**MARKET TRADER 2020/21**

**PROJECT SPECIFICATION SHEET**

|  |  |
| --- | --- |
| Submitted by |  |
| Links to Work (if available) | Please add a link to previous work, trailers, director's shorts, mood reels or pilots. |

|  |  |
| --- | --- |
| Title of Project |  |
| Status of Project | Early development/Late Development/Post Production/Completed |
| Genre |  |
| Logline |  |
| Brief synopsis |  |
| **Budget** |  |
| Total budget |  |
| Above the line |  |
| Below the line |  |
|  |  |
| **Talent** |  |
| Producer(s) |  |
| Director |  |
| Writer |  |
| Principal cast |  |
|  |  |
| **Marketing & Distribution** |  |
|  | **Key things to think about:**  **WHAT is the film? Define the genre; is it commercial, art-house or a specialised genre release? How is it going to be positioned in the marketplace? How will you pitch this project?**  **WHO is the target audience? See details below**  **HOW can you make your film stand out in a crowded marketplace? What is the hook? Why should they choose your film? Are there any strategic promotions that could benefit you?**  **WHEN Is the right time to bring your project to market? Is your film dependent on an A-list festival? Is it an awards contender?** |
| Main Selling Points of your Project: |  |
| Audience Analysis:  (Define your audience in detail, age, gender, likes, dislikes, film platform   (cinema, DVD, VoD, TV etc they use, other interests) | Primary Audience  1.  2.  3.  4.  5. |
| Identify Project Marketing/PR/Promotional  **Strengths/Opportunities**:  (editorial, social platforms etc.) | 1.  2.  3. |
| Identify Project Marketing/PR/Promotional  **Weaknesses & Threats**  (how can these be overcome?) | 1.  2.  3. |