

# MARKET TRADER 2022/2023

## PROJECT SPECIFICATION SHEET

Submitted by:	Your Name
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	
<b>Budget</b>	
Total budget	
Above the line	
Below the line	
<b>Talent</b>	
Producer(s)	
Director	
Writer	
Principal cast (wish list or confirmed?)	
<b>Marketing &amp; Distribution</b>	
	<p><b>Key things to think about:</b></p> <p><b>WHAT</b> 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><b>WHO</b> is the target audience? See details below</p> <p><b>HOW</b> 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?</p> <p><b>WHEN</b> 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><b>Audience Analysis:</b> (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"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
<p>Identify Project Marketing/PR/Promotional <b>Strengths/Opportunities:</b>  (editorial, social platforms etc.)</p>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
<p>Identify Project Marketing/PR/Promotional <b>Weaknesses &amp; Threats</b> (how can these be overcome?)</p>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
<p><b>Finance Plan:</b> Please detail how you propose to finance your project</p>	