

**CASE STUDY** ON MARKETING, DISTRIBUTION AND  
AUDIENCE ENGAGEMENT USING DIGITAL CHANNELS

# ***UN FILM DE CHASSE DE FILLES***

A Micro-Budget  
Production Program project  
TELEFILM CANADA



August 2016

**TELEFILM**  
C A N A D A

Canada

## INTRODUCTION

The feature documentary *Un film de chasse de filles* is one of several projects to benefit from [Telefilm's Micro-Budget Production Program](#), which provides funding for movies that have a total maximum budget of \$250,000 and that aims to stimulate the use of new digital distribution platforms by emerging filmmakers.

*Un film de chasse de filles* was chosen to highlight a marketing strategy that successfully integrated online marketing within its overall marketing plan. The following case study presents what was learned through this initiative.

## BACKGROUND

*Un film de chasse de filles* tells the story of four women hunters ranging in age from 14 to 72. The idea to create the documentary stemmed from the reality that, in Quebec, although the number of hunting licenses has decreased, the percentage of hunting licenses assigned to women has increased substantially. The film touches on the lives of these four women and on the emotions they experience while hunting, such as compassion, love, care and sensitivity—emotions that non-hunters would normally be incredulous to think can characterize a hunter.

*“Throughout the film shoot, I was surprised to see how much compassion, love, care and awareness there was in the practice of hunting.” – Julie Lambert, director.*

## KEY TAKEAWAYS

### 1. If you have a controversial topic, use it to your advantage and tell your story

The issue surrounding the hunting of animals is undeniably controversial, and has sparked countless anti-hunting movements and fostered an ideological split between those for it and those against it.

Nonetheless, powerful storytelling is a marketing tactic that uses a narrative that is highly effective in increasing **brand awareness** for certain subjects. Filmmaker Julie Lambert applied this tactic successfully, using her own personal experience with hunting—as a vegetarian Quebec woman—to tell a story about how her somewhat narrow perspective on hunting and significant preconceived notions on the subject changed completely once she immersed herself in this world. She uses this personal journey to try to persuade so-called “anti-fans” to view the hunting of animals from a different perspective—just as she had been able to do

### 2. When looking to quickly reach a specific target audience online, make use of paid advertising

Julie Lambert made very good use of paid advertising to reach a larger audience for her film. A large percentage of the marketing budget was strategically spent for advertising on The Weather Network, an app and website that hunters consult often and use extensively. A film of this kind might not have reached such a specific group of people sharing a common lifestyle were it not for online paid campaigns, which allow for lifestyle and geographical targeting.

### 3. Use your blog as a way to increase SEO (search engine optimization) and drive traffic to your film’s website

The use of blogging as a way to increase search engine optimization is a proven and well-documented tactic that ultimately drives traffic to a website and increases its discoverability on online search engines. The continuous action of publishing relevant content sends signals to search engines, which in turn ranks the website that the content is being published on, giving the website a higher spot in search engine results.

That being said, such a strategy needs to be supported by a content marketing plan that stipulates beforehand, in an organized content calendar, a list of topics to be written on, a list of content assets to be used, and the frequency and voice of each of the content pieces.

## KEY RESULTS

- Aggregated sales of the film (at the moment of writing this case study) surpassed \$30,000 among both traditional distribution channels, such as television, and digital channels, such as Vimeo on Demand.
- The documentary built a fan base of 3,600 followers on Facebook.
- The documentary has been versioned in 20 languages, and will be broadcast in over 200 territories through the network reach of TV5Monde.
- The documentary obtained 14 official selections at festivals, and won the prize for best first film (Prix du meilleur premier film), honourable mention for the grand prize of the competition (Mention honorable pour le Grand Prix de la compétition) and the audience award for a feature film (Prix du public long-métrage) at the Festival de Cinema de la Ville de Quebec.
- The documentary was made available on the digital platforms of major media outlets, including [ICI Tou.Tv](#), Bell TV, [Cogeco Sur Demande](#), [unis.ca](#), [Illico](#) and [Vimeo on Demand](#).

## THE CHALLENGE

The biggest challenge faced by this documentary was overcoming the vast negative perception of hunting as an unnecessarily cruel form of leisure, and to depict the family traditions, sentiments and purpose embedded in this highly male-driven sport.

In addition, the movie, which was made available on various digital platforms, had the challenge of marketing its availability on these platforms. In order to increase online viewing consumption and awareness of the documentary, the producers had to figure out the best way to redirect online traffic to the distribution channels where the documentary was available.

## MARKETING STRATEGY

### Highlights

- A multi-channel, paid advertising campaign that used Facebook, Google Adwords and online banners on relevant geo-targeted websites as part of its amplification strategy;
- A teaser trailer that was viewed over 14,200 times (on both YouTube and Vimeo);
- An active blog that at its peak drew more than 12,000 visitors and 26,000 views;
- A Facebook page that had over 3,600 fans;
- PR coverage from several major media outlets, including [La Presse](#), [La Voix](#) and [ICI Radio-Canada](#);
- International reach: the film will be broadcast on TV5Monde and on Chasse et Pêche.

# TAKEAWAYS FROM *UN FILM DE CHASSE DE FILLES*'S MARKETING STRATEGY

## 1. A two-way conversation with fans and non-fans

The film's milestones were shared continuously on its Facebook page, as were behind-the-scenes footage and brief introductions to the people featured in the documentary. This continuous sharing of content allows for what is known as a content marketing strategy. Such a content marketing plan should include the sharing of all types of content—videos, blogs, articles, interviews, photos, podcasts etc.—throughout various digital platforms.

The online posts were engaging and naturally attracted a number of comments and shares by hunting fans and non-hunting fans alike. Perhaps the film's often-controversial subject was a factor that created a lot of spark among hunters and non-hunters alike. It brought up some important realities and exposed the softer sides of hunting. In fact, posts by many of the non-hunters made for interesting conversations on Facebook. Non-fans would often share their preconceived ideas about the sport of hunting that expressed a strong critical point of view on hunting and the values of those practicing the sport. Nonetheless, these conversations paved the way for a response from the film producers, who provided a couple of teaser insights into the film that showed the other side of hunting and persuaded non-fans to watch the documentary in order to discredit many of the publicly condoned, judgmental criticisms about hunting. On several occasions, the filmmaker mentioned her own journey of having been a vegetarian before starting the documentary, and how her view on hunting had been drastically changed. (Please see the appendix for a selection of these comments and posts).

## 2. A combination of organic and paid marketing

Given that the film was distributed largely through digital channels, it developed an online brand and presence throughout the production stage, getting the momentum started until the documentary was made public.

The film was well supported by a marketing strategy that included both an organic way to increase its digital presence—by the continuous sharing of content via blogs, images and videos, while also relying on paid online marketing. An active blog regularly offered new content on the documentary, featuring relevant and interesting stories aimed at the film's target audience, and published snippets, articles and more via social channels to drive traffic. The publication of relevant-topic blogs on a regular basis is associated with an effective SEO strategy.

Furthermore, an amplification strategy had as its main objective to reach as many people as possible with an interest in hunting. The strategy made good use of paid advertisements, utilizing a budget of approximately \$13,000 in paid online advertising, or about 10% of the film's overall budget. Using a paid marketing strategy is especially important when looking to target very specific segments of a market that wouldn't otherwise be easy to reach.

## 3. Global marketing budget utilized

- Google Adwords: \$615
- Facebook ads: \$3,623
- Weather Network paid ads: \$4,000
- Radio-Canada: \$4,000
- Télé-Québec: \$720
- Total advertising budget: \$13,000

## ABOUT THE AUTHOR

[Nathalia Porras](#) is a marketing consultant specializing in digital marketing strategies, including social media management, online paid advertising and content marketing. She founded her own marketing consulting business in Montreal in 2014 after completing an MBA at HEC.

Nathalia brings with her over 11 years of business experience, helping companies develop marketing and business development plans by setting precise goals, have a well-devised CRM, build an online presence and expand reach to specific target audiences. Connect with Nathalia on LinkedIn at [www.linkedin.com/in/nathaliaporras](http://www.linkedin.com/in/nathaliaporras).

Her motto:

*“There is no one-size-fits-all marketing plan or strategy — which is why the best tactics are refined over time by actually testing these out. Experience counts largely, especially in social media & digital marketing.”*

## ABOUT TELEFILM CANADA

*Inspired by talent. Viewed everywhere.*

Created in 1967, Telefilm is dedicated to the cultural, commercial and industrial success of Canada’s audiovisual industry. Through its various funding and promotion programs, Telefilm supports dynamic companies and creative talent here at home and around the world.

Telefilm also makes recommendations regarding the certification of audiovisual treaty coproductions to the Minister of Canadian Heritage and Official Languages, and administers the programs of the Canada Media Fund and the Talent Fund, a private donation initiative. Visit [telefilm.ca](http://telefilm.ca) and follow us on Twitter at [twitter.com/telefilm\\_canada](https://twitter.com/telefilm_canada) and on Facebook at [www.facebook.com/telefilmcanada](https://www.facebook.com/telefilmcanada).

For any questions regarding this study please contact Strategy and Research at [sr@telefilm.ca](mailto:sr@telefilm.ca)

# APPENDIX 1:

**Un film de chasse de filles**  
February 10, 2015 · 🌐

À compter d'aujourd'hui UN FILM DE CHASSE DE FILLES est enfin disponible en vidéo sur demande !

Vous pouvez également vous procurer le DVD au : [www.parallaxes.ca/boutique](http://www.parallaxes.ca/boutique)

Bon visionnement!



**DISPONIBLE EN VIDÉO SUR DEMANDE**

Le film est maintenant disponible sur Bell ExpressVu / COGECO sur demande / ICI TOU.TV / illico Aussi : DVD en vente ici

[UNFILMDECHASSEDEFILLES.COM](http://UNFILMDECHASSEDEFILLES.COM)

Like Comment Share Hootlet

Boucherie Jos Rousseau, Rejean Rabouin and 230 others

95 shares

Write a comment...

Press Enter to post.

**Sébastien Juteau** Un gros bravo...enfin on parle de chasse de façon positive, et si ça peut en plus amener plus de filles et de femmes à chasser, doublement fière de cette initiative...bravo!

**Paul Beaudoin** Il y'a du velours sur le panache donc hors saison pour nous mais oui pour eux ??????

Like · Reply · November 3, 2014 at 7:56pm

**Un film de chasse de filles** Nous ne connaissons pas les réglementations de la chasse au nord de l'Alaska cher Paul. Pour nous l'intérêt de l'article consiste à voir le développement d'une nouvelle génération de chasseresses dans ce coin du monde. C'est fascinant de voir les femmes prendre le bois aux 4 coins du globe.

Like · Reply · November 3, 2014 at 8:52pm

**Un film de chasse de filles**  
October 25, 2014 · 🌐

Florence a 72 ans. Elle chasse le cerf depuis 25 ans. Elle chasse toujours seule. Megan a 14 ans. Elle chasse le caribou et l'orignal. Elle éviscère elle-même ses proies. Hélène a 50 ans. Elle chasse l'ours, le cerf et l'orignal à l'arc et à la...

ICI.TOU.TV

Like Comment Share Hootlet

85

Top Comments

49 shares

Write a comment...

**Veronique Unsworth** Cœur de militante a tu vu le film? Moi je l'est vu et en aucun cas il est question de tuer un animal pour s'amuser. Bien au contraire elles s'en nourrissent. Ce film ne fait que montrer que des filles aussi peuvent chasser au même titre que les gars. Et tout est fait dans le plus grand respect. Ce ne sont pas des braconniers. Je suis contre la cruauté envers les animaux, et je n'est aucun problème avec la chasse quand c'est bien fait (ce qui est le cas dans ce film!) Je trouve bien pire ce qui est fait dans les abattoirs. Je respect ton opinion mais moi je l'est trouvé très bien et ma mieux fait comprendre leurs démarche. Chose certaines personne ne peu rester indifférent à ce film. Et il engendrera beaucoup de discussions.

Like · Reply · 4 · September 22, 2014 at 5:39pm

**Coeur De Militante** Est-ce qu'on censure les opinions différentes ? Je crois qu'on a tous le droit de s'exprimer alors j'espère que mon commentaire ne sera pas supprimer parcequ'il rejoint pas la popularité. Je trouve triste de constater que tuer des animaux pour s'amuser... See More

Like · Reply · 2 · September 22, 2014 at 8:19am

**Jason Kelley** Je pense que ces pas vraiment votre place sur ce post !!!!

Like · Reply · 1 · September 22, 2014 at 1:53pm

**Un film de chasse de filles** Nous respectons votre avis. Le documentaire permet de visiter des réalités qui nous sont éloignées. La pratique de la chasse est très répandue au Québec. Un film de chasse de filles documente le parcours de femmes qui pratiquent une activité traditionnellement réservée aux hommes.

Like · Reply · 3 · September 22, 2014 at 2:40pm

**Coeur De Militante** Ce n'est pas parce que une activité est très répandue quelle est éthiquement acceptable. C'est très dommage que vous participez à la popularité de cette activité en présentant un film sur le sujet.

Like · Reply · September 22, 2014 at 3:32pm

**Hélène Larente** Dans la nature il y beaucoup plus de cruauté que vous croyez... Lorsque qu'une mère orignal essaie de sauver son veau d'une meute de loup pendant presque une

**Un film de chasse de filles**  
October 25, 2014 · 🌐

"Un film bourré d'adrénaline et d'émotion, où le bruit des pleurs succède à celui des balles." André Duchesne, La Presse

Avez-vous vos billets pour Longueuil ce 28 octobre?

Par ici : <https://secure.lavitrine.com/Step1Servlet...>



**Chasse, pleure, mange - La Presse+**

Julie Lambert est une végétarienne convertie. C'est-à-dire qu'elle mange à nouveau de la viande. Mais pas n'importe laquelle. Celle provenant du produit de la chasse, dite viande de bois. - Julie Lambert est aussi réalisatrice. Après une quinzaine de courts, elle

PLUS.LAPRESSE.CA

Like Comment Share Hootlet

30

Top Comments

18 shares

Write a comment...

**Linda Walsh** Allez-y c'est un bon film.

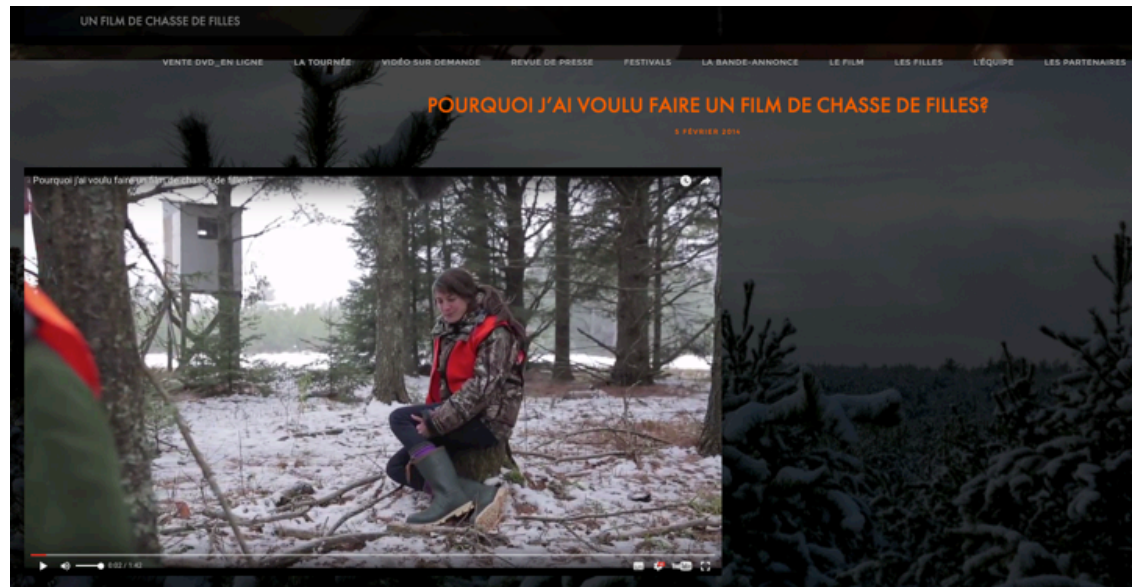
Like · Reply · 1 · October 25, 2014 at 8:24am

**Francois Desmeules** Ca prouve s'il fallait encore en douter que la connerie ne discrimine pas les genres. "caresser son poil" infâme...



## BLOG:

**Video interview with director Julie Lambert on why she made a video on hunting by girls and women.**





## APPENDIX 2: TIMELINE

### *Un film de chasse de filles* – Timeline on Highlights on Marketing Activities and Distribution Plan

	Traditional marketing activities	Digital marketing activities
November 2013		<ul style="list-style-type: none"> <li>First <b>YouTube</b> video: interview with one of the protagonists &amp; snippets of the documentary start to be published sporadically on YouTube</li> </ul>
December 2013	<ul style="list-style-type: none"> <li>Announcement of movie to the public</li> </ul>	<ul style="list-style-type: none"> <li><b>Facebook</b> page is started</li> <li>Facebook paid advertising campaign is launched</li> <li>Blog is launched and announced on FB</li> </ul>
June 2014		<ul style="list-style-type: none"> <li>Official trailer is published on <b>YouTube</b> (viewed by 12,800 people)</li> </ul>
August 2014	<ul style="list-style-type: none"> <li>Poster is created and published on blog</li> </ul>	
September 2014	<ul style="list-style-type: none"> <li>Film is recognized at the <b>Festival de Cinéma de la ville de Québec</b>. Wins – Best first film, Mention honorable pour le Grand Prix de la compétition, Prix du public long-métrage</li> </ul>	<ul style="list-style-type: none"> <li><i>Un film de chasse de filles</i> is made available on <b>TOU.TV</b> in the “extra zone” for a brief period of time of 4 days</li> </ul>
October 2014	<ul style="list-style-type: none"> <li>Documentary is launched across various small theatres in Quebec: Centre Phi, Salle Jean-Claude Lauzon at L’UQAM</li> <li>Film makes it to FICFA, New Brunswick – Festival international du cinéma francophone en Acadie</li> </ul>	
December 2014	<ul style="list-style-type: none"> <li>Movie is made available for purchase on DVD on <b>paraxelles.ca</b></li> </ul>	<ul style="list-style-type: none"> <li>Simultaneous online paid advertising campaigns are launched on: MétéoMédia, Radio-Canada, Télé-Québec</li> </ul>
March 2015	<ul style="list-style-type: none"> <li>Documentary makes it to the FIFEQ, Festival international du film ethnographique du Québec. Vues sur mer and FFO (Festival du film de l’Outaouais)</li> </ul>	
April 2015		<ul style="list-style-type: none"> <li>Film is made available on <b>Bell TV, Cogeco sur Demande, Illico, ICI, Tou.TV</b></li> </ul>
June 2015		<ul style="list-style-type: none"> <li>Film is made available on <b>Vimeo on Demand</b></li> </ul>

