

**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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