

eurimages



Film Marketing & Audience Development Support Programme

Improving circulation and visibility of Eurimages-supported films

A new financial support

- For producers to design from an early stage of the project innovative marketing solutions to develop an audience
- In coordination with marketing professionals Sales agents, distributors, marketing and communication agencies... that benefit the whole value chain and international & national distribution
- For a selection of films that could maximise their audience and circulation potential with an additional push max. 15 films per year

Which films?

→ Films which have:

- **already received Eurimages co-production support** / letter of support received
 - **not yet entered distribution** / before first market presentation or festival screening
 - **a sales agent attached to the project** / signed contract or deal memo
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Which expenses?

→ Third-party service providers (Communication, marketing agencies & other providers) should be used

→ On the basis of quotes for activities directly linked to the film

- Audience design activities
- Audience & market insight
- Digital marketing campaign
- Creation of media assets & stills photography
- Press & PR (until and including the first market presentation or festival screening)
- Outreach & networking events (with an emphasis on audience or community building)
- Language versioning outside co-production countries (as part of a consistent marketing package in the territories concerned)

→ up to max. €50,000 per film (non-refundable grant)

How & When?

→ Delegate producer applies

- online application platform / available end of August 2024
- first deadline / 28 October 2024 - one deadline per year
- eurimages.FMAD@coe.int
- www.coe.int/en/web/eurimages/fmad