

*Preparing Publicity Assets*

Whether or not your film sells to a film distributor, or if you end up distributing the film on your own, you will need to start building your press assets. These are crucial marketing tools that you'll spread around social media, YouTube, Facebook, Instagram, Twitter, and post on your website. Press assets help create interest and will ultimately be used as an advertising tool that will raise awareness for your film and create buzz.

Publicity assets consist of videos:

- Teaser trailers and 2-minute trailers
- 30-Second Teasers
- Video commercials, interviews, press junkets, and BTS
- Announcement videos (coming soon, festival wins, nominations, etc.)
- Movie clips and promo clips.

And photos, lots and lots of photos:

- Still photos and posters
- BTS photos and on-set photos
- Memes, humorous pictures and viral-worthy content.
- Announcement graphics and GIFs (coming soon, festival wins, nominations, etc.)
- Review graphics (graphics with review quotes)
- Own it graphics
- Competition graphics

Here are some publicity materials we used on *Pickings*. As of right now, your job would be to start creating these types of materials, and it is the purpose of your *Publicity Calendar* to tell you when and how to publish them.

*Festival Promos*



Review Graphics



Theatrical Announcements



**Pickings**  
THEY MESS'D WITH THE WRONG FAMILY

Coming to **amc**

#PICKINGSFILM

in Theaters  
**03.02.2018**

**NEW YORK CITY**  
AMC EMPIRE 25  
On 42nd and 7th (Times Square)

**LOS ANGELES**  
AMC NORWALK 20  
12930 E Civic Center Dr, Norwalk, CA 90650  
BURBANK TOWN CENTER 6  
770 N 1st St, Burbank, CA 91501

**CHICAGO**  
CLASSIC GALEWOOD 14  
5530 W Homer St, Chicago, IL 60639

**TEXAS**  
AMC 30 MESQUITE  
19919 Lyndon B Johnson Fwy, Mesquite, TX 75149  
AMC GULF POINT 30  
11801 S Sam Houston Pkwy E, Houston, TX 77089



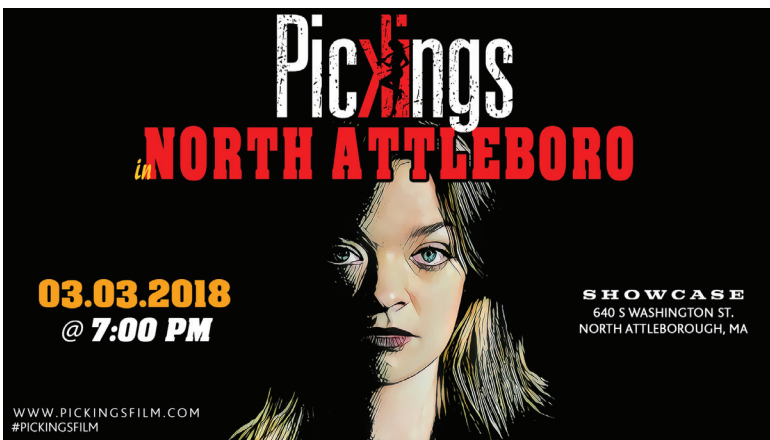
**Pickings**

Coming to  
**BROOKLYN**

**03.02.2018**

FILM NOIR CINEMA  
122 MESEROLE AVE,  
BROOKLYN, NY 11222

GET YOUR TICKETS TODAY



**Pickings**  
in **NORTH ATTLEBORO**

**03.03.2018**  
@ **7:00 PM**

**SHOWCASE**  
640 S WASHINGTON ST,  
NORTH ATTLEBOROUGH, MA

WWW.PICKINGSFILM.COM  
#PICKINGSFILM