

Megan Phillips

1706512

CAMF 5001

Merchandise and Social Media

Initial Brief

Students can select from the following activities to be assessed against within with the module learning outcomes. These will evolve through discussion with the client.

- the design and layout of the festival and awards night programmes, to include the European Premiere of Terry Pratchett's Troll Bridge and the Q&A with the director afterwards.
- the revamping of the festival website in a way that it easily updatable so that it remains informative and relevant as new content becomes available (social media feeds, live streaming, trailers of nominated films, past festivals, etc.; ensuring the design and content is responsive across devices.
- the social media strategy for the extending of the festival's message reach and the maximising of the impact of the posts throughout its network of partners and followers; the content creation and scheduling of posts, monitoring and analysis across the festival various channels and the management of the digital conversation across the channels during the live stream of the Terry Pratchett's Troll Bridge Q&A.

Team

Megan Phillips - Merchandising and Social media

Winnie Finesse - Project Manager

Ash Edwards - Admin and Editor

James Roberts - Reviewer

John Sullivan - Pre production for documentary

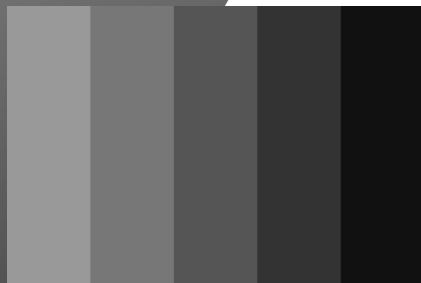
Kelvin Guy - Programme design



CARMARTHEN BAY FILM FESTIVAL

MERCH

MOODBOARD



CBFF RESEARCH

FILM FESTIVAL MERCHANDISE.

INSPIRATIONS

SUNDANCE

Sundance Apparel has 24 products available including hats, socks, hoodies and tees ranging between \$18 to \$32. It also sells various collectibles and childrens sizes and has a dedicated website to the festival merch line. The sizes in apparel range from small to 2XL. It is also the top result when I search 'Film Festival merchandise'

SXSW

South by southwest sells tees ranging from Small to 2XL. It has some interesting spray paint style designs that while on sale are retailing at \$15. They have a range of unique designs for their 2018 designs including mens, womens, childrens and unisex tees. It seems to have no cohesive design ideals or colour palettes and instead allows for various styles in its merchandise.

TIFF

Tiff Everyday sells notebooks, tees, baseball caps and sweaters among other specific items ranging from \$20 to \$54.95. Their sizing ranges from S to XL. Their simplistic style is easily attainable with the CBFF logo and colour scheme, TIFF also uses embroidery which gives more value to the items over simply printing them.

TRIBECCA

Tribeca sells sweatshirts, tees, hats, bags and various collectibles. The prices of apparel range from \$50 to \$25 and their most expensive item is a limited edition bomber jacket retailing at \$300. The sizing ranges from S to 2XL. The style is clean and I like the name of the festival running down the arm on the sweatshirts.

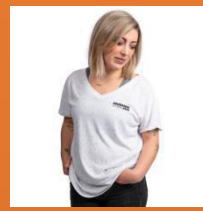
SUNDANCE



HOODIE
Sizes - S,M,L,XL,XXL
Price - \$60



BASEBALL TEE ADULT
Sizes - S,M,L,XL,XXL
Price - \$32



CREAM CURVY TEE
Sizes - S,M,L,XL,XXL
Price - \$32



DAD HAT
Sizes - One size
Price - \$25

SXSW



2018 SXSW INTERACTIVE TSHIRT
Sizes - S,M,L,XL,XXL
Price - *ONSALE* \$15



2018 SXSW WOMEN'S I HEART V NECK
Sizes - S,M,L,XL,XXL
Price - *ONSALE* \$15

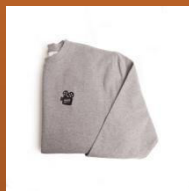


2018 SXSW MEN'S CACTUS TSHIRT
Sizes - S,M,L,XL,XXL
Price - *ONSALE* \$15

TIFF



TIFF embroidered t-shirt
Sizes - S,M,L,XL
Price - \$34.95



Embroidered Grey Crewneck Sweater
Sizes - S,M,L,XL
Price - \$54.95



"Lightbox" Cap
Sizes - One size
Price - \$24.95

TRIBECCA



2019 Films on Black T-Shirt
Sizes - S,M,L,XL,XXL
Price - \$30



2019 Films on White Longsleeve
Sizes - S,M,L,XL,XXL
Price - \$40



2019 Black Hat
Sizes - One size
Price - \$25

CONCLUSION

From researching products from four popular indie film festival merch lines the averages are as follows:

T-SHIRTS

Colours - White, Black

Size - S,M,L,XL,XXL

Price - \$32.3

SWEATSHIRTS/HOODIES

Colours - White, Black

Size - S,M,L,XL,XXL

Price - \$51.65

BASEBALL CAPS

Colours - White, Black

Size - One size

Price - \$25

MANUFACTURING OPTIONS

Limited edition apparel

Limited edition merchandise gives a limited timeline to buy the products before the campaign is finished and the design is made unavailable, once the campaign is finished the order is made and shipped to all the consumers who bought the product.

Pros:

- An exact number of sales can correlate easily to production leaving no extra products and no need for warehouse space.
- Eliminates inventory management.
- Gives the items exclusivity and therefore customers feel more urgency to buy.

Cons:

- Consumer receives items after long periods of time, for example, a consumer who buys an item from a ten day campaign on day 1 would have to wait the remaining 9 days plus shipping for their order.
- Far longer fulfilment times for consumers means less satisfaction in the purchase.

Cut and Sew

Cut and Sew are garments that are customized from raw fabric to a unique design as opposed to pre purchasing generic garments for printing.

Pros:

- Allows for unique designs

Cons:

- Requires warehouse space
- Requires more upfront cost and risk

Print on demand

Print on demand or dropshipping is a method where a store sells a product from purchasing the item from a third party and to have it shipped directly to the customer. As a result, the merchant never has to hold stock.

Pros:

- No need for warehouse space
- No upfront cost
- Quick fulfilment times

Cons:

- Lower margins

CONCLUSION

Printing on demand is the most beneficial for Carmarthen Bay Film Festival because it is not the primary income. It is low risk and there is no need warehouse space. Limited edition does have it's benefits however, turning out new designs every two weeks isn't a viable options for this business.

CBFF INITIAL MERCH LAUNCH

Stock

Sweatshirt

- **Colour - Black**

From discussing the initial ideas with Kelvin in meetings he expressed his interest in creating solely black merchandise. I agree as it fits with the brand manual well.

- **Size - S,M,L,XL,XXL**

I wanted to be as size inclusive as possible so I have proposed sizes up to XXL and then the line can expand to XS and XXS at a later date. I wanted larger sizes available because most people like oversized sweatshirts as that is in fashion at the moment.

- **Price - \$49.60 (£34.50)**

This price being slightly below the average will attract customers while still allowing for a high profit margin. For a first merch line drop and at the festivals current popularity this seems a fair price for both consumer and business.

- **Prints - 3**

One on the back, one down the right arm and on the left chest.

T-Shirt

- **Colour - Black**

This will allow for cohesiveness between the two pieces and sticks to Kelvins brief.

- **Size - S,M,L,XL,XXL**

Similarly to the sweatshirt, most people like oversized sweatshirts as that is in fashion at the moment. I think the M to XL range will sell the best.

- **Price - \$32.63 (£25)**

This allows for a good profit and is below the average price.

- **Prints - 2**

One on the back and on the left chest.

Baseball caps

I have opted against using this item in the first merch line drop. It creates difficulty for the company as we would have to use separate companies from the T-shirt and sweatshirt (most print on demand sites don't have a baseball cap option). To have a better quality standard it would have had to have been embroidered, this leads to issues with the design and would increase the price.

Manufacturer

Sweatshirt

SPREADSHIRT

1 unisex hoodie w/ 3 prints - £33.99

Selling price - £38

Profit = £4

Negatives = No prints on arms, only text means limited fonts.

Mypersonalisedclothing.com

**1 Sweatshirt w/ 2 prints (no option for sleeve)
- £21.95**

Selling price - £38

Profit - £16.05

Negatives - No option for design on arms.

Banana Moon

1 Sweatshirt w/3 prints - £30.60

Selling price - £38

Profit - £7.40

Sweatshirt

SPREADSHIRT

1 unisex t-shirt w/ 2prints - £18.99

Selling price - £25

Profit = £6.01

Mypersonalisedclothing.com

1 T shirt w/ 2 prints - £21.50

Selling price - £25

Profit - £3.05

Banana Moon

1 T shirt w/2 prints - £22.98

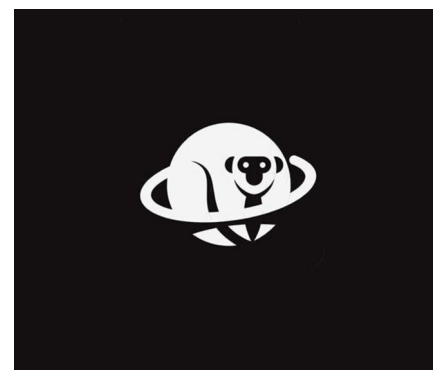
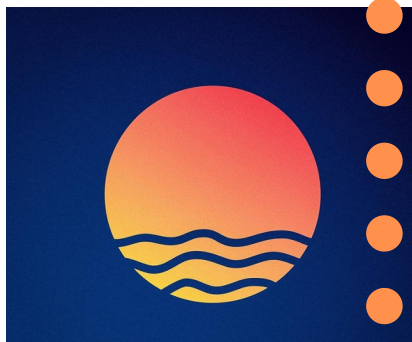
Selling price - £25

Profit - £2.03

Conclusion

Banana Moon has the best options for the designs we have planned. We are compromising on price (mypersonalisedclothing is particularly cost effective) but there is far more scope for design options. The sweatshirt options definitely sell this site. Not only can I have designs on the arms, I can also upload image files to be printed on the arms, this is not an option on any other site that delivers to the UK that I have seen so far. Banana moon's site is also easier to navigate with an option to save designs to print on more items when needed. This means less work when selling the merchandise.

DESIGN

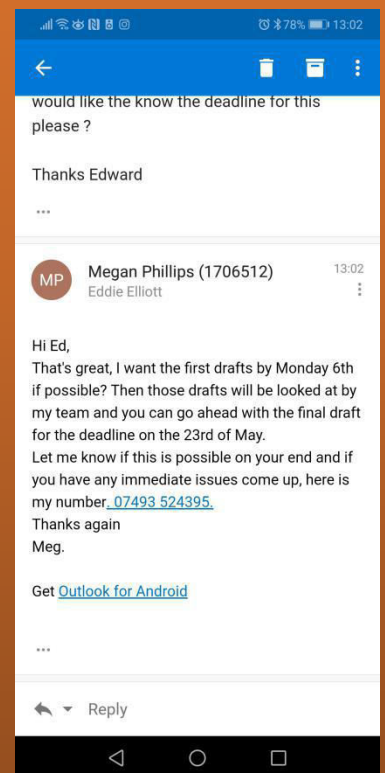


IDEAS

Logo Design

For the brand I felt like it would make a statement to have a yearly logo to fit with the festival. I wanted it to connect all the aspects that are important to CBFF. These including its connection to welsh culture, passion for new and upcoming film makers and its overall clean and elegant style.

As I am inexperienced in creating logo's for clients and don't feel completely confident in my own ability I contacted someone I know well to help co-design some drafts to start off the process.

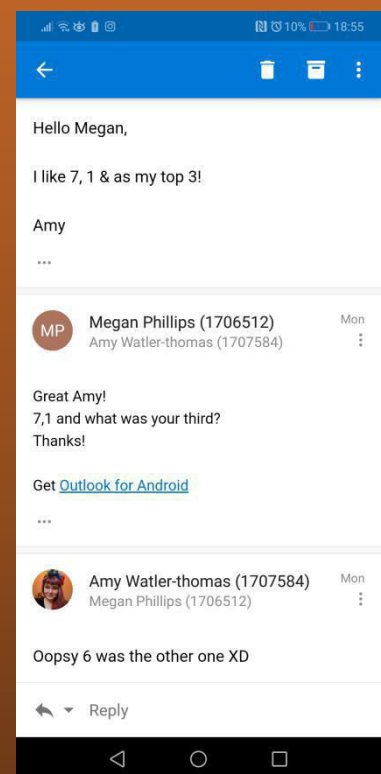
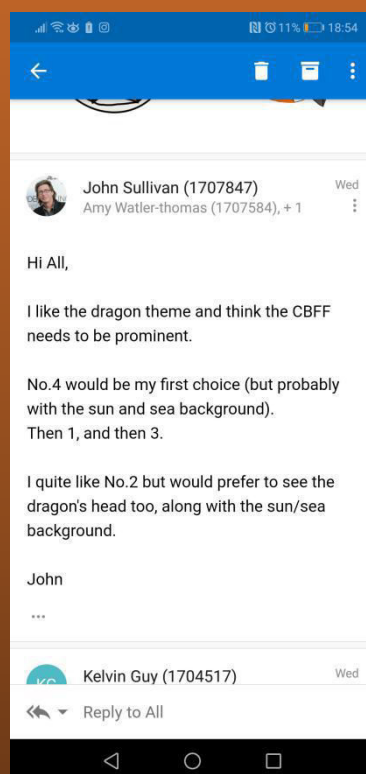
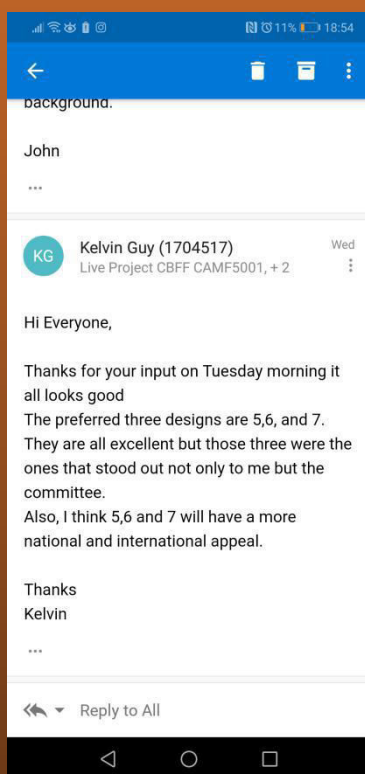


From this, Ed sent me the 8 initial drafts he created on Monday 6th. I am very happy with them and showed them at the presentation in order to give the team an idea of the end product.



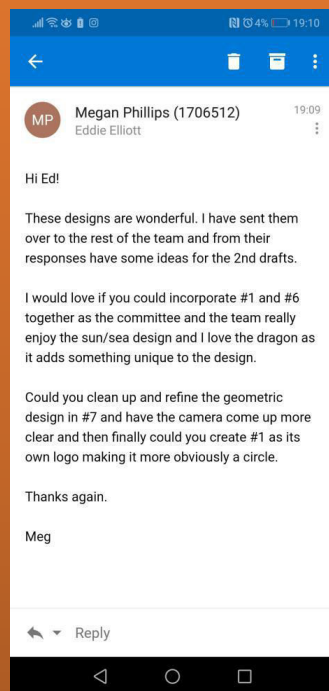
My favourites are #1, #6 and #3. Though I like them all a lot. The perspective in number 8 I find very interesting.

I sent out a group email in order to get a general idea of which logo's were the preferred by the team. I had some great responses.



Kelvin's response is very useful. From this I can understand that the committee and himself love the focus on the CBFF logo and the complete circle. John's response was similar to mine, I love the dragon being incorporated and he prefers the sun/sea background of #6. Amy too likes the design of #6 and like myself likes #1 too.

From this I decided to push forward with refinement of #6, #1 and #7. I suggested connecting #6 and #1 together to incorporate the aspects of #6 that everyone likes and the welsh-ness and uniqueness that the dragon brings.

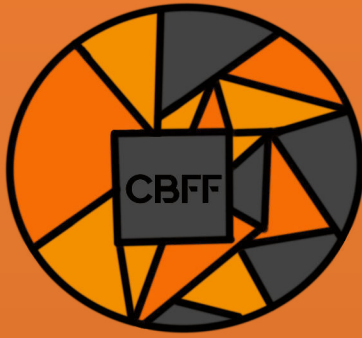


From this Ed got back to me with these designs.

LOGO #1



Logo #2



Logo #3



After discussing these logo's with my team in a meeting on 13/05/19. We agreed that logo #2 fits best for the brand and is the logo we will be moving forward with.

Logo placement

I have designed two unique placements for both the sweatshirt and the T-shirt. The sweatshirt manufacturing ranges in price and the T-shirt remains the same. Having two unique placement allows for one to be exclusive to the actual event and for one to be available online. This could bring more interest in attending the festival as the T-shirt/sweatshirt would be limited to those three days of the festival.

Sweatshirt placement #1



Sweatshirt placement #2



T-Shirt placement #1



T- shirt #2





Social media

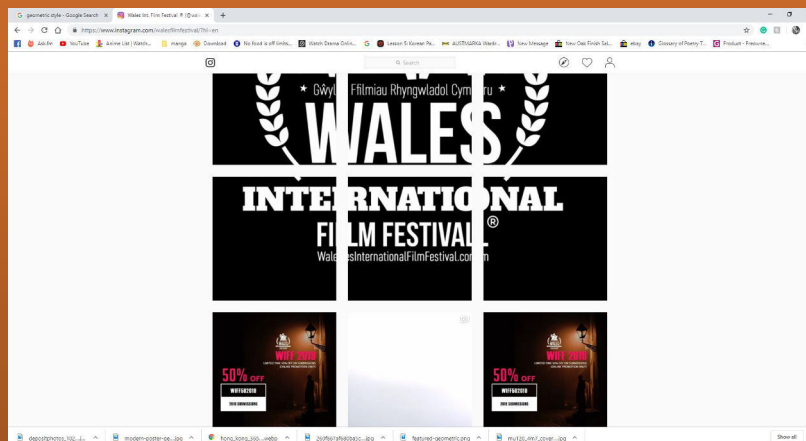
I have decided to help with a social media campaign for next years film festival. I want to focus on creating three chosen aspects:

- A thematic instagram timeline that sticks to the brands design manual
- Posters and animations to advertise the event
- Templates to be used to advertise films and events leading up to next years festival.

Research

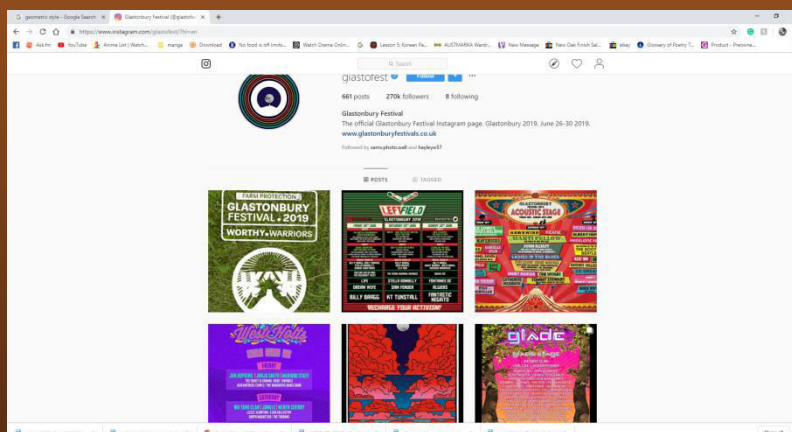
I have looked at relevant festival instagrams to have an idea of where I want the CBFF page to go in future.

Wales International



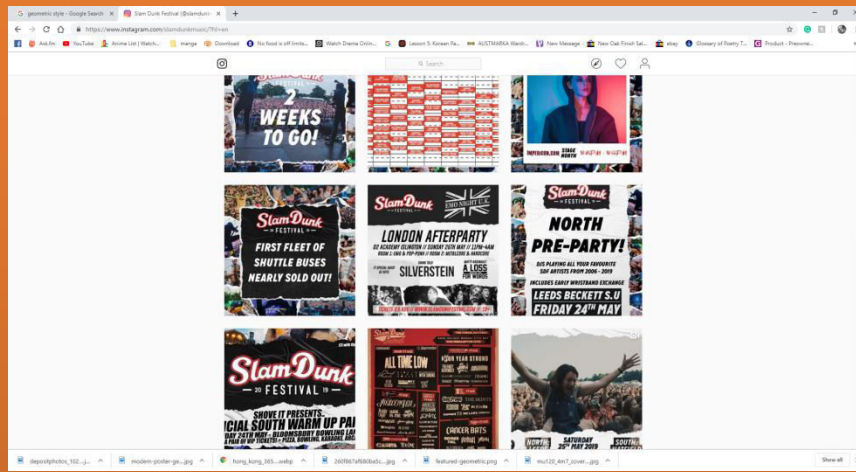
Very cohesive and interesting. Consisting of one larger picture of 9 panels. Interesting approach that allows for the page to be cohesive.

Glastonbury



Crazy and colourful. Feels psychedelic and fits with the feel of the festival very well. It draws the eye and meets with the theme of Glastonbury very well.

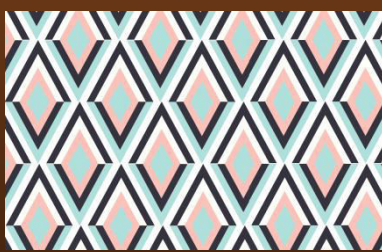
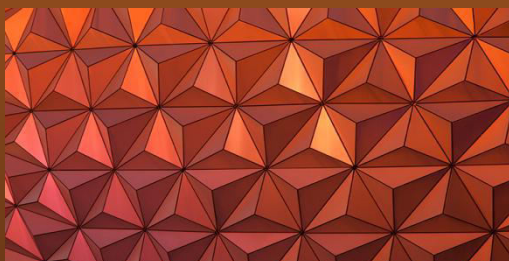
Slam dunk

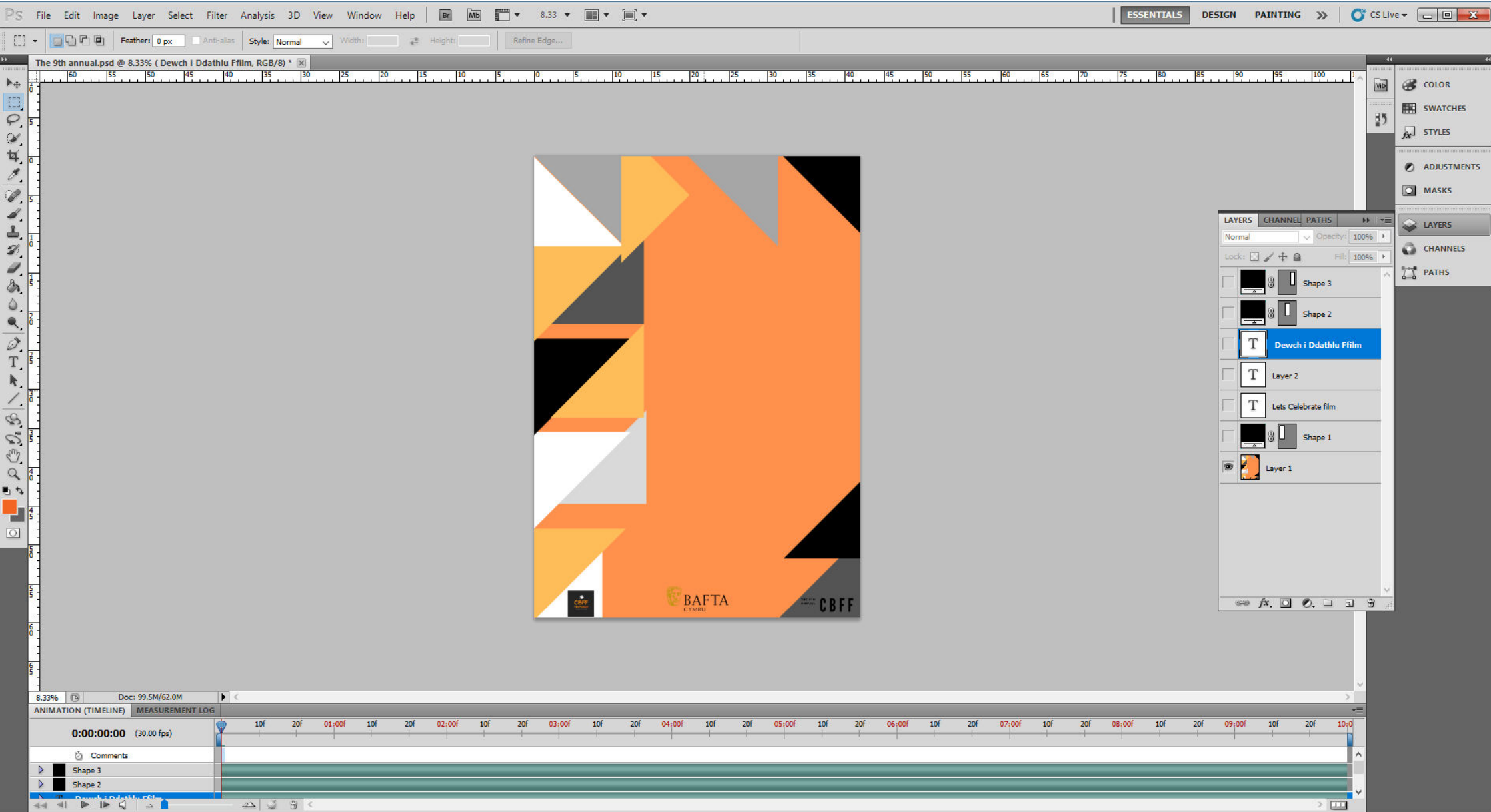


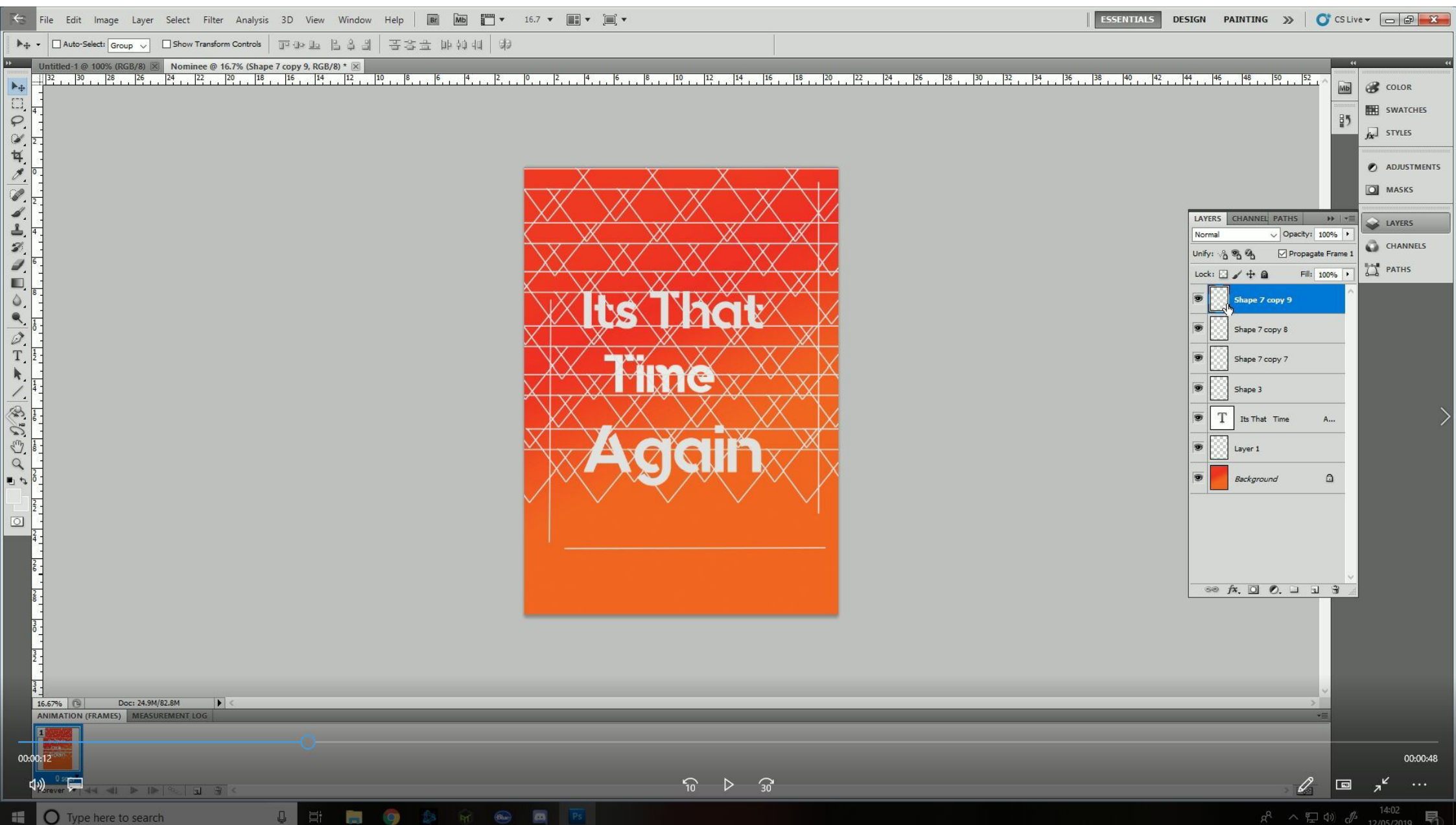
Thematic and interesting, sticks to a colour scheme and the idea of ripped newspaper. Enjoyable to look at and very cohesive.

Our theme

I am interested in a geometric style. It feels clean and minimalist and is an easy way to show off the colours that are important to the brand design manual. Here are some of the geometric styles I am interested in incorporating into our instagram theme.







Get involved

A man with short brown hair, wearing a grey patterned button-down shirt, stands with his arms crossed and a smile. He is positioned in front of a dark backdrop featuring the CBFF logo and a film camera icon. The backdrop also has a vertical film strip graphic.

CBFF

Film Festival

Carmarthen Bay Film Festival

With CBFF



CARMARTHEN BAY FILM FEST 2020

CBFF
Film Festival
Carmarthen Bay Film Festival



BAFTA
CYMRU



Lets Celebrate Film Dewch i ddathlu'r ffilm



cbffwales

Following



224 posts

494 followers

637 following

Carmarthen Bay Film Festival

Highly Respected BAFTA Cymru Qualifying Film Festival UK & International Submissions

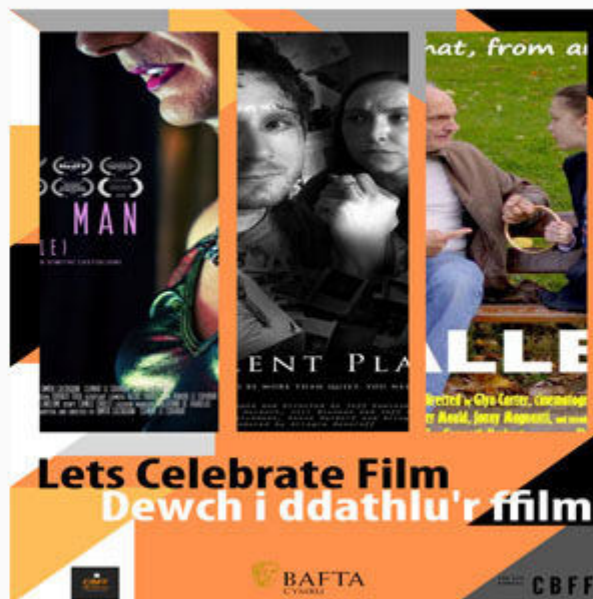
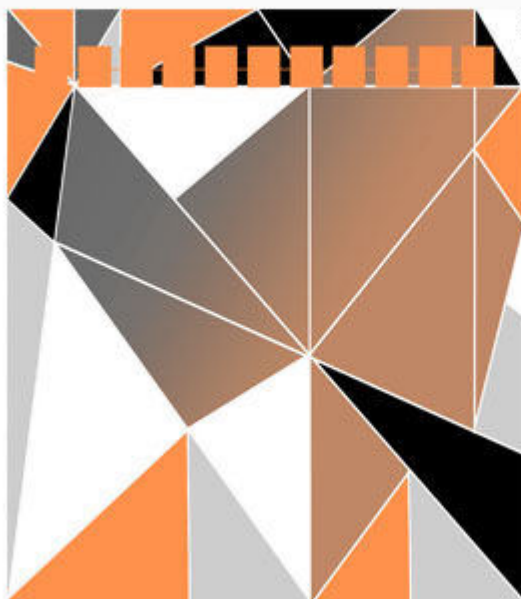
@filmfreeway #baftacymru #cbff19 #filmfestival #indiefilm

www.carmarthenbayfilmfestival.org

Followed by ash.j.edwards, winniefinesse, filmandphotographytsd + 3 more

POSTS

TAGGED



Tickets Available

Y ffwrnes, 12/05/2020.
CamarthenBayFilmFestival.com



BAFTA
CYMRU