Event Marketing (Film Festival)

Event marketing is the process of developing a themed exhibit, display, presentation or event to promote a product, service, cause or organization by engaging the attending audience.

For this project, you will be creating a “film festival” or “music festival” around either the works of a great movie star or a great musician. Go to ranker.com and look under movies or music to pick your artist. Look under the categories for greatest – ask me for help if you want. DO NOT just pick someone you like as this is to appeal to the audience. The artist must have been making music/acting for at least a decade or more.

Before selecting someone, do the following:

You will need to do some research as to the career of the individual you choose such as their body of work, years in film or music, awards received etc and decide on five films or five songs that will be showcased during the festival that best represent them.

Then write the name of your artist on the board. Only one person for an artist.

1. You will need to create a title for this film/music festival stating why it was chosen.
2. Create a logo for the festival
3. and incorporate it in a one page advertisement that you will create promoting the festival
4. and explain where this ad will be shown (newspapers, billboard etc).
5. Also incorporate the films/music that will be shown with some type of interesting graphics.
6. Explain why you chose the five films/songs to best represent the artist.
7. You will also decide on who the target audience will be for this festival and why - this should come directly out of your research.
8. Decide on and create promotion materials (at least 3 different activities) that will be used to reach the target audience such as sending postcards to a neighbourhood.

Presentation date will be decided based on work effort in class.

Marksheet as follows:

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| --- | --- | --- |
| Years in Film/Music (mentioned) | 0-1 |  |
| Awards Received (mentioned) | 0-1 |  |
| Other trivia (mentioned) | 0-1 |  |
| Film/Song 1 (what and why) | 0-2 |  |
| Film/Song 2 (what and why) | 0-2 |  |
| Film/Song 3 (what and why) | 0-2 |  |
| Film/Song 4 (what and why) | 0-2 |  |
| Film/Song 5 (what and why) | 0-2 |  |
| Title of Festival (what and why) | 0-2 |  |
| Logo (creation) | 0-3 |  |
| Ad (creation and explanation) | 0-5 |  |
| Target Audience (who and why) | 0-2 |  |
| Promotion (what and how) | 0-3 |  |
| Promotion material created | 0-8 |  |
| Presentation | 0-4 |  |
| Total |  | 40 |  |