

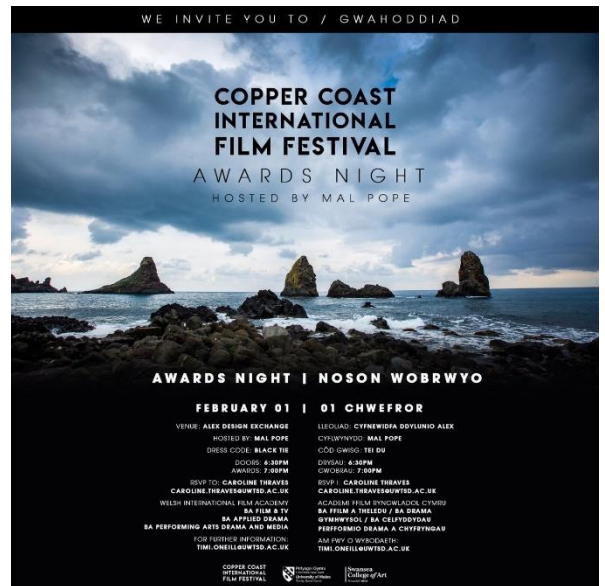
Reflection

Research

At last year's (2018) film festival, the overarching theme of the films was diversity. The theme of 2019's film festival is 'Torn from Home' with an international link to Holocaust Memorial Day 2019. As the main team behind the social media and digital side of the festival, we were told to make a series of trailers and idents which would be shown during the festival. Additionally, we were told to watch trailers from other film festivals to understand how and why the trailers are what they are. The trailers we had to watch were; the Jewish Film Festival, London Film Festival, Encounters Film Festival, and the European Independent (ECU) Film Festival. Each of these trailers had the same concept of static close up shots of people accompanied with one or more monologues taken from a film. The unique selling point of the Copper Coast International Film Festival is that it is primarily run by students. When it comes to the preparation of the festival, we use this to our advantage as we are able to give new options and opinions. While not too big of a deal, we are able to use social media and use trends to advertise and promote the film festival in the best and most appropriate way possible, so we can get the attention and promotion that we deserve.

Concept

As previously mentioned, the running theme of this year film festival is 'Torn from home'. When we were going through the selection process, we noticed that many, if not all of the nominations had hit this brief. They were a range of films, documentaries, animations, and music videos from every continent. As there were many films put forward to the festival, the selection process was delegated between all of the year, with each of us given around 22 each. Personally, the films that I was given were mostly bad with a few exceptions one particularly being 'Bloodhound Disciple'. This has made it to the final shortlist in the best director category. When it came to the selection of the target demographics, we again referred to the film festivals that I have previously mentioned and paid more attention to the content of the films shown at their festivals. All of them had a mainly adult demographic, with the content being appropriate for both males and females. In terms of subject matter, there was a wide selection of topics covered in terms of plot and context, but in the Jewish Film Festival, consideration was taken to make sure that nothing was overly offensive or derogatory.



Branding

Due to some unforeseen actions, we had been advised to change the name of our festival as it was similar to one running in another city. We were therefore told we would have to come up with a new logo. My idea for a logo, shown on the right, was inspired by retro cinema signs and old-fashioned light boxes. Unfortunately, this was not picked as colleagues had said that it was too basic and that there



needed to be more added to it to give it a personality. If my design had been chosen, I would incorporate the logo into the nominee reel for the categories and include the social media branding in the bottom left corner. The chosen design reflected the freedom of film and looked almost childlike. We were then told to start researching trailers from both national and international film festivals e.g. London and New York. This was mainly to give us an understanding on how to make trailers for the festival, and which would play on the award night. The checklist of items to include was simple- include clips from the nominees and winners of last year's festival and put in brief facts about this year's festival in intervals, between the clips of last year's films.

When it came to making the trailers and idents for the festival, I was initially confused as we had been told to use footage from previous entries, but I was shortly corrected after. In terms of what we had to edit, we had been given all of the films selected for this year's festival, particularly the finalists. I had planned on having distinct themes running through my trailers; landscapes, people and emotions, but they ended up merging into the same theme. I was slightly disappointed with this, but the trailers came together well. A similar process was taken for the idents. I experimented with using original ideas, like other film festivals had done, but I ended up using stock footage of key aspects of Swansea, urban environments, the countryside and the marina.

Roland Barthes noted that a text is like a tangled ball of thread which needs more unravelling- for every interpretation, you can find another interpretation just by unravelling more. Similarly, Lisa Kernan states that 'Trailers have a unique status as cinematic promotions of narrative- and narratisations of promotion'. What these mean in the context of my trailers is that they tell the story of the festival and effectively sum it up. This summary is important, as some audiences like the average consumer would be able to understand what is happening, even if the text were to come from different sources. This is evident in social marketing, where research and evaluation are the key components.

If I were to apply the social marketing theory to my work, I would be aiming for the midstream approach, as this is more spreadable in terms of influential behaviour. As a creator, my aim is to create something that the target audience will like and be influenced by; film trailers and idents aimed at 18-34-year olds of either gender. Social media analysis theory requires an understanding of how independent people relate to each other, how people affect each other's views and how they interact

together.

In terms of my demographic, I am aiming towards the C1 and C2 demographic of people of average incomes and lifestyles. With psychographics, I am aiming toward the mainstreamers as the film festival represents a wide range of communities and ideologies. Blumler and Katz's concept that audiences use the media to satisfy certain basic psychological needs. The intended message is directly received and wholly accepted by the receiver.

In conclusion, I believe I have fulfilled the requirements of what we have had to create for this year's film festival. There were some problems along the way, but they were more personal related than work related.