

Eurimages Film marketing and audience development support programme - FMAD

Template for the narrative report

The report should demonstrate how the Eurimages support contributed to achieving the programme's objectives of promoting innovative marketing solutions and developing audiences for European films through transnational cooperation.

1. Project Overview

- Film title and basic production details
- Summary of the marketing and audience development strategy as originally proposed
- Modifications made to the original strategy (to be detailed in §7)
- Key partners involved (sales agent, distributors, marketing agencies)
- Updated production schedule (to clarify the project's stage during each activity)

2. Implementation of Activities

For each category of eligible activities from the list below, please provide factual information including dates and locations of events/actions, names of key partners involved.

a) Audience Design Activities

- Description of activities completed (script assessment, audience design consultancy, test screenings)
- Key findings and insights gained
- Impact on the film's positioning or strategy

b) Audience & Market Insight

- Research methodologies used
- Key audience insights discovered
- Market analysis results and their application

c) Digital Marketing Campaign

- Platforms and channels utilised
- Content created and distributed
- Engagement metrics and reach achieved

d) Creation of Media Assets

- Types of materials produced (stills, promotional materials, etc.)
- Quality and quantity of assets created
- Usage across different territories/platforms

e) Press & PR Activities

- Media outreach conducted

- Coverage achieved
- Key publicity milestones

f) Outreach and Networking Events

- Events organised or participated in
- Audience engagement and feedback
- Community building outcomes

g) Language Versioning

- Territories and languages covered
- Technical approach and quality standards
- Distribution impact

3. Cooperation and Transnational Impact

- Description of collaboration between producers, sales agents, and distributors
- Transnational aspects of the strategy implementation
- Knowledge sharing between territories

4. Innovation and Learning

- Innovative approaches or technologies employed
- Lessons learned throughout the process
- Best practices identified

5. Results and Impact

- Audience development outcomes
- Market performance data (if available)
- Festival and market presentation results
- Sales and distribution achievements

6. Supporting Materials

- Links to downloadable materials produced during the project
- Visual examples of marketing assets created
- Documentation of press coverage or audience engagement

7. Challenges and Adaptations

- Any obstacles encountered during implementation
- How challenges were addressed
- Modifications made to the original strategy