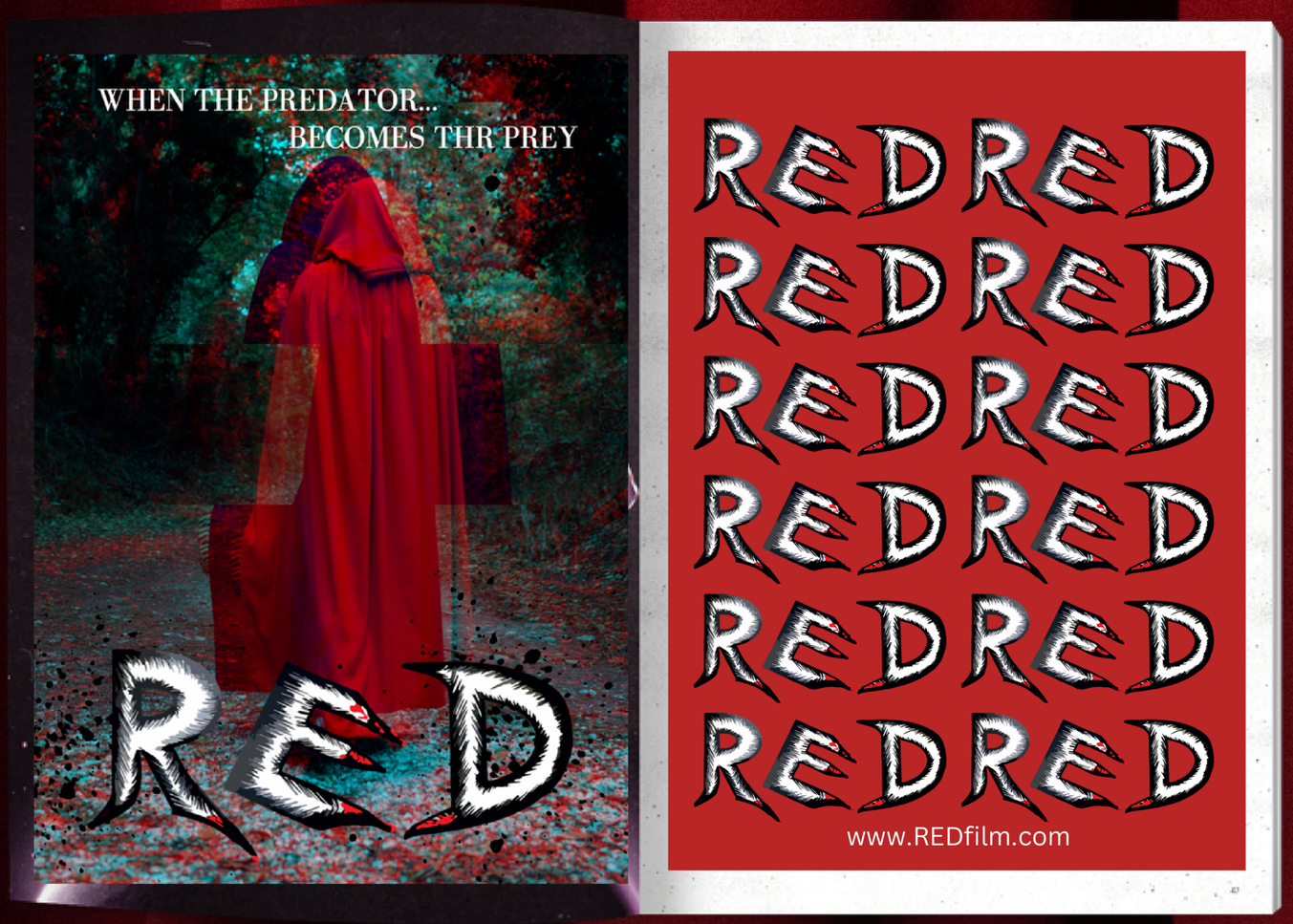


Outdoor Strategy

Our main target audience is young people. We want to promote the film heavily in bigger cities like LA, NYC, Chicago, and Boston. The outdoor strategy will be suited to the lifestyle people have in those cities. For LA we want to focus on billboards and posters on the streets or at the malls. In cities like NYC or Chicago, there will posters on the subway trains since that is the main form of transportation.

We would like to start poster promotions after the film ends screening at all three film festivals. The heavy print outdoor promotion would start at end of March, just a month before the big world premiere. We would also like to reach India and San Jose with the posters (the filmmakers' hometowns) to spread the word about the movie more widely and internationally

Print



For print ads in magazines, we would like to take up two pages. It is common to occupy only one page and since people don't always pay attention to the ads taking two pages and making the logo flashy could grab attention more. The repeated logo on the right-hand side is supposed to have a bit of a disturbing mood just like the film. At the bottom, there will be a website link so people can find out more about what "RED" is

Radio and Streaming



Podcast

Ida Ali (director), Tristan Foster (producer), and other "RED" crew members will appear on popular film-centered podcasts that focus on thrillers/horrors, such as "Read or Dead" and "Horror Movie" podcasts to promote the film. Ida could make an appearance in a podcast from India and Tristan in one from San Jose to reach their local audience too



Radio

"RED" will be promoted on the radio in LA, NYC, Chicago, Boston, India, and San Jose where there will hold screenings. During the official world premiere in April 2024, there will be a set of advertisements featuring the theme song from the film and one most catchy lines from the movie

Social Media



TikTok



Instagram



Facebook



YouTube



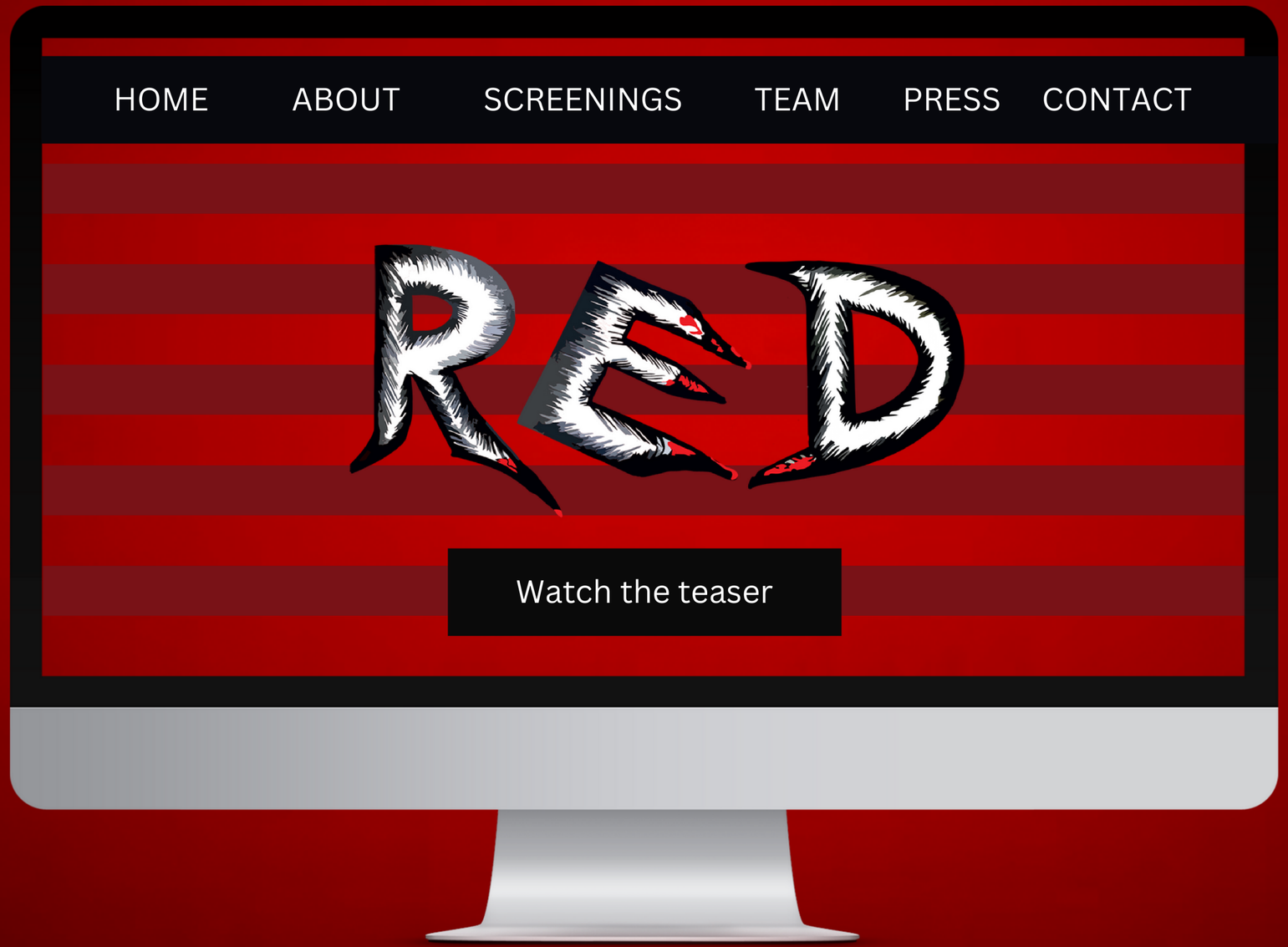
Twitter

To reach the most viewers we will promote the film on social media where our target audience is highly present, focusing on the main five platforms. The promotional content will include behind-the-scenes, meet the actors and the crew, Instagram lives, facts about the film, and a contest on social media like "How Ruby would break up with a guy over a text", or other games This way we want to share more about the film and engage the audience to interact with us.

Digital Website

About to learn more about the storyline, inspiration and characters

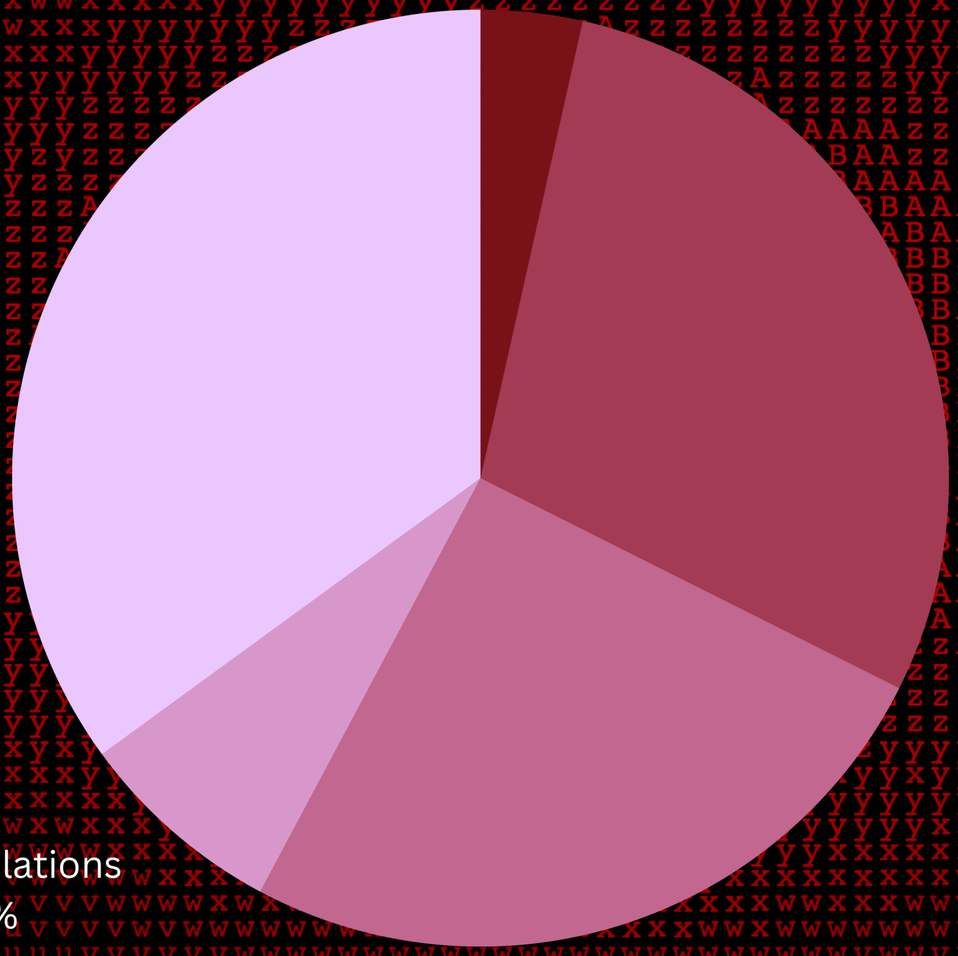
Screenings to learn more about where you can see the film



Press with access to a Press Kit and all info needed for media

Team to learn more about the filmmakers

Budgeting


Market Research
3.5%
Advertising
28.9%
Social Media
25.4%
Public Relations
7.2%
Marketing
35%


Thank You