

 **MARKET TRADER 2022/2023**

**PROJECT SPECIFICATION SHEET**

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



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| 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 (wish list or confirmed?)  |   |
|   |   |
| **Marketing & Distribution**  |   |
|   | **Key things to** **WHAT**  | **think about:** **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 audiences 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:  |     |  |

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| 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/Promotiona l **Strengths/Opportunities**:  (editorial, social platforms etc.)  | 1.  2.  3.     |
| Identify Project Marketing/PR/Promotiona l **Weaknesses & Threats** (how can these be overcome?)    | 1.  2.  3.   |
| **Finance Plan:** Please detail how you propose to finance your project               |   |

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