**New Zealand Screen Production Rebate (NZSPR) for New Zealand Productions**

**Audience Engagement Plan Guidance & Template**

The NZFC acknowledges that every project is different and will have different audience appeal. But we require New Zealand Productions seeking to apply for the NZSPR 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.

An 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 Rebate. The Audience Engagement Plan must describe how this audience reach will be achieved.

You can use the template below to assist with preparing an Audience Engagement Plan. Please note this is required with both Provisional and Final applications for the NZSPR.

|  |
| --- |
| **Name of Production:** |
| **Genre, anticipated running time and censorship rating** |
| Include any genre notes relevant to marketing. |
| **Target audience** |
| *Who are the primary and secondary audiences for the production?* |
| **Positioning** |
| *How will the production be positioned for each target audience?* |
| **New Zealand Distribution** |
| *For feature films:* * *Who is the New Zealand distributor?*
* *What is the projected number screens in New Zealand? (Be realistic.)*
* *Will the release be nationwide?*

*For TV/other non-feature:* * *What channels/networks are being targeted?*
* *What is the anticipated channel/ time-slot? How long is the licence period?*
* *What are the projected audience numbers?*
 |
| **New Zealand audience reach** |
| *What is the marketing and release strategy to promote the production in New Zealand? For example: social media, print/web advertising, platform support, media activity etc).* |
| **Publicity Materials and Advertising** |
| *What is the budget commitment for the marketing and release strategy?**What materials will be produced? (e.g., poster, trailer, promos etc).* |