

Distribution

BACKGROUND/CONTEXT

When developing this short film, my group's original intention was to create a psychological thriller about 'escaping what you were while trying to hold on to what you are'. Literary research primarily came from Victorian ghost stories, which featured largely featured monologues, and included subtle references to the uncanny. The concept of using monologues to help develop a story particularly intrigued us as it gave us complete creative control over our narrator's thoughts and feelings. As just mentioned, the monologue was themed around the concept of 'escaping who you were while trying to keep hold of who you are'. While it might sound too psychological and psychedelic, this was our intention as we wanted it to be as much a psychological horror as possible.

In terms of the target audience, we are aiming the film towards 18-35-year olds of any gender. This is because there is one use of swear/adult language that could provoke or offend younger audiences. If this were to be excluded from the final cut, then the target audience parameters would be altered to 12-35-year olds. As a group, we felt it would be better having the swear word left in to show the raw emotion of the narrator.

SIMILAR WORK

After being briefed about the concept, we did research on YouTube into short films which suited the psychological horror genre. We primarily did research on more mainstream YouTube channels Crypt TV, and Omeleto; with 2.96 million subscribers and 2.02 million subscribers respectively. Both of these channels are catered towards younger audiences, with the target audience being 18-35 for both. As horror is such a diverse genre, there are many films on both channels which crossover to other subgenres including that of slasher and psychological horror, including Ghosted, The Look-See and Sunny Family Cult. These films use their popularity to their advantage, which in the case of Ghosted made it could be viewed on other, more niche, video-sharing websites. Crypt TV's success as an independent company has given it so much attention that they have been noticed by acclaimed Hollywood horror film producer, Jason Blum. The fact that someone as well known in the community as him is aware of this small production company shows that there is still an appeal for this market.

In terms of inspiration for this piece, as above, we primarily looked at Victorian literature, particularly those which included dramatic monologues. One which detailed a similar concept is The Tell-Tale-Heart by Edgar Allen Poe. While not being entirely related to the horror genre, it does follow an unnamed narrator who insists on his sanity after murdering an old man. The murder is calculated, and the murderer hides the body by cutting it into pieces and hiding it under the floorboards.

HOW DID WE/PARANORMAL WALES RESPOND TO MARKET

A similarity between our work and The Tell-Tale Heart is that they both adapt how the brain works, but in different ways. For example, in our short film, we focus on psychology in relation to morals and how the brain is connected. Whereas, in The

Tell-Tale Heart, it focusses more on the narrator's sanity and how they can evoke and relate to their emotions.

As this film was produced for social media markets such as YouTube and Vimeo, we needed to use our knowledge of social media to our advantage. Therefore, as previously mentioned, using hashtags and other methods we narrowed down our audience into not necessarily niche markets, but ones which would be interested in our content. This was how production companies such as Crypt TV and Omeleto gained prominence in this market. This isn't meaning that we/Paranormal Wales want to emulate their successes, but if anything, it gives us some guidance as to where we need to push our marketing and branding for our content and the ways in which we can promote ourselves as filmmakers. This can work with the target audience as YouTube can be accessed by anyone. From an analytical standpoint, it would be better to use Paranormal Wales as the umbrella title, then split the work into smaller categories or playlists on YouTube. We also respected the codes and conventions of the horror genre, particularly the shot types, setting and weather. Throughout horror films, long shots are used. These create a strong sense of place, and builds up the creepy, isolated atmosphere that most horror films wish to create. The close ups in horror films will usually be on objects rather than people, to show their significance. The setting is usually dark. This is used because it creates a strong feeling of terror, the audience can sympathise with how little the characters can see and feel the tension this causes. This isn't necessarily applicable to my film. The weather in horror films is usually stormy when the main action of the film takes place. This pathetic fallacy can reflect the feelings and emotions of the characters. In terms of my film, it isn't entirely clear of when the film is set, but it can be interpreted that it is set during a rainy period.

HOW I COULD DISTRIBUTE GRAD FILM/PARANORMAL WALES

Personally, I am wanting to distribute my content, including my graduate project, by showcasing it to as big an audience as I can reach. I am relatively popular on the big three social media platforms- Twitter, Facebook and Instagram, and have film specific accounts set up on each one. In terms of marketing, I am wanting to emulate the marketing campaign of The Blair Witch Project and Cloverfield. By these, I am a fan of the way that they didn't reveal anything too big, without giving away too much. My graduate project is a spy thriller, and therefore needs its own secrecy around it, of which I will reveal more of when closer to release. When it comes to Paranormal Wales, it ultimately comes down to the creator of the product. In terms of my product 'The Escape', I would like to tie it into the history of Victorian and Gothic literature as much as possible, maybe insinuating that it could be the lost work of a legendary poet such as Edgar Allen Poe or Bram Stoker. Additionally, I would use my social networks to promote both myself and the product to the audience. It would ultimately be shown on YouTube as that is where the biggest audience is for not just short films, but short horror films in general as shown by Crypt TV and Omeleto.