

TEMPLATES OF SUPPORTING DOCUMENTS

(FOR CERTIFYING WORK)

Distribution Plan

The primary goal of a marketing plan is to get people to buy your products or services. The Sales and Distribution part of the marketing plan details how this is going to happen. You should consider:

- What is Your Product and Who is the Consumer?
- Route to Market
- Communicating your Film to the Target Audience
- Release Goals and Budget
- Marketing Campaign
- Distribution – How, Where and When

Example:

The primary distribution goal for Bike Messengers is acceptance into Film Festivals in the United States and abroad.

The film's unconventional nature will provide some advantages in the application stage:

- It will be eligible for both live action and animation festivals, bringing variation to either type of program, (i.e. a rare appearance of animation in a live action program, or a rare appearance of live action in an animation program);
 - Many film festivals have special categories for experimental films, (e.g. The Sundance Film Festival offers both the "Frontier" and "Midnight Screenings" categories in addition to their traditional "Shorts" category), and Bike Messengers will be eligible for many such categories;
 - It is relatively short for a short film, and thus will be easy to fit into a schedule;
 - Its use of 3D Animation to extend the abilities of the guerilla filmmaker will be of special interest to the independent filmmaking community;
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- It has a broad appeal: it can be appreciated simply for its visuals and music, as well as for its underlying ideas;
 - It has a unique look and probably will not resemble the other pieces against which it will be competing for acceptance.

After the film festival circuit, Bike Messengers will be able to find further audience in the videoart community, on the internet and on television for many of the reasons listed above.