

# Audience Engagement Plan – information sheet

We're committed to investing in films that will increase the number of eyeballs on New Zealand films, here and overseas.

Every project is different, and will have different audience appeal. But we expect everyone seeking our investment to have a clear understanding of who their project will appeal to, and an indication of the potential size of the audience and how they will be reached.

- Films with budgets under half a million dollars require an Audience Engagement Plan for New Zealand only.
- Films with budgets over half a million dollars require an Audience Engagement Plan for New Zealand AND overseas.
- Films with larger budgets, over \$1 million, require an audience engagement plan for New Zealand AND overseas, with strong and definite market attachments, such as offers from an established local distributor and an overseas sales agent. There should be a willingness to engage in meaningful discussions around overseas audiences and financing.
- Feature documentaries all require an Audience Engagement Plan for New Zealand AND overseas. The plan needs to demonstrate that the proposed film is best suited for theatrical distribution and has the potential to reach significant audiences at home and significant festivals overseas.

The Audience Engagement Plan should reflect the script, the subject matter, the associated talent, the budget and what is being requested from the NZFC. It should describe the audience and how you will reach them and it should include any written evidence of arrangements with distributors and a sales agent.

**At the very minimum, it should cover:**

<b>What to include</b>	<b>What we're looking for</b>
Genre, anticipated running time and censorship rating	Include any genre notes relevant to marketing.
Target audience	Be reasonably specific, for example: <ul style="list-style-type: none"> <li>○ Primary audience: 18-39 years, female skewed, urban centres, multiplex goers.</li> <li>○ Secondary audience: 40-60 years male/female, urban/provincial, smaller art-house cinemas.</li> </ul>
Positioning	How will the film be positioned for each target audience?
How will you reach the audience?	<p><u>New Zealand / Australia</u> Describe the marketing and release strategy for the film, including social media, publications, the channel and network you would target.</p> <p><u>International</u> Describe your film festival strategy, how you plan to introduce your film to the market, which markets etc.</p>
How will you distribute your film in New Zealand?	Distributor, self-distribution or a hybrid of the two? <ul style="list-style-type: none"> <li>○ Number of screens.</li> <li>○ Type of screens (multiplex, art-house).</li> <li>○ Relationships with exhibitors including any feedback to date (particularly important for self-distribution).</li> </ul>
Estimated New Zealand box office	Be realistic (compare to similar New Zealand and international films. Don't compare to Hollywood blockbusters).
Materials	Ideas for key art, trailer, website etc.
Indicative Publicity and Advertising commitment	Include the estimated costs for materials, advertising (print, TV, radio, online), publicity, promotions, publicist, premiere, trailer (but not trailer creation), freight etc.