

AUDIENCE ENGAGEMENT AND DISCOVERABILITY PLAN

This section is to be completed by the Applicant.

Film Title	
Applicant Company	
Distribution Company (if applicable)	

How will an audience discover your film?

Describe how you plan to leverage marketing, PR, promotions and events, to drive audience engagement and discoverability.

Specifically, share how you will cultivate your project's audience. Consider reach (beyond theatrical audiences) and demographics, as well as other opportunities specific to this film. Define how these objectives will be measured.

TARGET AUDIENCE

Please describe the film's target audience. The communities outlined in your Community Engagement Plan should be reflected here as well. Elements to consider may include (as applicable):

- Age
- Race
- Ethnicity
- Gender
- Marital and/or Family Status
- Education
- Employment
- Religion or spirituality
- Geographical location/region
- Cultural community

Primary Audience - The core demographic, likely to have a direct interest in your film:

1.	
2.	
3.	

Secondary Audience – People who are not part of the primary audience but may have a strong interest in key elements of your film. Describe their relationship with your film in the space below.

1.	
2.	
3.	

Describe their relationship with your film in the space below.

DISCOVERABILITY

Comparable titles:

List 2-3 key comparable titles and describe how they resemble your film (themes and subject matter, demographics, market potential, aesthetics).

- 1.
- 2.
- 3.

Publicity:

Describe below the key press angles and media outlets that best support the film and connect it with target audiences. This may include media coverage such as interviews, news stories, editorial.

Marketing:

Beyond traditional marketing, what platforms and content will attract your audience? How do they relate to your key demographics? For example: targeted organic content on social media, collaborations with influencers and content creators, local grassroots marketing for communities that are not online, or focus on specific cultures and/or languages.

Please provide specific strategies and explain how they are uniquely suited to your film.

Partnership and Promotion:

Describe the creative promotional strategies and potential partners that can help you reach your audience beyond traditional media.

Types of partners may include a combination of:

- Corporate (i.e. retailers, brands, sponsors)
- Institutional (i.e.: political organizations, charities, health and wellness)
- Educational (i.e.: colleges/universities, specialty organisations)
- Cultural (i.e.: religious organizations, advocacy groups)
- Community-based (i.e.: small business, community organizations, special interest groups)

Describe each promotion strategy and how the partners can help amplify the promotion.

Events:

Events can maximize your film's message, increase awareness and word-of-mouth, or celebrate its launch. An event can be an opportunity to engage underserved audiences and support a community (such as those outlined in your Community Engagement Plan).

Some films may benefit from more in-depth discussions and talkback screenings, either with film talent and/or local experts. Discussion guides and resources can be an asset when reaching out to exhibitors, event organizers, educational institutions, and other partners.

What types of event(s) would you implement for your film audience? Describe the event(s) and intended outcomes.

RELEASE STRATEGY

Film Festivals:

Please list, in order of priority, five key film festivals you plan to target to release the film and why they would benefit your film. Include both Canadian and international festivals as applicable.

- 1.
- 2.
- 3.
- 4.
- 5.

Theatrical:

Describe your ideal theatrical release. Some points to consider may include:

- Do you see this film as a:
 - Wide, national release
 - Smaller initial/platform release
 - Film circuit or community screening centered release
- Are there specific regions or cities that should be targeted?
- Is this film better presented as an “Event” style release, focusing on single shows with an added element, such as a Q&A or panel discussion?

Please be as specific as possible.

Non-Theatrical Platforms:

What are non-theatrical platforms (i.e. SVOD, on-demand, broadcast) that would be particularly beneficial for reaching your target audience?

These may include:

- Subscription Video-on-Demand (SVOD)
- On-Demand
- Broadcast

Please be as specific as possible.

Prepared by **(Producer):**

Name

Company

Date

DISTRIBUTION AND MARKETING STRATEGIC OVERVIEW
This section is to be completed by the Distributor, if applicable.

Film Title	
Distribution Company	
Minimum Guarantee	
Estimated P&A	
Theatrical Release	Wide, national release Smaller initial/platform release Film circuit or community screening centered release Event Screening/Tour model Other
Estimated Box Office	

Please provide a brief positioning statement on the project's potential for commercial, cultural and artistic:

Prepared by **(Distributor)**:

Name

Company

Date