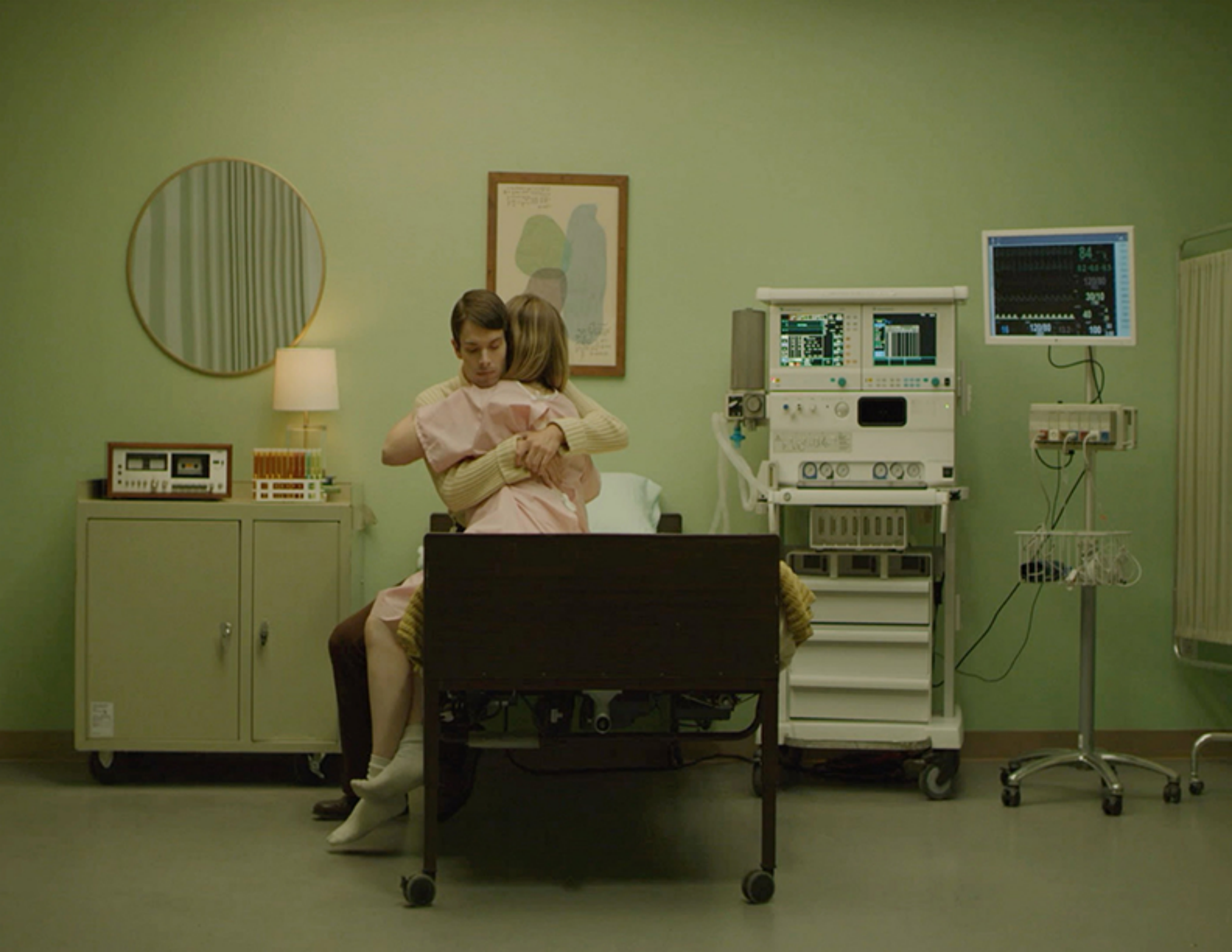
Marketing Plan

By Annie Graziano



SEE YOU ON THE OTHER SIDE

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Phase One

Executive Summary

This marketing campaign has been built to promote the gripping sci-fi film, In My Image. Special effects bring to life the possibility of teleportation, an advanced technology that inspires curiosity within the audience.

Through the use of such graphics, the viewer is transported to a place where these things are possible. However, the viewer is also warned of the consequences of using this technology without pure intentions.

General Information

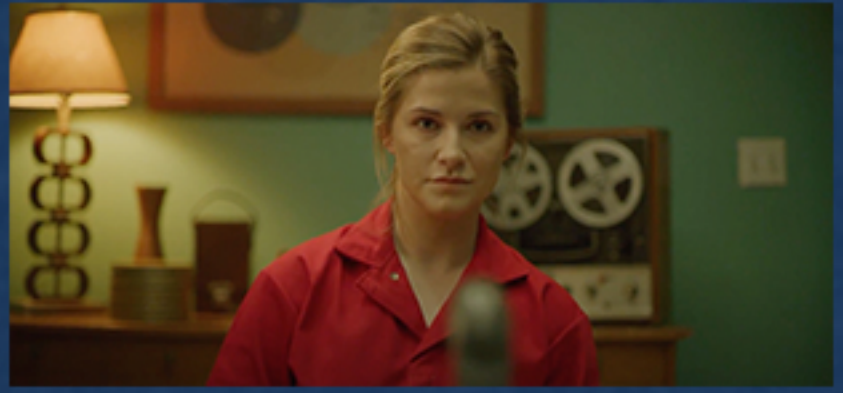
Tagline

See you on the other side.

Positioning Statement

In My Image explores the bright potential in teleportation, but also shows the disruption that technology is capable of causing in the space-time continuum.

Synopsis



Morgan, a biomedical enigneer, prepares to be the first human test subject in a teleportation study, conducted by her brother, Oscar, and her uncle, John. While Morgan prepares and reflects on her descision, Oscar comforts her with memories of their childhood and mother. He assures her that he is proud of her. Nurses put Morgan to sleep and the lab's crew watch as she successfully teleports.

Morgan wakes up in the hospital room to Oscar and John. They prove her DNA make up is the exact same as before the trial. Continuing the experiment, she participates in post-trial psychological tests. Her answers are the same as before, but Oscar has difficulty believing them since Morgan believes her mother is still alive.

John keeps Morgan for further observation and continues questioning. Oscar approaches Morgan and proposes his confusion. Morgan steals Oscar's ID and investigates the lab. She believes John to be the reason for the failure, but, after consulting her notes, Morgan realizes she is in a parallel dimension. During the teleportation, Morgan's body transferred universes rather than simply teleporting. To prevent the technology from threatening other lives, Morgan agrees to stay in the new world under the condition that no other secrets are kept. Before leaving the lab, Morgan catches her reflection and contemplates her decision and its consequences.

Marketing

Genre and Rating

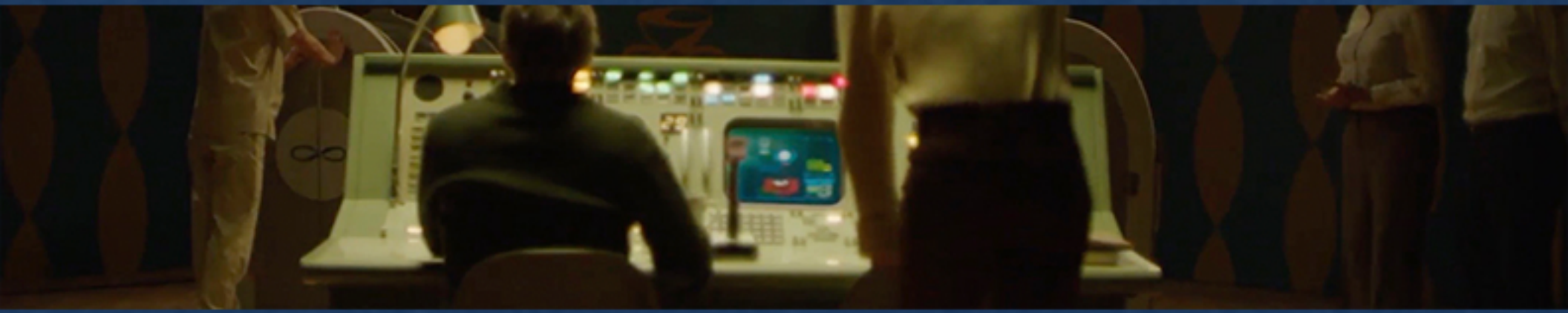
Sci-fi PG13

Target Audience

Primary- Females 18-24
Secondary- Males 18-24
Tertiary- People interested in Sci-fi films

Marketing Opportunities

Female protagonist
Main character is both hero and villian
Topic isn't overly saturated in the current market

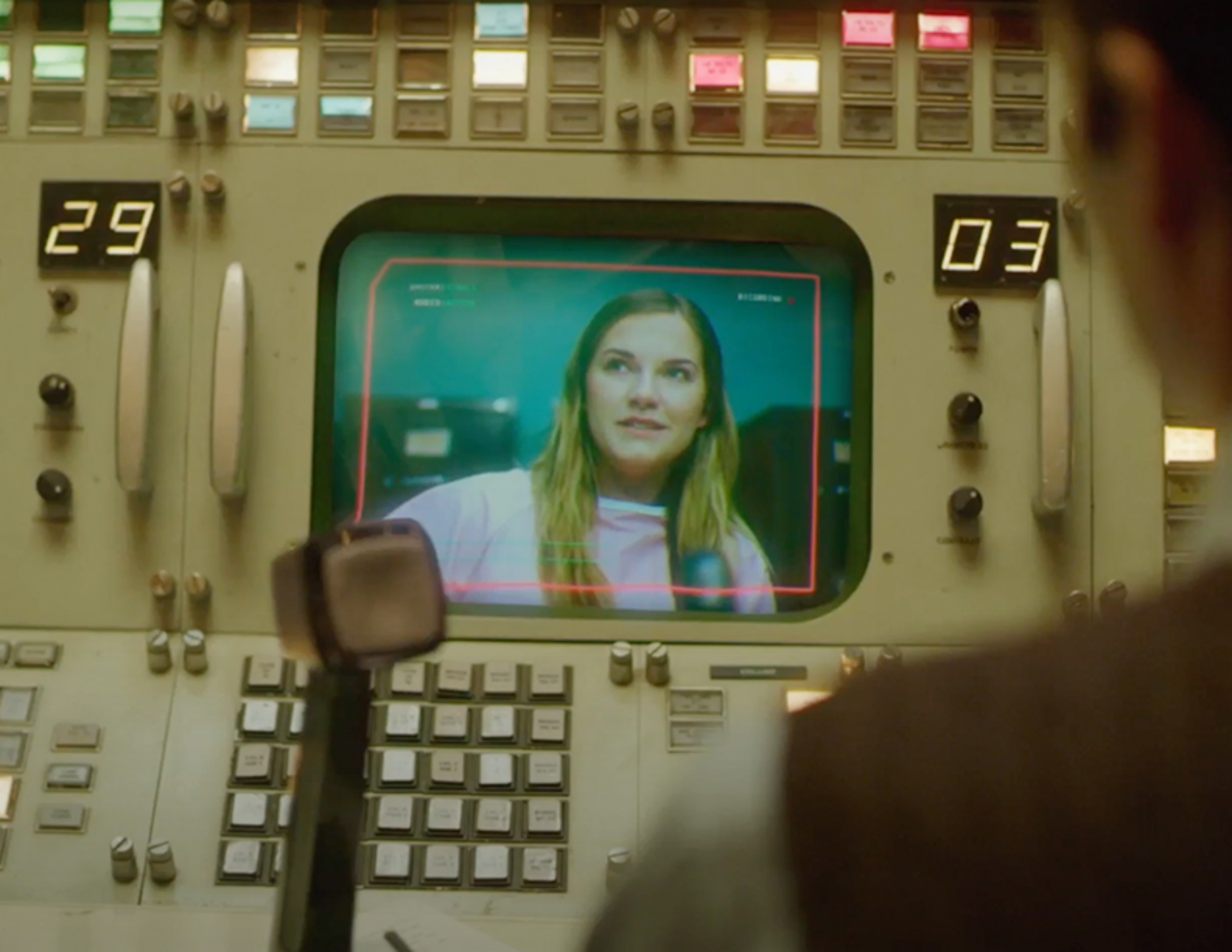


Marketing Obstacles

Potentially hard-to-follow storyline
Quantum physics isn't an easily accessible topic
Sci-fi has a very niche audience

Annie Graziano
Marketing

Paige Miltenberger
Director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Phase Two

Film Festivals

NFFTY Film Festival

Seattle, Washington's NFFTY film festival is a top-ranked international festival for student films. NFFTY accepts films from a variety of categories, including horror, fantasy, drama, and sci-fi. Science fiction is not a widely used category, so In My Image would be more likely to be accepted. NFFTY also accepts multiple films from Dodge College every year, which would also give my film an advantage over its competition.

Juggernaut Film Festival

The Juggernaut Festival exclusively caters to science fiction films, particularly favoring those that tell stories of new and exciting technology. Since In My Image is based around the concept of teleportation, this would be an advantage for the film in getting accepted. The graphics in the film would also play a key factor in its acceptance. This festival also has an award for female filmmakers, for which my film would be eligible.

Lady Filmmakers Festival

The Lady Filmmakers Festival is one that only accepts films from female creators. Since both the director and producer of In My Image are women, this festival is well suited for my film. The festival also has a student category, which would give my film another advantage when being considered for acceptance. This festival accepts all genres, but my film would be in the running for the "Ladies Kick Butt Award", which is given to experimental, action, and comedy films.

Press Release

In My Image Marketing
Burbank, California
info@inmyimage.com

Contact: Annie Graziano
Release Date: April 1st 2021

FOR IMMEDIATE RELEASE

Sci-fi Film "In My Image" Explores the Peril of Unethical Technological Advancement

BURBANK, Calif. March 25 2021. Every day, the amount of technology at our disposal grows. However, do we consider what could happen if that technology got into truly malicious hands? Paige Miltenberger addresses this concern in her gripping new sci-fi film, "In My Image".

Miltenberger's film explores a time in which teleportation and inter-dimensional travel are possible, thanks to the work of a physicist named Morgan and her uncle, John. However, Morgan's technology goes awry when she volunteers to be the first human test subject. After Morgan realizes her technology was corrupted in order to be used for selfish purposes, she vows to fix it so nobody else would have to go through what she did.

When asked about the release of her film, Miltenberger said, "Through In My Image, not only did I get to challenge myself as a filmmaker, but I also was able to explore the topic of personal identity and the multiverse theory all while grounding it in a family drama."

For more information on "In My Image", visit the film's website: www.inmyimage.com.

Pitch Letter

In My Image

info@otherworldtheater.org

To the Juggernaut Film Festival Team:

With consideration to current events of today, there has never been a better time to watch a film that can transport you into another dimension, away from the problems of now. "In My Image" takes the viewer on a journey to another time when teleportation and travel through dimensions are possible.

The film follows a girl named Morgan, who has perfected the technology necessary to make teleportation a reality. However, things take a turn for the sinister when Morgan volunteers herself to be the first human test subject. This story explores the possibility of such advanced technology and the implications of not using it for the right reasons.

Director Paige Miltenberger created her film with the intent to show the viewer new battles with morality we could be facing in our future. With such powerful technology comes the responsibility to use it ethically in order to enhance society as a whole, not just our own selfish desires.

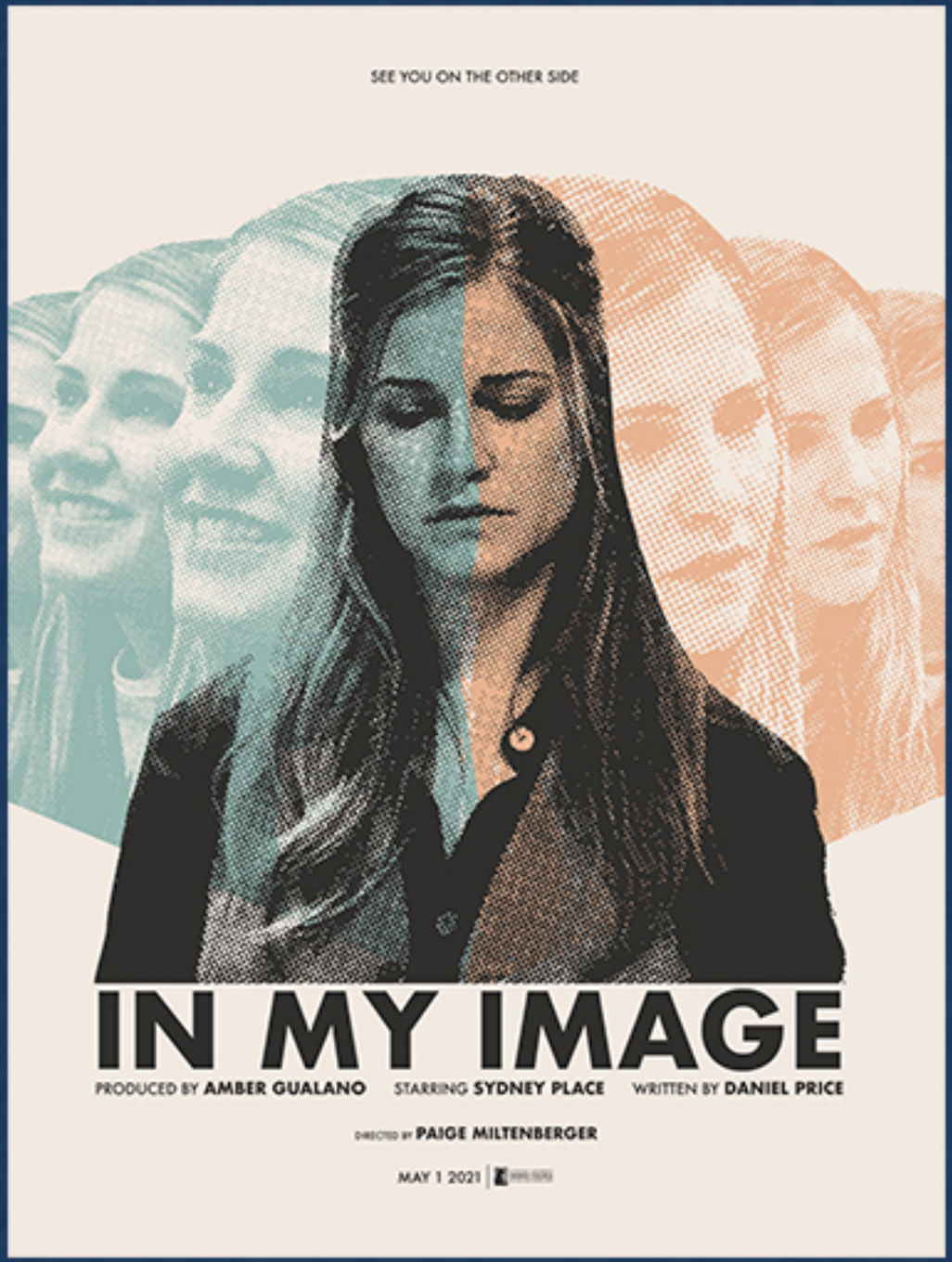
For more information on "In My Image", please contact me.

I would love to answer any questions you have.

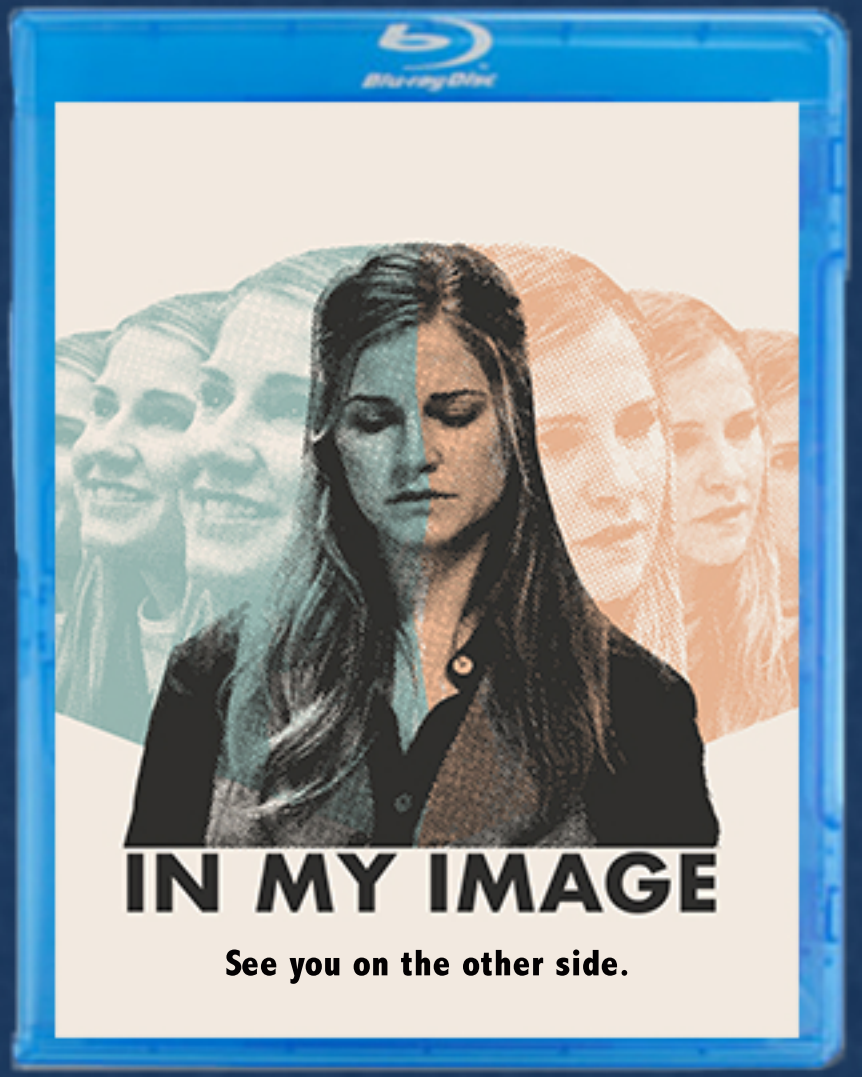
Best,

Annie Graziano
Head of Marketing
annie@inmyimage.com

Poster


SEE YOU ON THE OTHER SIDE
IN MY IMAGE
PRODUCED BY AMBER GUALANO
STARRING SYDNEY PLACE
WRITTEN BY DANIEL PRICE
DIRECTED BY PAIGE MILTENBERGER
MAY 1 2021

Branded DVD Case



Business Card

Marketing Stunts

Teleport with Morgan

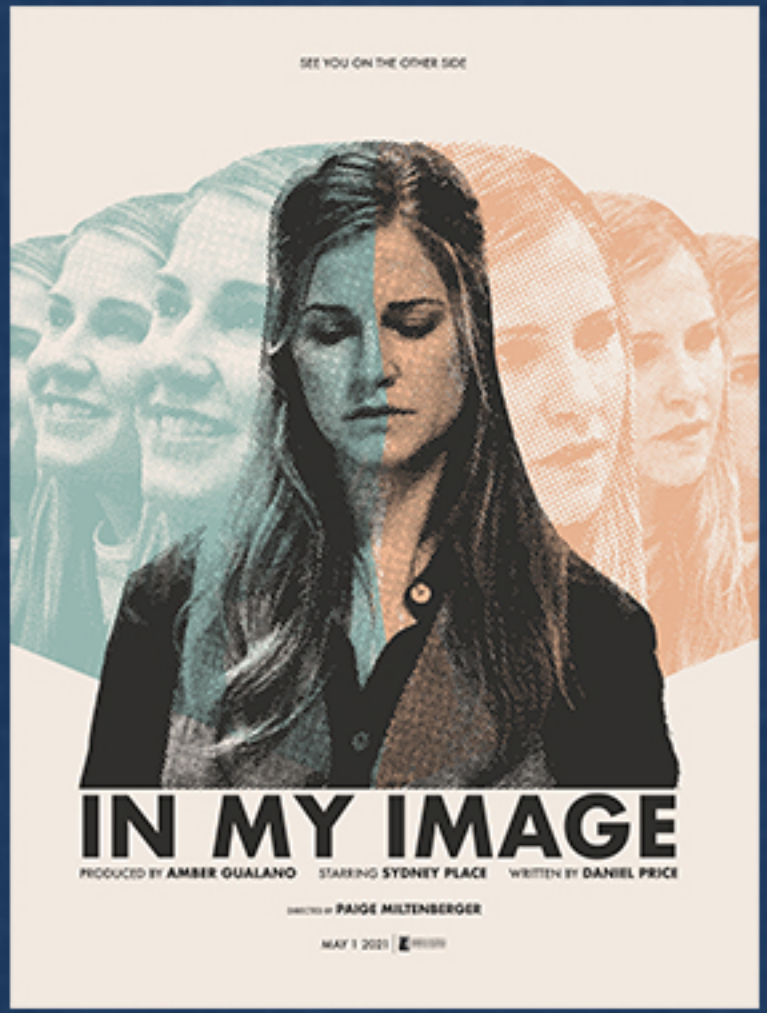
Attendees of the festival will have the opportunity to meet Morgan and "teleport" into an alternate reality in a replica of the teleportation device used in the film. Morgan will be portraying both sides of her character, one when you go into the machine and one when you exit.

Teleporting Swag

At certain time intervals throughout the day, the teleportation device will light up and fill with smoke, revealing branded pins when the smoke clears. Guests can take them on a "first come first served" basis.

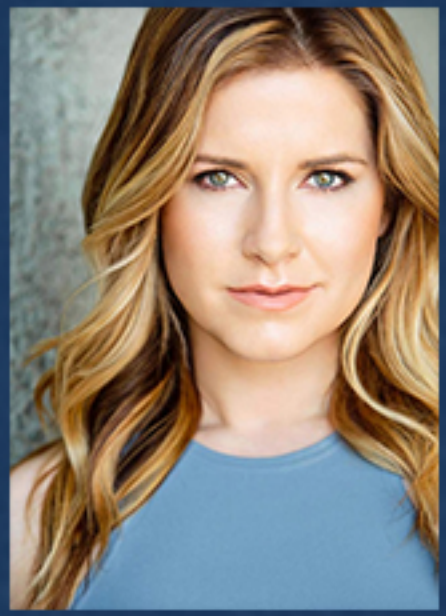
Merchandise

Branded merchandise, including posters, shirts, and sweatshirts will be sold throughout the festival.



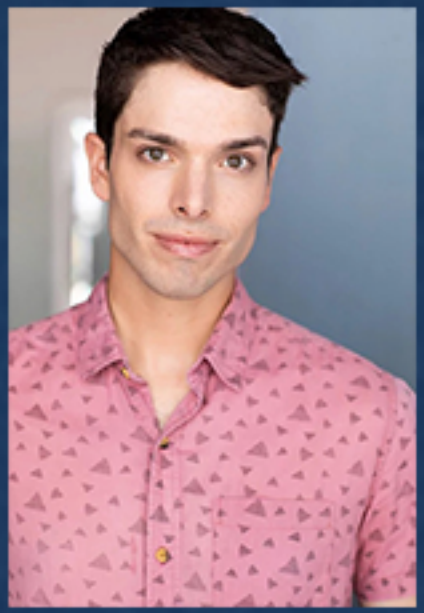
GREENLAKE
LABORATORY

The Cast



Sydney Place

Morgan



Kolton Kolbaba

Oscar

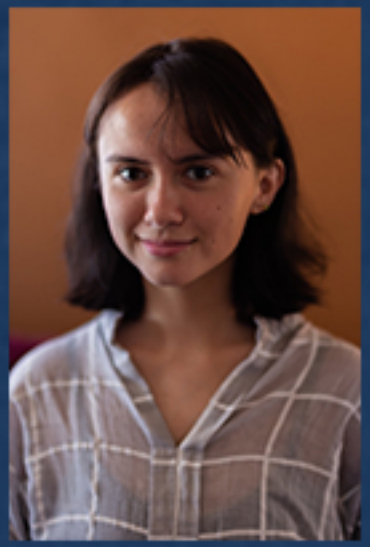
Marc Marosi

John

The Crew

Paige Miltenberger
Director

Paige has worked on many Chapman film sets taking on key positions ranging from 1st AD to sound mixer. She is a firm believer in personal growth and challenges herself by working on professional sets in the industry. She enjoys science fiction films and loves to discuss topics that change the way we think.



Amber Gualano
Producer

Amber is a Creative Producing student who loves filmmaking because it combines all of her interests: photography, digital design, and music. Movies have always played a significant role in her life. She cannot wait to challenge the male-centric sci fi genre with her film.

LABOR

Phase Three

Distributors

Netflix

As the reigning streaming giant, In My Image will release to Netflix where it will stream alongside other popular science fiction films such as The Cloverfield Paradox. This streaming service will allow access to the film's target demographics, young adult men and women. Smaller, independent films have proven to do well on Netflix's platform, so there is promise that In My Image will gain views.

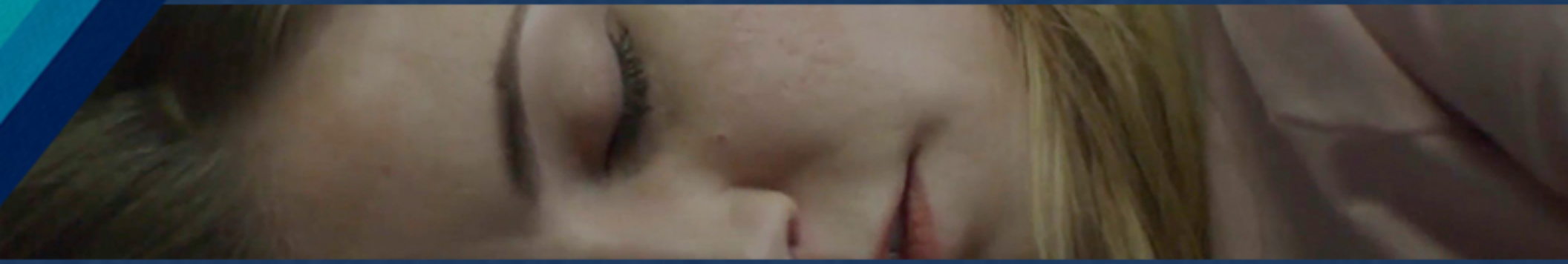
Amazon Prime

Many fans of science fiction head to Amazon Prime in order to see their favorite films. This platform has a greater variety of such films, such as Ex Machina, than other streaming services. Through Amazon Prime, the film can globally reach its tertiary audience, science fiction fans. The film would also stream well if picked up by the platform since it would be a free stream, unlike other similar films that the viewer would have to pay for on Amazon.

Warner Brothers Studios

Warner Brothers has taken on science fiction films from some of the best creators in the genre, one notable director being George Lucas. Warner Brothers is also well known for its fantasy content, which goes hand-in-hand with the science fiction genre. They are not afraid of taking a chance on films that don't follow a traditional storytelling framework. The studio would be able to release In My Image on a wide scale where it could get the visibility it needs.

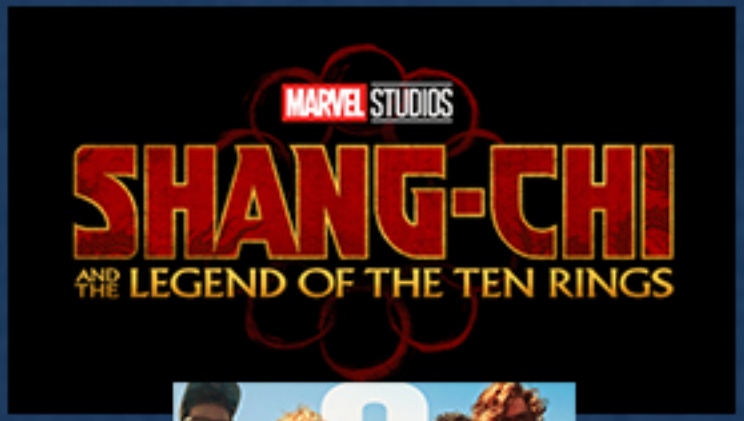
Release Date



In My Image will release to a limited amount of screens starting May 1st, 2021. The specific theaters targeted will be ones known for having science fiction screenings, such as the Detroit Film Theater. The film will open to 50 such theaters across the country. We will closely track how the film is doing in those 50 theaters and, assuming it does well, will release In My Image to bigger theaters in increments, eventually reaching 1000 screens by the end of the first month.

After the film spends two months in theaters gaining word of mouth, In My Image will release to streaming platforms Netflix and Amazon Prime on July 8th, 2021. This will give time for the many releases to Netflix on July 1st to die down so the film will have a better chance at gaining visibility. This date will take advantage of the rise of summer as temperatures push viewers toward air conditioned theaters.

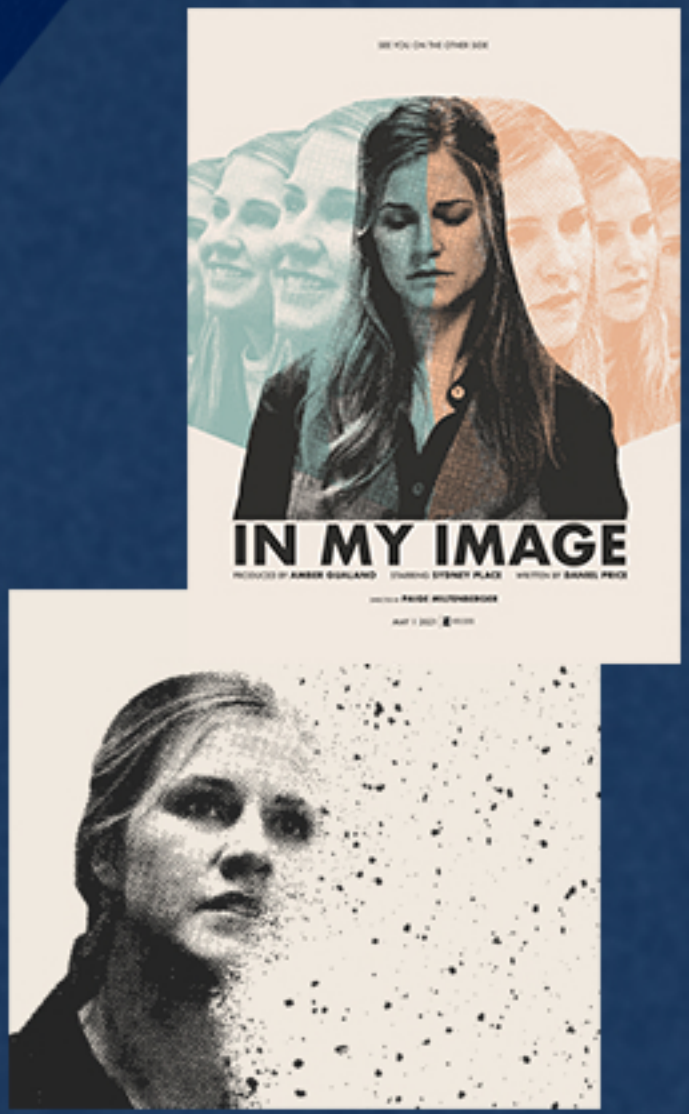
Competitive Environment



As of April 2020, the only competition for In My Image's theatrical opening weekend on May 1st is Shang Chi and the Legend of the Ten Rings. This is a superhero adventure film, which does not directly compete in the science fiction category. Shang Chi also does not release until May 7th, so In My Image will have the previous week in which to gain word of mouth amongst moviegoers.

Currently, the only competitors for the film's release on streaming platforms are new seasons of current shows, none of which are in the science fiction category. We will continue to track new releases as they come along, but placed a week after the start of the month when the bulk of new releases are put up for streaming, there are no foreseeable threats for In My Image.

Creative Advertising



The main goal of the film's creative advertising will be to spread awareness of the film and to get people familiar with the leading actress.

Creative advertising will focus around the poster the secondary art for the film. Both feature the main character, Mogan, so people will be able to connect the two different advertising designs.

The advertising will also all feature the name of the film and the release date so the nature of the ad is clear.

Billboards

Bus Sides & Shelters

Market Research

In a survey, people from In My Image's target demographic were asked questions to gauge their potential interest in the film. They were also questioned about their consumption of film advertising.

Question 1: How likely are you to see a movie based on a trailer you saw in theaters?

76% of those surveyed indicated that they would be very likely to see a movie based on a trailer in a theater

Only 5% indicated their interest would remain unchanged

Question 2: How likely are you to gain interest in seeing a film from a trailer advertised on social media?

52% indicated they would be somewhat likely to gain interest in a film over social media

14% indicated they would be unlikely to gain interest

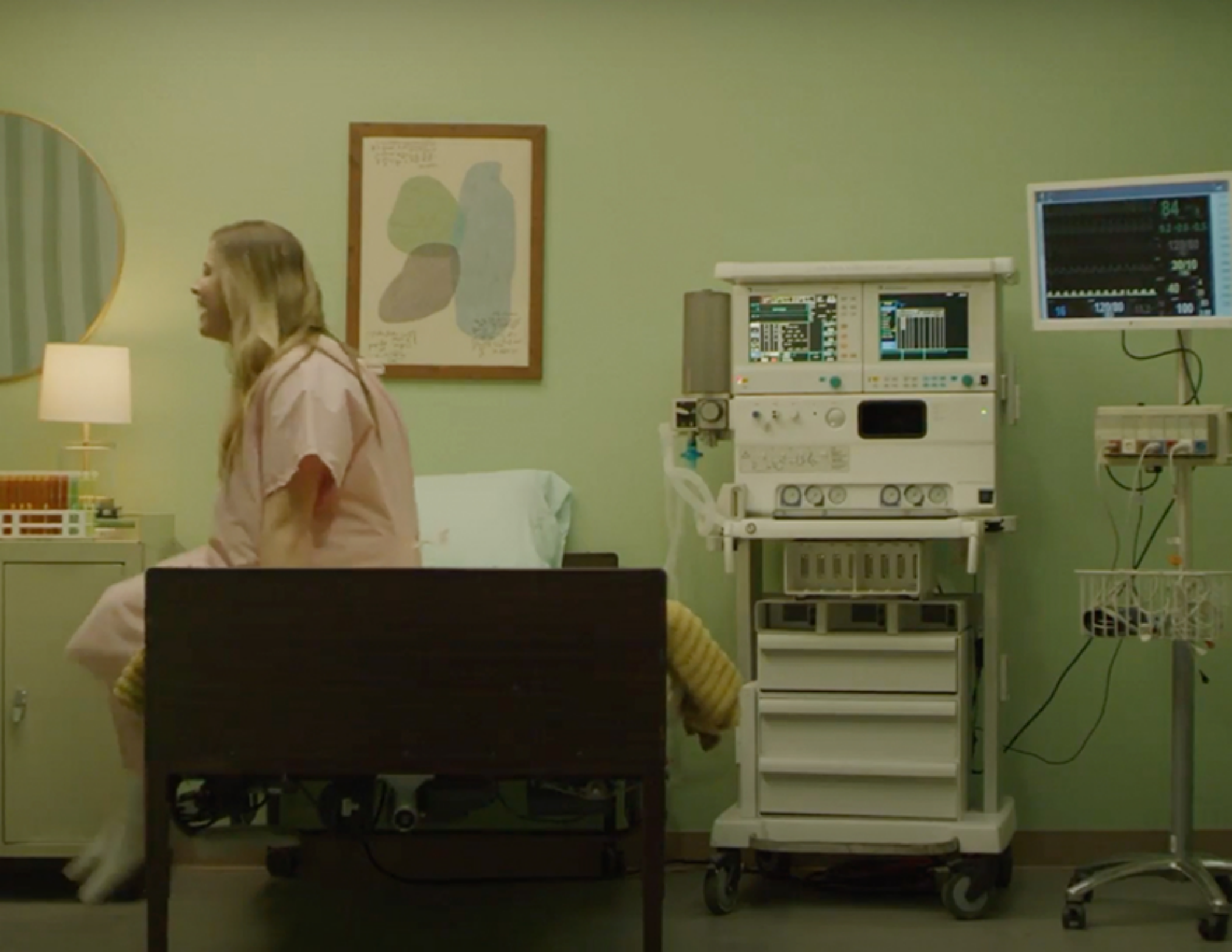
Market Research

Question 3: Would you be interested in seeing a film about teleportation and inter-dimensional travel?

76% of those surveyed indicated interest in seeing this type of film

Question 4: Would you consider yourself a science fiction fan?

40% of people surveyed do not consider themselves to be fans of science fiction films



Publicity

Press Junket

A press junket involving all leading actors, director Paige Miltenberger, and producer Amber Gualano will be held at the Roosevelt Hotel in Hollywood. Media outlets will be invited to attend or participate via live stream.

Advanced Screenings

Media outlets and influencers in the science fiction genre will be invited to an advanced screening of the film a month before the premiere in order to maintain public interest.

Premiere

A premiere of In My Image will be held at the Chinese Theater in Hollywood on April 16th, 2021. Media, celebrities, and leading names in science fiction will be invited.

Media Plan

November 2020
Launch teaser trailer across Youtube and social media advertising

February 2021
Launch second official trailer

April 2021
Press tour begins and outdoor advertising launches

September 2020
Announce film and launch teaser poster, website, and social media pages

December 2020
Launch first official trailer in movie theaters and across cable television

March 2021
Digital campaign begins

Press Tour

All leading actors, director Paige Miltenberger, and producer Amber Gualano will set out on a press tour in April 2021 in order to promote In My Image. They will sit down with popular talk show hosts such as Ellen and Jimmy Fallon in order to spread awareness of the film to the general population.

The press tour will also place heavy focus on reaching those in our tertiary audience of science fiction fans. In order to reach this demographic, the leading actors and director Paige Miltenberger will sit down for an interview with the podcasts, "A World Where" and "ars PARADOXICA", which specialize in futuristic science fiction and time travel, respectively. The audiences of these podcasts are good to target as they are already interested in similar material.

Publicity Stunts

The Hunt

In a spinoff of the festival stunt, In My Image merch will "teleport" to different areas in Los Angeles, Chicago, and New York. Pictures of the merch in its new locations will be posted on the official In My Image social media accounts and website. From there, people can go collect the items and race to beat others in that area. Participants will be encouraged to take a picture once they snag the merch with the hashtag #inmyimagehunt.

Publicity Stunts

The Other Side

In My Image will host a video contest over social media called "The Other Side". In this contest, people will make videos showing what they think an alternate universe would look like. From parents being happy with bad grades to grass being purple, creativity is key. Once the video is made, it must be posted to social media with the hashtag #theotherside, a spinoff of the film's tagline. After 1 week of accepting submissions, the person who creates the best alternate universe will win 2 tickets to the premiere of In My Image in Hollywood.

Products & Partnerships

Urban Outfitters

Urban Outfitters is a clothing brand that is extremely popular with In My Image's target demographic. Their clothing is retro-inspired, as is the costuming in the film. Urban Outfitters will launch a line of In My Image inspired clothes, which will have the film's logo on the interior tag.

Red Cross

The technology in the film was made with the intention of getting first responders to disasters quicker than ever before. In My Image will partner with the Red Cross, donating $3 from every movie ticket sold. There will also be a link on the film's website where fans can donate directly and receive a poster with every $5 donation.

Urban Decay

Known for makeup collections centered around specific color pallets, Urban Decay is a great partner for In My Image. The brand will release a makeup line consisting of eye shadow and lipstick that match the color pallet of In My Image as well as the makeup of Morgan. The different makeup products will have names related to the film such as "Teleport" and "The Lab".

Consumer Products

Many products, including the styles sold at the film festival, will be sold on In My Image's official website.

Radio Promoted Screening

While on the press tour, director Paige Miltenberger will announce a limited screening of In My Image during her interview with podcast "A World Where". This outdoor screening will take place at the Skirball Cultural Center in Los Angeles, California. After the interview is aired, the In My Image website will put up a limited 200 tickets to the screening, which will take place on April 23rd, 2021.

Internet Marketing

Instagram

In My Image's target audiences can all be found on Instagram. The film will have an account where it posts behind the scenes images as well as a countdown to the film's release. Cast members will also take over the account via Instagram Live and answer questions. This account is primarily where the posting for publicity stunt contests will be taking place. **In My Image** will also pay for Instagram to advertise the trailer.

Facebook

As the most used social media platform overall, Facebook is a great choice for **In My Image's** online advertising. The film will have an official page where updates on events, social media contests, and teaser clips will be posted. **In My Image** will also pay for sponsored advertisements on Facebook in order to generate more awareness.

TikTok

The new social media giant, TikTok, will be a great way for fans to engage with the film. **In My Image** will have an account where different cast members will be posting videos of them doing different viral "challenges" and communicating with fans. The account will also come up with challenges related to the film that fans can do to participate.

Internet Marketing

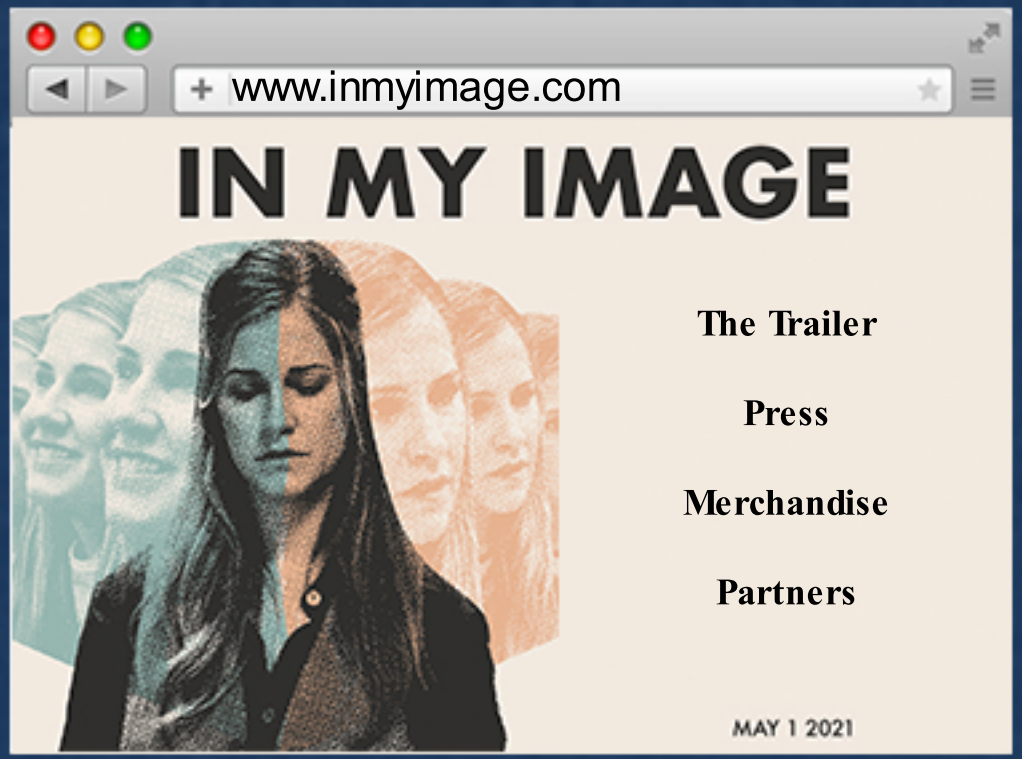
The "In My Image" Experience

In My Image will do a collaboration with popular TikTok creators in order to generate buzz for the movie. There will be a working replica of the lab set where popular creators will be invited to visit, have photoshoots, and create content. There will even be "working" teleportation machines that, when activated, will fill with smoke and allow the person inside to crawl through a tube to the other machine in order to give the illusion that they "teleported". The creators will also be allowed to see an advanced screening of the film during their experience. All creators will be encouraged to vlog on the set and talk about the movie (without revealing any spoilers). The content posted from these various creators will have the official In My Image TikTok account tagged as well as the hashtags #inmyimage and #theotherside.

Internet Marketing

www.inmyimage.com

The film will pay for sponsored banner ads on related web pages such as Fandango and Rotten Tomatoes that will lead the viewer back to the official In My Image website. On the site they can find new trailers, press updates, and links to merchandise as well as sponsored partnerships. As the release date gets closer, the website will also sell tickets for select theaters.



WELCOME TO THE OTHER SIDE