

LESSONS FROM THE SET

Picklings

Marketing Plan
COMING MARCH 2ND, 2018

Written, Directed and Produced by
USHER MORGAN

Starring
ELYSE PRICE
JOEL BERNARD
KATIE VINCENT
YARON URBAS
JOE TROMBINO
MICHAEL GENTILE
EMIL FERZOLA

THE FILM

Cast:

- * Elyse Price
- * Joel Bernard
- * Katie Vincent
- * Yaron Urbas
- * Joe Trombino
- * Michael Gentile
- * Taso Mikroulis
- * Christopher Liam Gentry
- * Samantha Zaino
- * Michelle Holland
- * Lynne Jordan
- * Emil Ferzola
- * Meghan Corry

PLOT

Jo Lee-Haywood (Elyse Price), a single mother and neighborhood bar owner, has spent years trying to escape her violent past. But when a local mobster and his gang of thugs come knocking on her door, Jo is forced to embrace her inner demons and confront her deadly history in order to protect her family and her property. Still waters run deep in this stylistic, neo-noir crime saga.

Rating: R Rated

Genre: Neo-Noir Crime Film

Cities for Release: New York (Primary), Los Angeles, Austin, Dallas, Boston, Chicago.

Release Date, Theatrical: March 2, 2018

Release Date, VOD/DVD/BLU-RAY: August 3, 2018

Marketing Objectives:

- * Theatrical Distribution
- * Pre-Distribution & Pre-Sales of DVD, Blu-Ray
- * 10,000 organic fans on Facebook Upon Launch
- * 100k Trailer Views Upon Launch

Taglines:

- * They Just Messed with the Wrong Family
- * Still Waters Run Deep

Websites, Social Media, Links:

Official Website: www.pickingsfilm.com

Facebook: www.facebook.com/pickingsfilm

Instagram: www.instagram.com/pickingsfilm

Twitter: www.Twitter.com/pickingsfilm

IMDB: www.imdb.com/title/tt4789822

Wikipedia: [https://en.wikipedia.org/wiki/Pickings_\(film\)](https://en.wikipedia.org/wiki/Pickings_(film))

Official Trailer: www.youtube.com/watch?v=y1f_PS3zA8Y

Rotten Tomatoes: www.rottentomatoes.com/m/pickings/

Early Reviews, Press and Media Links:

(List Your Reviews Here)

MARKETING

Budget:

Principal and Post Budget: _____

Marketing Budget: \$ _____

Breakdown:

January	\$XXXXXX
Facebook, \$X per day, 5,000 Likes	\$XXX
YouTube Trailer Ads, \$X a day	\$XXX

February	\$XXXXXX
Facebook, \$X per day	\$XXX
YouTube Ads, \$X a day	\$XXX
Others	\$XXX

March (Release Date)	\$XXXXXX
Facebook, Twitter & Instagram \$X per day	\$XXX
YouTube Ads, \$X a day	\$XXX
Filmmaker Magazine	\$XXX
Newspaper Ads	\$XXX
NYC Street Campaign (Newspapers, Fliers)	\$XXX
Additional Ads & Marketing Budget	\$XXX

April / May (Downtime)	\$XXXXXX
Facebook, \$XX per day	\$XXX
Additional Advertising	\$XXX

Blu-Ray, VOD, DVD Release, P&A Budget: \$XXXXXXXX

June	\$XXXXXX
Facebook, \$XXX per day	\$XXX
In House Publicist	\$XXX
Newspaper Ads	\$XXX
Graphic Novel Release & Promotion	\$XXX

Summary	
Release P&A	\$XXX
Downtime P&A	\$XXX
VOD P&A	\$XXX
Fringes	\$XXX
Total P&A Budget	\$XXXXXX

Specific Channels:

- * Pickings Official Facebook Page
- * Official Website
- * YouTube Channel
- * Library Tales Publishing (Tie in Book Release)
- * Cast Facebook Pages
- * Partners Facebook Pages
- * Original Soundtrack on Amazon/iTunes/etc.

Blogs:

- * The Guardian (mix ads and content submission to editorial)
- * Featurette submission via Internet Video Archives, Rovi
- * Interview requests submissions, press junket clip distribution
- * Invites to Red Carpet Premiere

YouTube Promotion:

- * Trailer, featurettes and behind the scenes videos – distribution and advertising
- * YouTube channel set up, uploading videos under the Pickings Film branded YouTube Page
- * Music video distribution (original songs)
- * Trailer submissions to popular channels
- * Promotion tie-in with Library Tales Publishing for “The Pickings Novel” via YouTube and social media.

Festivals (Submitted):
(List Your Festivals Here)

STRATEGY

- Plane ticket and premiere attendance, meet the cast
- Free copies of the soundtrack (Signed vinyl)
- Pickings Shirts & Hats
- Jo’s Spur Shoes
- Free Book Screenplay
- Pickings Guitars
- Live Red Carpet event
- Use Twitter & Instagram to Promote Facebook Marketing
- Advertise Teaser Trailer / Feature Trailer
- Street Art / Floor Chalk Paints
- Book tie-in, social media marketing via LTP (the publisher)

Online Marketing

- Releasing & Distributing Content
(Articles, Videos, News Mentions, Press, Posters)
- Releasing Trailer
- Competition/Giveaway
- Exclusive “Behind the Scenes Content”

Video Marketing

- Post Trailer to YouTube, Vimeo, Facebook, Twitter, Instagram, Archives, Rovi, Baseline, Websites, etc.
- Post Interviews with Cast and the Director
- Use Viral marketing Services

Viral Marketing

- Create a fake newspaper (Port City Times) with interesting headlines, give away at the NYC subway.
- Publish Pickings Novel, 2020.
- Print Posters and Marketing Materials
- Roadshow Promotion, BK theater
- Hire Publicist to Promote VOD release

Advertising

- IMDB Ads
- Facebook and social media
- Print Posters and Hang Around NYC
- TV ads / Radio ads

Cast & Crew Marketing

- Create Poster for Each Character, Post Online
- Ask Cast & Crew to Post with Hashtag #PickingsFilm
- Cast Interviews
(*Press, Articles, Q&A's, Press Releases, Video, Radio*)
- Produce "Behind the Lens" with Cinematographer

Behind the Scenes Materials

- Release Behind the Scenes B-Roll
- Release Interviews & BTS Footage
- Release Post Production BTS

Revenue Generating

- Release to Theaters
- DVD, Blu-Ray, VOD (Pre-Sales)
- Streaming VOD Services
- Produce and Sell Soundtrack
- Publish Novel (2020)
- Sell to Cable
- Foreign Sales
- Sell to Drive-Ins
- BK Road Show
- Sponsorships

Music, Soundtrack and DVD:

- Release Soundtrack
- Music Video

THE MARKET

Target Audience

- Men and women, 18-45.
- Females (25-45) at 72% Facebook engagements.
- Greater reach in big cities (NYC, LA, Dallas)
- Crime Thriller Fans / Sin City Fans / Kill Bill / Tarantino
- Female Character Driven Film Fans
- Female Heroes Fans

Movie Comparisons

- Sin City
- Kill Bill
- Blue Ruin
- The Drop
- John Wick
- Out of the Furnace

Why Should Audiences Watch the Film?

- Positive Reviews (LA Times)
- Publicity
- Personal Network of Actors, Friends and Family
- 19,000 Facebook fans
- This Isn't Your Average Indie
- Music Videos
(*The Movie has an AMAZING Soundtrack*)
- Parody Ads and Clever Marketing (Newspaper)

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