

## TARGET AUDIENCE & MARKETING

CLASS NOTE: When you have completed this class, write a review and send an email to: [olaf@defleurinc.com](mailto:olaf@defleurinc.com) to receive a FULL 34 page complete brochure on how to write a film treatment.



### **TARGET AUDIENCE EXAMPLE**

In order to make a **Marketing Plan** for your film, it is important to think about the **Target Audience**. Let's take a closer look at these concepts to gain a better understanding.

**A Marketing Plan** for your film should list out a plan of action and specify the timeframe of these actions. For example, when should the poster be ready, the teaser, the trailer, and so on? Then you can identify where specifically these elements will be placed, i.e. social media, tv-stations, theaters, or locations.

And before we execute the Marketing Plan - it is necessary to identify the **Target Audience** in order for you to know where to aim your marketing material. To identify your Target Audience it is necessary to do some research. For example, you can find similar film projects and study what groups they were aimed at.

The gain from identifying your Target Audience early, even as you write the project, can help you edit scenes. For example, certain scenes do not work for a specific Target Audience and others do.

## TARGET AUDIENCE

### EXAMPLE: TARGET AUDIENCE | THE UGLY DUCKLING

**Genre: Horror/Thriller**

"The main audience group for **[example horror/thriller short film about the Ugly Duckling]** are committed horror/thriller fans (15-25). The film can appeal to a wider group because of the two primal questions in the narrative, of who we are and the danger/benefit of not knowing our potential. We also have embedded a **broken family story** in the narrative of the Ugly Duckling who is an orphan looking for meaning and belonging. The film can attract teenagers who are looking for **\*\*identity, seeking meaning for belonging and the meaning/price of independence.**"

## MARKETING PLAN

### EXAMPLE: MARKETING PLAN (GENERAL EXAMPLE)

- [The Film] could have an international release on different platforms, preferably within a (max) six-month period. It could have a coordinated large-scale release simultaneously across platforms.
- Regardless of the distribution and marketing plan our priority is to create a momentous undercurrent marketing via social media...
- Around the premiere of the film, we will produce visual and online elements (highlight reviews, teasers, plan interviews for leading cast in podcasts, create websites, games, making-of featurettes, etc.) to buzz out the good word with all creative means...

### EXAMPLE FOR THE SHORT FILM EXAMPLE PROJECT

- After the short film is ready we will start to apply to short film festivals around the world. Before we do that, we'll have created a poster and a mini-teaser of 15 seconds.
- We intend to spread the poster and the mini-teaser across social media

platforms...

### **THE TASK**

Your task in this lesson is to write one paragraph about your Target Audience (see example above). And a one paragraph about the marketing plan (see example above).

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