

Tallahassee Film Festival 2011

creativeMARC



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TFF 2011 PR Plan

To raise awareness of and position the Tallahassee Film Festival as a high-quality, investment-worthy event in the north Florida region, creativeMARC has deigned this PR plan as an outline of public relations efforts to be made for the 2011 event.

Tallahassee Film Festival 2011 PR Plan

Situation

The Tallahassee Film Festival began in 2008 and has since been funded by a \$60,000 grant from the John S. and James L. Knight Foundation. The festival is entirely volunteer run and the free help seems to be exhausting. TFF needs to raise awareness in the local and regional community and significantly increase funding for future operations. Additionally, TFF looks to hire an executive staff for planning and sustainability efforts.

To help TFF accomplish these goals, creative MARC will target key audiences locally in Tallahassee and regionally in Jacksonville, Pensacola, Orlando, Tampa and Atlanta to raise awareness of and position the festival as a high-quality, investment-worthy event in the north Florida region.

| Strengths | Weaknesses | Opportunities | Threats |
|---|--|---|--|
| -Tickets are priced within a reasonable range for our target market | -Lack of adequate funding | -A large local creative community to draw from | -Established film festivals within target areas |
| -Loyal volunteer base in Tallahassee | -Need for increased attendance | -Opportunities to expand the festival's film repertoire | -Alternative entertainment options for the target market |
| -Support from Miracle 5, a commercial theatre | -Inconsistency in current marketing strategies | -Potential markets within the Southeast | |

Goal

To increase awareness and sponsor dollars for the Tallahassee Film Festival using traditional and social media, and to position it as a community event in the north Florida region.

Objectives

- Raise \$195,000+ by increasing ticket sales 10 percent more than 2010
- Increase out-of-town attendance 5 percent more than 2010
- Partner with local media to reach a minimum of 268,000 impressions
- Increase Twitter followers by 125
- Increase Facebook fans by 200
- Increase TallahasseeFilmFestival.com hits by 25 percent more than 2010

Target

Primary:

- Young adults ages 18 to 25 in the Tallahassee area that attend:
 - o Florida State University
 - o Florida Agricultural and Mechanical University
 - o Tallahassee Community College
 - o Lively Technical School
 - o Aveda Institute
- Leon County high school seniors
- Young professionals in Tallahassee

Secondary:

- Potential donors ages 40+ in Tallahassee, Jacksonville, Pensacola, Orlando, Tampa and Atlanta
 - o Target newspapers
 - o Magazines
 - o Radio stations
 - o Museums
 - o Performing art centers

Strategies and Tactics

>> *Position the Tallahassee Film Festival as a high quality event through an integrated marketing campaign*

Tactics:

- News release
 - o Distribute news releases to various media outlets in target cities reaching a minimum of 268,000 media impressions
- TV ad
 - o Create one TV ad to be shown on youth-oriented stations (VH1, MTV, etc.) local news stations and community outreach channels between 6 p.m.-12 a.m. in target cities
 - Regional network affiliates (ABC, NBC, CBS, FOX and CW)
- Outdoor ads
 - o Create one billboard ad to be placed locally in Tallahassee
 - Surrounding college campuses, Midtown Manor, Thomasville Rd. and Capital Circle
 - Located on the corner of Railroad Ave. and FAMU Way
 - Located above AJ's Sports Bar, Tennessee St.
 - Along I-10 near Tallahassee exits
 - o Create series of transportation ads for StarMetro in Tallahassee
 - Bus wrap, bus stop and ceiling panel ads
- Radio ads
 - o Create one radio spot to be played on jazz, classical, oldies, college radio, news and alternative and classic rock stations between 6-10 a.m. and 4-7 p.m. in target cities
- Website
 - o Create a highly interactive and user-friendly website to engage target market and drive ticket sales
 - Feature trailers, film venues, area hotels and transportation
 - Direct access to ticket sales, donations and membership program
 - Links to Web 2.0 sites
- Print ads
 - o Create series of print ads for newspapers and entertainment magazines in target cities

- Newspaper
 - Examples: Tallahassee Democrat, Florida Time Union, St. Pete Times, Orlando Sentinel, Atlanta Journal-Constitution, Pensacola News Journal, etc.
- Magazines
 - Examples: Tallahassee Magazine, Entertaining U, Orlando Magazine, Atlanta Magazine, etc.
- Web 2.0
 - o Social media
 - Facebook/Twitter
 - Publicize festival and promotional events
 - Engage users through interactive contests and promotions using two-way communication
 - Include (links to) videos to garner unique user interest
 - Utilize followers to gain evaluative research about festival overall
 - Blog
 - Update weekly on topics pertaining to the festival (new directors and films) and promotional events
 - Feature weekly guest blogger chosen from directors, past attendees, etc.
 - Link to web 2.0 sites and RSS feed
 - Monitoring
 - Twitter search, Google Alerts, Google Feedburner, Facebook Insights
 - Magazines
 - Examples: Tallahassee Magazine, Entertaining U, Orlando Magazine, Atlanta Magazine, etc.
 - o Digital ads
 - o Create series of digital ads for local news sites, online movie theatre listings and online community calendars
 - Banner ads
 - Facebook/MySpace
 - Online radio ads
 - Pandora/Slacker Radio
 - After party
 - o After parties consistently located at Hotel Duval serve as an opportunity for consumers to socialize with directors and cast members

>>Raise awareness of the Tallahassee Film Festival as a community staple through consumer and local community involvement

Tactics:

- Campus Involvement

- o Have a treasure hunt at Florida Agricultural and Mechanical University, Florida State University and Tallahassee Community College to entice a large portion of the primary target market to attend the Tallahassee Film Festival, while also building awareness
 - Give away a Flip Cam to each winning team member
- Meet and Greet
 - o Provide signing opportunities with the film directors before or after each film showing
 - o Have interviews with the directors available on YouTube to build a sense of familiarity between the consumers and directors
- Incorporate other local arts and vendors
 - o Invite local Tallahassee bands to perform prior to the outdoor screening
 - o Encourage art galleries in Tallahassee, Jacksonville, Pensacola, Orlando, Tampa and Atlanta to bring art collections to theatre locations
 - o Provide concessions from local well-known Tallahassee vendors
 - o Host a 5k run through the Railroad/Gaines art district to increase awareness of the festival in Tallahassee
 - Upon registration, runners receive t-shirt

>>To reach the target market of students, ages 18 to 25, through non-traditional media and promotional strategies

Tactics:

- Place a booth at First Friday at Railroad Square, beginning in January 2011
- Promotions
 - o Sustainable grocery bags branded with TFF
 - o Sunglasses with branded logo
 - o Microwavable popcorn bags with TFF logo
 - o Viewfinders containing photos of directors, movie posters, venues, etc.
- Promotions at the SLC
 - o Random give-away
 - Every 50th person
 - \$100 Visa gift card
 - Collect a prize at TFF main event

>>Offer a unique VIP viewing experience to interested parties

Tactics:

- Reward and motivate consumers to buy memberships by providing special incentives
- There will be one level of membership purchased for \$70

- Benefits of membership
 - VIP access to all after-parties, including members only drink specials in VIP lounges
 - Priority seating at final awards ceremony
 - Discounts from TFF sponsors
 - 25% discount on all TFF merchandise
 - One free TFF t-shirt

Calendar

- October 2010
 - Launch website
 - Run Social Media campaign through April
- November 2010
 - Place ads in Performing Arts Center programs in regional areas
- December 2010
 - Place ads in Performing Arts Center programs in regional areas
 - Distribute SM news release
- January 2011
 - TFF billboard runs through April
 - Begin to table at First Friday at Railroad Square
- February 2011
 - TFF print ads run in newspaper and magazines
 - Distribute news release for TFF 5k
- March 2011
 - Distribute TFF event news release
 - Run television advertisement through April
 - Run radio spot through April
 - Host promotional events
- April 2011
 - Tallahassee Film Festival 5k - April 2, 2011
 - The fourth annual Tallahassee Film Festival 2011

Creative Executions

In addition to public relations efforts, traditional and non-traditional advertising will be used to build a cohesive campaign that will resonate with our target market.

Logo + Slogan



The clapperboard is the symbol of film taking action. This recognizable representation of film in the logo makes it clear what the Tallahassee Film Festival is and works in tandem with the slogan to create a unified message.

Experience art in motion.

“Experience art in motion.” is a tagline that focuses on the Tallahassee Film Festival consumer. It positions the event as more than a series of films or workshops by focusing on an experience and classifying all unifying elements of the festival as “art.” The word “motion” resonates with our transient, primary target market and ties in with a series of scheduled promotional events.

Discover the arts...



Want a one-way ticket into the minds of emerging film directors? Experience four days of award-winning films and premieres. As the lights dim and the reel flickers prepare to be submerged into imaginative stories. So sit back and relax because it's minutes to show time. **The festival has only just begun.**

www.tallahassee电影节.com



Billboard



To catch the attention of our primary and secondary target markets, a billboard image of a clapperboard with a moving arm will be placed in Tallahassee. This non-traditional twist to standard advertisement will catch the attention of and direct curious consumers to the website, TallahasseeFilmFestival.com, to find out more.

Radio Spot

Title: Take Nine

Client/Sponsor: Tallahassee Film Festival

Length: 30 seconds

Air Dates: March 2011 – April 2011

SFX: Sound of film slate slamming

DIRECTOR:

Tallahassee Film Festival commercial take nine

SPEAKER 1:

Cinema in Tallahassee has a rich history and impressive record of...

DIRECTOR:

CUT, cut!! Nooo!!.

SFX: Aggravated sigh by Speaker 1

SPEAKER 1:

What do you want me to say?

DIRECTOR:
(flustered)

I'm not sure...I just want people to experience this festival. It's one of Tallahassee's premiere events! Directors travel from around the world for our workshops. We're screening in venues across the city. The stories will move you!

SPEAKER 1:

Really? Where can I get my ticket?

ANNOUNCER:

Visit www.TallahasseeFilmFestival.com for more information.

SFX: Fade in soft background music

SPEAKER 1:

The Tallahassee Film Festival. Experience art in motion.

SFX: Fade out music at :29

Website



This interactive website is designed to garner user interest in a unique way while remaining user-friendly. Each film strip scrolls continuously - the top strip from left to right and the bottom strip from right to left - with each frame linked to a different section of the website. From the upper left to the lower right the links are in the following order: Buy Tickets, Films, Venues, Events, Travel, 48 Hour Contest, Sponsors and Blog. When hovered over, the strip will pause and the specific link photo will dim with its respective topic appearing, as shown on the following page. Links to all Web 2.0 sites are featured in the top right corner and the dates are featured on the top center of the page.

Television Spot

All angles are shot from the audience's point of view. The entire commercial is one continuous shot, following the experience of attending a film at the Tallahassee Film Festival.

Establishing Shot: Enter the SLC



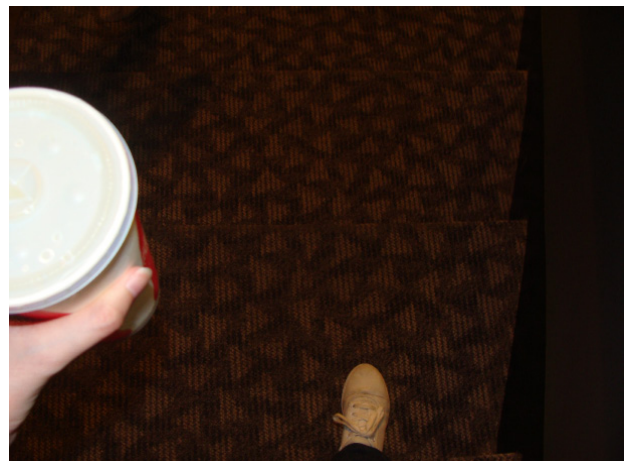
SFX: footsteps of the viewer, music plays softly in background



SFX: people talking in the background



SFX: popcorn popping, cash register opening, background conversations



SFX: footsteps on stairs, background conversations



SFX: people eating popcorn, slurping drinks, whispering



Announcer: Experience art in motion at the Tallahassee Film Festival, April 7-10, 2011

Press Releases

Robby Cunningham, director of marketing/PR
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Tallahassee, FL 32301
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(850) 201-9499



February 22, 2011

FOR IMMEDIATE RELEASE

Run for arts

TALLAHASSEE, Fla. – The Tallahassee Film Festival will host a 5K run 7:30 a.m. Saturday, April 2, 2011.

Every runner receives a Tallahassee Film Festival t-shirt upon paying a \$20 registration fee. Registration for the run opens 6 a.m. March 1, 2011 and closes 6 a.m. April 2, the day of the run.

Participants placing in first, second and third win a FlipCam video recorder and an All-Access Pass to the Tallahassee Film Festival.

The pass provides winners with admission to an unlimited number of screenings.

The run begins at Regal Miracle 5 on Thomasville Road - one of the festival's venues - and ends in the renovated Gaines Street Arts District.

The 5K run serves to raise funds for the Tallahassee Film Festival, April 7-10. Funds will be used to provide outlets for local directors to showcase their films in public venues and provide free film workshops. It also assists in raising support for local artists in the Gaines Street Arts District.

###

About the Tallahassee Film Festival:

The Tallahassee Film Festival (TFF), a 501(c)3 nonprofit organization, is an annual, independent film festival in Tallahassee, FL, founded in 2008. In a short time, TFF has attracted thousands of visitors to the Big Bend region, including professionals, student filmmakers and film buffs of all ages. TFF offers visitors independent and award-winning film screenings from around the world, plus workshops, lectures and networking opportunities with film industry professionals.

Press Releases, ctd.

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(850) 201-9499



March 1, 2011

FOR IMMEDIATE RELEASE

Tallahassee Film Festival returns with artistic renovations

TALLAHASSEE, Fla. – The fourth annual Tallahassee Film Festival returns with performing and visual arts in addition to Academy Award nominated and locally developed films April 7-10, 2011.

The festival traditionally brings a collection of independent films to showcase during the four day festival. This year TFF is making changes to its setup to better involve the local community and surrounding cities.

“We have reached out to performing and visual artists in Tallahassee, Jacksonville, Orlando, Pensacola, Tampa and Atlanta,” Chris Faupel, programming director, says.

Local bands will play prior to the outdoor showing at Kleman Plaza. Visual artists will display artwork along the hallways of Regal Miracle 5, Florida State University Student Life Cinema, All Saints Cinema and Florida Agriculture and Mechanical University SJGC Lecture Hall.

Directors and cast members will also be present signing autographs. Attendees will have the chance to socialize with the directors during the after parties following each film showing.

All after parties are located in Hotel Duval.

“Last year there were confusions about which event was being held where. To eliminate this problem we are consolidating all after parties to one location,” Kim McShane, special events director, says.

Other aspects of TFF returning this year are the workshops and panels. The workshops and panels provide hands-on experience, film appreciation and create knowledge of filming locations available in Tallahassee, Fla. and nearby cities. Workshops and panels are at the Residence Inn Marriott April 7- 9, 2011.

TFF tickets can be purchased for individual showings online for \$5. All-Access Passes are also available for \$20 The All-Access Pass provides admission to an unlimited number of screenings throughout the film festival.

“With all the new and traditional features we offer, we hope that the community comes to experience art in motion at TFF,” McShane says.

###

About the Tallahassee Film Festival:

The Tallahassee Film Festival (TFF), a 501(c)3 nonprofit organization, is an annual, independent film festival in Tallahassee, FL, founded in 2008. In a short time, TFF has attracted thousands of visitors to the Big Bend region, including professionals, student filmmakers and film buffs of all ages. TFF offers visitors independent and award-winning film screenings from around the world, plus workshops, lectures and networking opportunities with film industry professionals.

Social Media

To maximize reach and garner relationships with key audiences, Social Media will be used as a two-way communication portal to spread and engage the target market. A social media plan and the use of relevant social media press releases keep festival marketing up-to-date and establish new ways to reach the consumer.

Tallahassee Film Festival 2011 SM Plan

1/ Preplanning:

TFF currently uses e-mail, a website, an online newsletter, Facebook, Twitter, MySpace and a blog to reach its consumers.

2/ Listen:

Before defining an approach on social media, current perceptions must be monitored by using tools such as: Google Alerts, socialmention, Technorati and Twitter search.

This research shows that the Tallahassee Film Festival is not currently dominant in the digital world. Most search results that emerged were for film festivals in other regions. The “0 retweets” shows an exponential opportunity to call for Twitter fans to spread the Tallahassee Film Festival message. The mostly “neutral” sentiment shows an opportunity to create an emotional connection with our target market that does not currently exist.



3/ Target Market:

The virtual target market differs slightly from the traditional media target market. Social media will be used to reach students 18-25, the primary target audience. While the secondary market does participate in social media, they are less likely to engage in competitions and online promotions.

4/ Goals:

Social media will be used to increase brand awareness and website traffic, to grow and maintain regional relationships with potential for future partnerships and sponsor dollars, to engage and motivate potential attendees, for search engine optimization and to alleviate the costs of traditional advertising.

Specifically, to increase Twitter followers by 125, to increase Facebook fans by 200 and to increase TallahasseeFilmFestival.com hits by 25 percent compared to 2010.

TFF Message: We're a community driven, art-centered experience unlike others in our region.

5/ Join Conversations:

The social media strategy will be broken into two categories: main and supporting. All online mediums will feature links both to the TFF website and each other. TeauxDeaux.com, an interactive virtual to-do list, will be used as a social media calendar to organize and manage current topics for all online mediums.

Main:

| Twitter | Facebook | Blog |
|---|--|--|
| <ul style="list-style-type: none"> -Implement the use of #TFF hashtag in all conversations about the Tallahassee Film Festival -Host a RT raffle two weeks before the festival where all participants who RT a designated TFF message are entered in a drawing for a free Flipcam -Host a live raffle each night of the workshops where attendees are entered to win a TFF Prize Pack (including screening ticket, awards ceremony perks and signed poster from favorite director) for tweeting a review after attending a workshop and using the #TFF hashtag | <ul style="list-style-type: none"> -Transition current members from group page to fan page (ability to view interactions/use Facebook insights) -Update fan page daily with current news/events -Host a photo contest "What does film mean to you?" where users upload personal photos onto the fan page and the photo with the most "likes" wins two free passes to the festival -Utilize fan page "Events Manager" to promote 5k event and Treasure Hunt | <ul style="list-style-type: none"> -Update once weekly about current events -Participate in "Be My Guest" mutual blogging month in March 2011 featuring others blogs and guest-posting to drive traffic and increase two-way communication leading up to the festival -Host a "Photo of the Week" for the months of March and April, beginning with a TFF photo and encouraging readers to post personal film-related photos to be featured on the blog |

Supporting:

| YouTube |
|--|
| <ul style="list-style-type: none"> -Maintain a Tallahassee Film Festival channel -Upload video interviews with directors/crew/actors/volunteers/etc. -Users able to upload videos (from any aspect of the festival) to be featured on channel |

6/ ROI

To evaluate the effect of social media activity, qualitative and quantitative data will be analyzed.

| Qualitative | Quantitative |
|---|---|
| <ul style="list-style-type: none"> -Viewed as relevant in industry -Perceptions vs. competition -Key relationships -Movement from monologue to dialogue | <ul style="list-style-type: none"> -Website analytics -Influential friends -New subscribers to newsletter -Voting participants -Influential blogs linked to TFF -Donations -Fans/followers -SEO ranking |

SM Press Releases

TFF

Social Media Release



Tallahassee Film Festival hosts scavenger hunts

Events at FSU, FAMU and TCC, March 18

03.18.2011 - The Tallahassee Film Festival will host three scavenger hunts on the FSU, FAMU and TCC campuses on March 18, 2011.

- teams compete to find film clues hidden around campuses
- registration begins March 18, 8 p.m.
- winning teams will win FlipCams
- check Tallahassee Film Festival's website for additional information

Twitter Pitch

Join in on the fun, campus scavenger hunts, March 18 at FSU, FAMU & TCC! Visit our website for more info! #TFF

Tweet It

Resource Links

[Tallahassee Film Festival](#)

Tags

scavenger hunt, tff, film, festival, FSU, FAMU, TCC

Share via

More TFF News

[Tallahassee Film Festival tables at Railroad Square](#)

Subscribe

Ask a Question or Add Your Comment

Name

Email

Your Comment



Keyword Search

Explore more socialized PR content.

Share this Social Media Release

Share via:



pitchengine™ powered

TFF

Social Media Release



'Art Moves' mural at Railroad Square Art Park

Tallahassee Film Festival tables at Railroad Square

First Friday event brings arts community together

12.29.10 - Railroad Square Art Park hosts a gallery hop the first Friday of every month. The Tallahassee Film Festival will table at the event January through April, 2011.

The dozens of art galleries and studios are open for the public and arts of all kind are incorporated in the community event.

- Visit TFF's table for information on film workshops and the festival schedule
- Pick up free TFF give-aways, including sunglasses, viewfinders and more!
- Sign up for TFF membership and receive discounts from community sponsors

Ask a Question or Add Your Comment

Name

Email



Twitter Pitch

Visit our table at First Friday at Railroad Square! Experience art in motion this Friday! #TFF

Tweet It

Resource Links

[First Friday at Railroad Square](#)
[Tallahassee Film Festival](#)

Share via

More TFF News

[Tallahassee Film Festival hosts scavenger hunts](#)

Subscribe

Keyword Search

Explore more socialized PR content.

Go

Share this Social Media Release

Share via:



Short URL:

<http://pitch.pe/56848>

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Social media press releases are an up-to-date way to engage the online community in Tallahassee Film Festival's message and keep the brand relevant to our target market.

creativeMARC Statement



Our mission at creativeMARC is to bring together effective public relations efforts and strategic marketing tactics to increase brand awareness and sales through innovative campaign implementation. creativeMARC was founded in January 2010 by Mallory Battle, Anne Cardenas, Rebecca Morse and Christina Morgan. We believe the key to a successful campaign is teamwork, and our diverse backgrounds and experiences merge together to create the most effective strategy for success. Let us position the Tallahassee Film Festival as a high quality event where people can fully experience art in motion.

creativeMARC
Florida State University
Tallahassee, Fla.