ASEM: Fantasy Film Final Project Instructions

Instructions: For your final Fantasy Film Project you will need to create a professional, APA formatted packet of your complete marketing plan for your team. You will need include the following sections in the order listed below. Be sure to use APA formatting and professional language! The majority of the sections have already been completed throughout the semester. Be sure to go back and make any necessary changes and corrections before including in your final packet. This packet will need to be printed and professionally bound before submitting for a grade.

- Cover Page: Film Name and Film Logo
- Table of Contents
- Branding
    - Include a logo design
    - Explanation of brand planning—image, awareness, expansion, equity, and loyalty
- Target Market and Location Information
    - Include your written report from the Fantasy Film Research Project
- Film Studio Information
    - EXACT location of studio along with a reason for this location
    - Naming Rights to Your Studio and Why that Name. Also Including Corporate Sponsorships/Partnerships
    - Image of studio layout and ticket pricing map
        - Remember you will be giving studio tours during when not filming
- Financial Plan *(All this information is in your Fantasy Film Financial Plan Project)*
    - Cast Budget
    - Projected Ticket Sales from Film
    - Projected Revenue
- Promotional Plan *(All this information is in your Fantasy Film Promotional Plan)*
    - Promotional Events (Have Something Planned for a Pre-Release Event, Premiere, Post-Release Promo, Streaming, and At-Home Release)
    - Charity/Foundation Your Film Is Involved With; <u>Give Reasoning and Description</u>
    - Sponsorship and Endorsement Deals
    - Cobranding Efforts—explain your cobranding deal and how it will help to promote your team
    - Social Media Campaign
- Management Decision Making
    - Completed Film Cast Evaluation Excel Sheet
    - For Sequel:
        - Changes to film production team
        - Changes to cast roster/directing
    - An in-depth explanation for changes including a business rational
- Film Schedule and Release Schedule for 2021-2022
    - Create a schedule for the film production and release, including events, and release dates.
- Appendix
    - Film Poster and Product Design
    - Promotional Plan Mockups
    - Studio Naming Rights Contract
    - Sponsorship/Product Placement Contract