

Audience Engagement Plan – information sheet for NZSPG (New Zealand productions only)

The NZFC acknowledges that every project is different, and will have different audience appeal. But we require everyone seeking to apply for the NZSPG-New Zealand to have a clear understanding of who the production will appeal to, and an indication of the potential size of the audience and how they will be reached.

The Audience Engagement Plan should reflect the script, subject matter, associated talent, and budget of the production. The audience reach described in the Audience Engagement Plan must be commensurate with the expected size of the New Zealand Grant. The Audience Engagement Plan must describe how this audience reach will be achieved.

FEATURE FILMS

At the very minimum, the Audience Engagement Plan should cover:

What to include	What we're looking for
Genre, anticipated running time and censorship rating	Include any genre notes relevant to marketing.
Target audience	For example, in the case of a feature film: <ul style="list-style-type: none"> ○ Primary audience: 18-39 years, female skewed, urban centres, multiplex goers. ○ Secondary audience: 40-60 years male/female, urban/provincial, smaller art-house cinemas.
Positioning	How will the feature film be positioned for each target audience?
How will you reach the New Zealand audience?	Describe the marketing and release strategy for the feature film, including social media, publications targeted, number and type of screens, and any channel and network you have targeted.



What to include	What we're looking for
How will you distribute your feature film in New Zealand?	<ul style="list-style-type: none"> ○ Who is the commercial distributor? ○ Number of screens ○ Type of screens (multiplex, art-house) ○ Relationships with exhibitors including any feedback to date ○ How will you reach audiences beyond the theatrical release?
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, promos, 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) etc.

TELEVISION OR OTHER NON-FEATURE FILM PRODUCTIONS

At the very minimum, the Audience Engagement Plan should cover:

What to include	What we're looking for
Genre, anticipated running time and censorship rating	Include any genre notes relevant to marketing.
Target audience	<p>For example:</p> <ul style="list-style-type: none"> ○ Primary audience: 18-39 years, female skewed, Free to Air primetime ○ Secondary audience: 40-60 years male/female, VOD
Positioning	How will the production be positioned for each target audience?
How will you reach the New Zealand audience?	Describe the marketing and release strategy for the production, including social media, publications, the platform, channel and network you have targeted.





What to include	What we're looking for
<p>How will you distribute the production in New Zealand?</p> <p>Which media will the production appear on in New Zealand?</p>	<p>Free-to-air broadcaster</p> <p>Pay TV broadcaster (e.g. Sky)</p> <p>DVD</p> <p>VOD</p> <p>SVOD (e.g. Netflix, Lightbox, Amazon)</p> <p>PPV (e.g. Sky Box Office)</p> <p>Other media platform (please describe)</p>
<p>For free TV, pay TV and PPV television broadcast: How will the production be aired?</p>	<p>What is the anticipated / booked time-slot (e.g. primetime, early evening etc.)?</p> <p>What channel will the production appear on?</p> <p>How long is the licence period and how many plays is the broadcaster allowed during the licence period?</p> <p>Estimated New Zealand ratings (be realistic and compare to similar New Zealand television or other non-feature film productions in the projected timeslot)</p>
<p>For other platforms and online channels, how will the production be shown?</p>	<p>How long is the licence period?</p> <p>What are the estimated audience numbers (1) for the platform; and (2) who will see that production on their platform?</p>
<p>Materials</p>	<p>Ideas for key art, promos, website etc.</p>
<p>Indicative Publicity and Advertising commitment</p>	<p>Include the estimated costs for promos, website, print and describe other publicity planned to promote your production.</p>

