

T I F F N Y

Film Marketing Strategy Proposal

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Film Summary/Team/COP

a. Film Summary

A young art museum curator, Pauline, must return home to consolidate her grandmother's estate after she passes. As she packs away her grandmother's items and prized possessions, she reminisces on the memories she shared with her grandmother and the one thing that connected the two of them: her grandmother's love for creating stained glass art, the glass sculpture, Tiffany, being her favorite which they both breathed life into. She wears a part of the sculpture as a brooch to keep the fond memories close to her heart. The old house is barely maintaining, and the electricity falters and the lights shut off. Sunlight barely seeps in through the cracks of the boarded windows with the skylight in the center of the house being the main source of light in the home. She will soon find out that her favorite piece that she helped her grandmother create has a life of its own and relies on light to stay alive. As Tiffany realizes the desperate situation she finds herself in she begins her journey to get into the sunlight as the light in her starts to dim due to the darkness. Pauline goes to inspect the issue with the lights when she notices that Tiffany is no longer in her transport box. She begins to look for Tiffany when she is shocked to see Tiffany is alive. Tiffany, being on the second floor is terrified to go down the stairs in fear of falling and breaking, but this is her only way down. She decides to take the risk and make her way down to get into the sunlight. However, she is starting to lose mobility due to the light leaving her. As she is about to reach the sunlight, she is frozen at the edge of the beam as the last bit of light leaves her. She is about to come crashing down when a familiar hand grabs her. Pauline catches Tiffany right before she crashes to the floor. Pauline then realizes Tiffany must be in sunlight to be alive and once again Pauline must help breathe life into her favorite piece of art. She moves Tiffany directly into the light beam and she begins to see the light entering Tiffany, however there is no movement. She notices the light going into her chest is leaking out. She tries to stop it but she realizes that her brooch is the only item that would perfectly fit in Tiffany's chest to stop the light from spilling out. The one item that Pauline held dear to her heart that reminded her of her grandmother, she must now come to peace and let go in order to save Tiffany. She places the heart in Tiffany's chest she is revived. A bond of trust is created between the two characters and Pauline transforms Tiffany's transport box into a box of lights, so she feels safe on the way to her new home. Time passes, and we see that Tiffany is introduced into a

new museum where she is surrounded by stained glass art, her being the main attraction. Pauline has come to peace with the passing of her grandmother and Tiffany has a home and is displayed in the way Pauline's grandmother would have wanted.

b. Team Introductions

- i. Christina Christie – Director
- ii. Lauren Gisewhite – Production Manager
- iii. Austin Royall – Modeling Lead
- iv. Savannah Berry – Art Director
- v. Sofie Santos – Animation Lead
- vi. Christopher Gomes – Animation Lead
- vii. Ky Campbell – Texturing Lead
- viii. Taylor Estape – Tiffany Rigger
- ix. Genesis Laboy – Technical Director
- x. Beryl Van Ness – Texturing Team
- xi. Desiree Vargas – Marketing Lead/Animation Lead
- xii. Peter Lupton – Pauline Rigger
- xiii. Megan Burbach – Layout Lead
- xiv. Sara Via – Editor

c. Central Operating Premise

You can find closure and happiness in celebrating the life and legacy of those you've lost.

Goals

a. Viewing Goals

I. Youtube Viewing History

SVAD 2017-2018	SVAD Host	CG Bros Host
Ukelayla	2,406 Views	6,180 Views
Night Light	1,703 Views	N/A

Only available for viewing on Youtube

II. Tiffany viewing goals: 7,000 Views

i. Send video to CG Bros for a wider audience:

<https://thecgbros.com/submit-info/>

CG Bros Requirements: Upload a link to the website listed above if the video and it will go through a panel. Once approved a link will be sent to an email that will complete the submission process.

III. Share video link on all social media platforms created for film as well as personal social media (Tumblr, twitter, Facebook, Instagram, etc.)

i. Depending on following for each platform we can increase link traffic by 1,000 views

b. Target Audience

• Current Animation Studios Target Audiences:

- Disney Animation Studios: Targets mostly families with younger children making sure they make stories enjoyable for adults too.
- Dreamworks Animation Studios: They began skewing their films to target older audiences then realized they must also incorporate younger audience but not “dumb down” story too much and lose older audience.
- Pixar Animation Studios: Pixar aims at creating stories that have an emotional punch that can be understood by both young and older audiences.

- **Conclusion: Animation succeeds best when a story is easily digested by young audiences but is complex enough to be received by older audiences. An emotional impact that can be explained to younger people but have an aspect older generations can relate to.**

IV. Our Target Audience

Audience Age group: 10Y-60Y

Our film has a wider age target area since younger children can still enjoy the film, middle aged people can relate to the loss of a loved one, and older generations can relate to loving their grandchildren and wanting to leave behind a legacy.

Demographic: Families, Women, Older People, All Ethnicities, All Genders, People who have recently lost a loved one

The movie going population today is wanting strong female leads and leads with people of color which is attracting older audiences and different ethnicities to animated films since they are the once demonstrating that most.

c. Festivals

Festival Name	Due Date	Cost	Website	Contact
EDINBURGH SHORT FILM FESTIVAL	24-Jun-19	23.11	http://www.edinburghshortfilmfestival.com/call-for-entries-2019/	
MILANO FILM FESTIVAL	31-May-19	11.55	http://www.milanofilmfestival.it/it/	info@milanofilmfestival.it
ANIMATION NIGHTS NEW YORK	17-Jul-19	0	https://filmfreeway.com/AnimationNights	info@animationnights.com
NEW YORK INTERNATIONAL CHILDREN'S FILM FESTIVAL	TBD	25	https://nyicff.org/festival/submissions/	programming@nyicff.org
IRISH ANIMATION AWARDS	OCT-DEC	35	http://irishanimationawards.ie/enter-now/	hello@irishanimationawards.ie
KINOFILM MANCHESTER SHORT FILM FESTIVAL	JULY	60	FILM FREEWAY	

TOTAL ESTIMATED: 3125.48

Roughly Estimated Based on Night Light 2018 Total

Marketing Strategy

a. Social Media

Social Media will be our biggest and main form of outreach with our target audience. Younger people are constantly online scrolling and using the appropriate hashtags and proper posting times will allow us to stay relevant and fresh in people's minds. Verified available handle:

@TiffanyTheFilm

NOTE FOR ALL SOCIAL MEDIA: INTERACT WITH THE COMMENTERS

OVERALL RULE: POST TWICE A WEEK AT LEAST BUT NO MORE THAN 4 (TWITTER EXCLUDED FROM MAX)



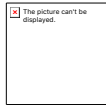
@TiffanyTheFilm

- Two post per week highlighting a milestone/step of the film
 - Funny/cute drawings of our characters
 - Concept art/Character Designs
 - #TiffanyTuesdays
- Think about the story, the caption, engaging captions, this is what draws people into liking and sharing
 - For example: Sharing concept art and briefly explaining the thought process and goals in the art
- **Best times to post on Instagram are 12:00PM-1:00PM, 4:00PM-5:00PM**
- Possibly run a contest on the page
- Feel free to use hashtags to your discretion related to the image being posted, here are some examples:
 - #StainedGlass #TiffanyGlass #UCF #UCFSVAD #StudentFilm #Animation #3D #AnimatedShort #ArtMuseum #Glass #CharacterAnimation #Maya #Autodesk #GoKnights #UCFKnights #Art #ArtOfAnimation



@TiffanyTheFilm

- *Twitter thrives on constant engagement, the more engaged the profile the more traffic the page will receive*
- **Best time to tweet and engage with other tweets are 12:00PM, 5:00PM, 6:00PM - Mon-Fri**
- We want to stay as active as possible in replying to other artist, this is how we bring traffic onto our page
- Tweet as much as possible with discretion of social media manager, keep tweets clean, friendly, and related to our film
- Post milestones, film updates, fun facts about stained glass, more insight to our story (without giving away the whole thing/ending), videos of progress, concept art/tests, reach out to professional artist and let them know about our film (without harassing)
- Link with Instagram so photos shared on there are also shared on twitter and will increase traffic to the Instagram page as well
- Similar hashtags can be used as Instagram



@TiffanyTheFilm

- Invite your friends to like the page
- Link the Instagram to have traffic streaming through there when a post is shared on Instagram
- Facebook is big on video engagement, posting more of those on this platform may increase engagement
- **Thursdays and Fridays from 1 p.m. to 3 p.m. are the best times to post on Facebook**

b. Fundraising

A gofundme with prize initiative will encourage people to donate. Different tiers based on donation value will correlate to prize.

Possible prizes:

- Hand written thank you notes on a predesigned greeting card
- Digital copy of poster
- Mini poster (11x17)
- Small 4x6 art of a character
- Plastic keychain
(https://www.youtube.com/watch?v=Z12ptuE9S_Y)
- Artbook
- DVD (biggest seller/motivator)
- Large signed poster
- Enamel Pins and Enamel Key Chains
- Lanyard

Promotional Items Cost Research

1. Enamel Pins

Peter at Erich Gift:

Pricing: \$100-160 for a minimum order of 100 pins between a general size range of standard 1-2 inch pins. Pricing varies on size and additional requirements.

Turnaround: 10 days rushed and 2-3 weeks for non-rushed orders.

Accepts 50% payment upfront and 50% payment upon final production photo approval: Yes.

Contact: peter@erichgift.com

Include pin design, cost, turnaround time, and payment in email

Sabrina at Yeah:

Pricing: \$130-190 for a minimum order of 100 pins between a general size range of standard 1-2 inch pins. Pricing varies on size and additional requirements.

Turnaround: 10 days rushed and 2-3 weeks for non-rushed orders.

Accepts 50% payment upfront and 50% payment upon final production photo approval: Yes.

Contact: sabrinasun661000@126.com

2. Enamel Keychain

Alibaba Express Search:

Diamond Dai

https://www.alibaba.com/product-detail/China-manufacturer-promotional-custom-metal-soft_60781947862.html?spm=a2700.7724857.normalList.37.37091456rpJBcU

Pricing: \$0.5-1.35 / Pieces | 100 Piece/Pieces (Min. Order)

Turnaround: Shipped in 15 days after payment; Express for sample and small orders

Sea or Air shipment for mass production orders with door to door service

Accepts 50% payment upfront and 50% payment upon final production photo approval: No.

Contact: Through Alibaba Express

Include pin design, cost, turnaround time, and payment in email

Diamond Dai

https://www.alibaba.com/product-detail/custom-logo-designs-enamel-aviation-airplane_60866732814.html?spm=a2700.7724857.normalList.1.37091456rpJBcU&s=p

Pricing: \$ 0.18-1.5/ Pieces | 100 Piece/Pieces (Min. Order)

Turnaround: 7-8 days for sample then 12-15days for production

Accepts 50% payment upfront and 50% payment upon final production photo approval: No, 30% deposit and balance before shipping

Contact: Through Alibaba Express

Include pin design, cost, turnaround time, and payment in email

3. Art Book

UBuildABook:

https://www.ubuildabook.com/art-book.html?keyword_session_id=vt~adwords|kt~how%20%2Bmake%20%2Bart%20%2Bbook|mt~b|ta~319365712010&_vsrefdom=wordstream&gclid=CjwKCAiAyfvhBRBsEiwAe2t_i5aCrqiSfinhQd4o_VOZ7Ombr3B2e_oCJ7uN2Jwl9KG3wlogsmVLWBoCjzYQAvD_BwE

Pricing: \$17.36/book Quantity: 50-99 books

(1) 50% due when files are sent to Ubuildabook; go to [UBuildABook Ordering Form](#)

(2) 50% after proof approval, including shipping

Turnaround: After proof approval 10- 12 business days

Includes 11x8.5 Landscape Size, Hardcover Case-bound,

Includes 40 Color pages, 80# glossy Inside Pages,

Includes Standard Gloss cover lamination with full color cover of your design

Blurb:

<http://www.blurb.com/getting-started#/art-book/sell>

Pricing: \$22.99 for 24 Pages (Volume Discounts 20–49 books - **20%**)

Turnaround: Standard Shipping-3 Weeks (\$29.99) Printing takes 4-5 Business Days.

Prestophoto:

<https://www.prestophoto.com/help/11x8.5+Photo+Book>

Pricing: \$20.19/book base Silk 120 (13-110 pages) *discounts offered in bulk printing (10-99 10% off)*

Turnaround: 5-10 business days

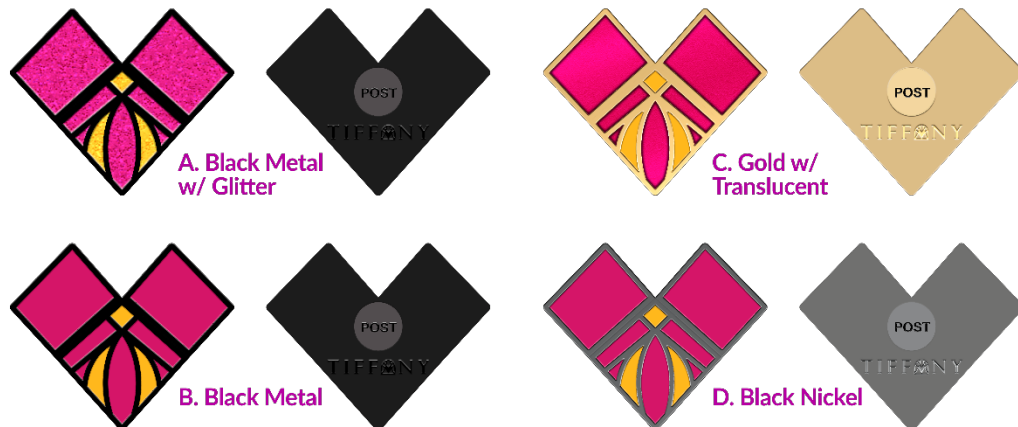
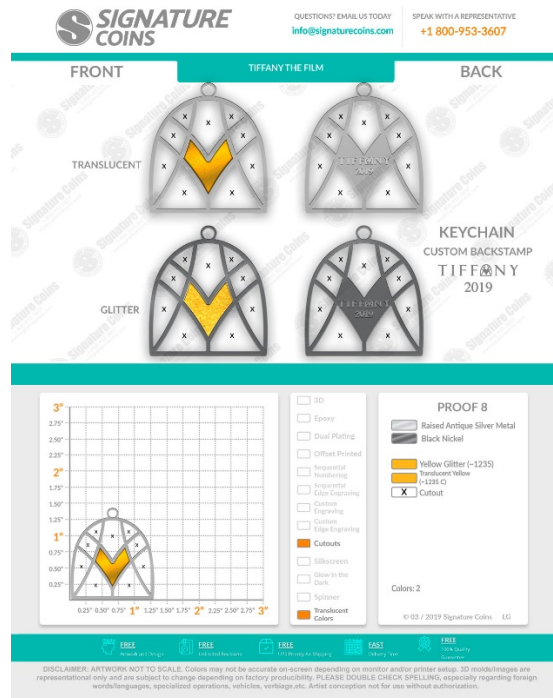
Final Order Total: \$2,256.92

Promotional Items Design Mock Up



Enamel Pin Mock Up #1

Designer: Lauren Gisewhite and Desiree Vargas



Enamel Pin Mock Up #2

Designer: Lauren Gisewhite and Desiree Vargas



Sticker Mock Up #1

Designer: Savannah Berry



Shirt Mock Up #1

Designer: Desiree Vargas

Prize Tier Sheet

All prize tiers stack up as donation is increased. Ex. Glass Heart will include a hand w

Tier Name	Amount Donated	Prize	Notes	Cost			
Light Bulb	<\$5	Hand-written Thank You Note and Digital Copy of Poster	Sent Digitally Via Email	None			
Flash Light	\$15<	Concept Art from Film (Digital)	"	\$1.00			
Sky Light	\$25<	Sticker, Key chain (plastic) and DVD	Shipping via USPS First Class Large Envelope Ranges \$1-\$4 with max of 13 OZ - Large Envelope Max Size is 12x15x3/4in	\$3 TOTAL: ~\$1/Pin and \$1-2 Shipping			
Sun Light	\$30<	Enamel Pin and 2 DVDs	"				
Stained Glass	\$40<	Printed Concept Art	"				
Glass Heart	\$50<	3 DVDs	"				
Grandma	\$70<	Art Book	"				

All prize tiers stack up as donation is increased. Ex. Glass Heart will include a hand written note from Lightbulb Tier

Tier Name	Amount Donated	Prize	Notes	Cost
Light Bulb	<\$5	Hand-written Thank You Note and Digital Copy of Poster Concept Art from Film	Sent Digitally Via Email	None
Flash Light	\$15<	(Digital)	"	\$1.00
			Shipping via USPS First Class Large Envelope Ranges \$1-\$4 with max of 13 OZ - Large Envelope Max Size is 12x15x3/4in	\$3
Sky Light	\$25<	Sticker, Key chain (plastic) and DVD Enamel Pin and 2 DVDs		TOTAL: ~\$1/Pin and \$1-2 Shipping
Sun Light	\$30<	Printed Concept Art	"	
Stained Glass	\$40<	Art	"	
Glass Heart	\$50<	3 DVDs	"	
Grandma	\$70<	Art Book	"	
		All Prizes and Signed Poster	"	
Pauline	\$100<	All Prizes and Thanks in Credits (Must be donated before final Edit Premiere Apr. 22)	"	
Tiffany	\$200<			

Fundraising efforts will also be advertised via social media outlets, the larger the audience and wider reach, the more success we will get in fundraising. This includes signal boosting on personal social media outlets.

c. Partnerships

As part of community outreach and collaborating with other professional entities, we will create mutual partnerships.

a. Morse Museum of American Art

The Morse Museum houses the world's most comprehensive collection of works by Louis Comfort Tiffany. We have used this museum as a resource for reference and inspiration for our film. We want to create a partnership which we will be allowed to advertise and expand our reach via flyers, brochures, and possibly DVDs for donation set up at the museum. In return we will give a special thanks to them in the credits of our film and promote the museum on our social media outlets.

Contact Information: pubaffairs@morsemuseum.org

b. Osceola County School for the Arts, *Kissimmee, FL*

This is a public art school in the Orlando area that focuses on the expansion and education of the arts in children grades 6-12. We want to create a presentation for the students to explain the process of creating our film as well as promoting our program at the University of Central Florida. We would also invite them to our premiere.

Contact Information: Patricia Calderon
Patricia.Calderon@osceolaschools.net

c. Hillsborough Highschool, *Tampa, FL*

We want to create a presentation geared towards the IB students to present how we created our films and raise an interest in possible career paths within artistic field.

d. Creekside Highschool, *Jacksonville, FL*

Present to current high school students about the process of creating a short film and present information about the UCF Character Animation program.

d. Advertising/Materials

We will create two flyers: one 8.5x11 to hang up around main campus as well as the Downtown Orlando Campus and another will be a smaller 4x6 flyer to leave at the area of our partnerships, so they can hand them out and increase our audience reach. In addition to these flyers, we will create content for our social media outlets. This includes creating cute drawings of our characters, flyer countdowns to excite the viewers for premiere, emphasize the live streaming of our film, etc.

Flyer cost:

Office Depot

60 Full color, Single sided, Letter size paper

Total: \$ 22.80

Staples

60 Full color, Single sided, Letter size paper

Total: \$ 46.80

Postcard cost:

Office Depot

50 Full-Color Postcards, 4/0, Semi-Gloss, 5 5/8" x 4"

Total: \$ 26.99/box

Scheduling/Timing

a. Social Media/Marketing Schedule

February 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 - Discuss marketing strategy and tentative calendar	5	6	7	8	9
10	11 - Launch Social Media Platforms - Invite friends to like page/follow - Setup Gofundme page	12 - First post introducing film starting off #TiffanyTuesday (Poster of Film) - Start filming for documentary/trailer	13 - Announcement of premiere date, location, times *pin tweet* - Share Gofundme link	14 - Character Post introducing Pauline, Drawing of Character, Short description of her	15 - Possibly edit rendered shot into teaser (hand then fade to black with title)	16
17	18 - Final documentary/trailer edit - Meet the Team: Christina	19 - Character Post introducing Tiffany, Drawing of Character, Short description of her - Upload Documentary/trailer to gofundme	20 - Share the point of production we are in, possible picture of part of process - "Big reveal post tomorrow on our Instagram and Facebook"	21 - Post Teaser trailer of rendered shot	22 - Character Post introducing Grandma, Drawing of Character, Short description of her	23
24	25 - Meet the Team: Lauren	26 - Character Post introducing Grandma, Drawing of Character, Short description of her	27 - Update on most recent milestone - Explain our inspiration for our film	28		

March 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 - Respond to other artist and other short films - Meet the Team: Austin	5 - Share Gofundme link and information - Update document of Gofundme donations	6 - Fan art of characters	7 - Share Turn Tables of Characters	8	9
10	11 - Post about presentations at schools this week and what topics we go over - Meet the Team: Savannah	12 - Presentation at Osceola County School for the Arts @ 9:00 AM - Character fan art	13 - Presentation at Lauren's Highschool (TBD) - Production update	14 - Presentation at Hillsborough Highschool (TBD)	15 - Meet the Team: Ky	16
17	18 - Meet the Team: Chris	19 - Interact with other artist, reach out	20 - Process video of rendered shot (rough anim to final render)	21 - Art submission for Art Book Deadline	22 - Meet the Team: Sofie	23
24	25 - Meet the Team: Taylor	26 - #TiffanyTuesday Fan art/Production BTS - BTS screen grabs of desktops	27	28 - Production update	29 - Meet the Team: Genesis	30 - Art book Order deadline
31						

April 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 - Meet the Team: Beryl - Fan Art Post	2 - Concept Art post	3 - LAST DAY TO ORDER ARTBOOKS POST	4 - Pin, Team Shirts, and Sticker Order Deadline	5 - Meet the Team: Desi	6
7	8 - Meet the Team: Peter	9 - Gofundme post	10 - Premiere Countdown Competition (Begins)	11	12 - Meet the Team: Megan	13
14	15 - Meet the Team: Sara - Premiere one week away	16 - (6) Premiere Countdown - Premiere Ticket information	17 - Lab post, picture of students working hard in lab - (5) Premiere Countdown	18 - (4) Premiere Countdown	19 - Premiere Countdown Competition Ends Winner Announced - (3) Premiere Countdown	20 - (2) Premiere Countdown
21 - (Tomorrow) Premiere Countdown - Stream Link Post	22 - FILM PREMIERE Post live stream information	23 - Thank you post to supporters and followers	24	25	26	27
28	29	30				

KEY

GOFUNDME

TWITTER

INSTAGRAM

ALL

Final Goals

Our overarching goal is to create a heartwarming film that touches on the topics of losing a loved one and letting go. We want to reach our audience mainly through internet resources such as social media and video streaming. We also plan on reaching out to the community by visiting high schools in Florida to educate students about the process we endured while creating this short film and inviting them to view our film. We also reached out to local businesses such as the Morse Museum to create partnerships with the community and create a partnership with our film.

We hope to reach around 7,000 views on our film on YouTube and hope to reach many more through social media. With constant interaction as a focus on our social media outlets we predict that our profile popularity will increase and create more recognition and anticipation for the premiere of our film.

We plan of generating the funds to purchase marketing and promotional items through donations via the gofundme. The more popular our social media, the more signal boost our gofundme will receive and we will generate the funds necessary. We also going to generate the funds via DVD and artbook purchases.

Overall, our marketing strategy relies heavily on social media to get our film out there to a larger audience. Focusing on growing the following on our outlets will be our main goal.