

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	
	<p>Key things to think about:</p> <p>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?</p> <p>WHO is the target audience? See details below</p> <p>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?</p> <p>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?</p>
Main Selling Points of your Project:	

<p>Audience Analysis: (Define your audience in detail, age, gender, likes, dislikes, film platform (cinema, DVD, VoD, TV etc they use, other interests)</p>	<p>Primary Audience</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5.
<p>Identify Project Marketing/PR/Promotional Strengths/Opportunities: (editorial, social platforms etc.)</p>	<ol style="list-style-type: none"> 1. 2. 3.
<p>Identify Project Marketing/PR/Promotional Weaknesses & Threats (how can these be overcome?)</p>	<ol style="list-style-type: none"> 1. 2. 3.