

AUDIENCES AND DISTRIBUTION



LET'S BE HONEST.

TALKING ABOUT TARGET AUDIENCE FOR THE THIRD TIME IN THIS BLOG DOESN'T SOUND THRILLING, ESPECIALLY IN WHAT'S SUPPOSED TO BE THE CREATIVE PART OF THE BLOG... A SECTION LITERALLY NAMED "CREATIVE REFLECTION."
SO LET'S LOOK AT IT FROM A DIFFERENT ANGLE. WHO ARE WE ACTUALLY MAKING THIS FOR? JUST FOR THAT INITIAL "WE DID IT!" FEELING, OR COULD OUR PROJECT LIVE ON AND ACTUALLY BE CONSUMED?
THAT'S WHERE THE BRAINSTORM TAKES ITS PLACE. WHAT KIND OF JOURNEY COULD THE FILM HAVE OUT IN THE REAL WORLD? WHAT IF...



WE ALWAYS KNEW NEMOR WASN'T A "FUN-FOR-THE-WHOLE-FAMILY-ON-CHRISTMAS-NIGHT" KIND OF FILM. IT DEALS WITH CREEPY, PARANORMAL THEMES AND SOME DISTURBING IMAGERY THAT MIGHT CLASH WITH RELIGIOUS SENSITIVITIES. SO WE IMAGINED A **PG-13** RATING — NOTHING SUPER GRAPHIC, BUT DEFINITELY UNSETTLING. NOT A MAINSTREAM MEDIA TYPE — MORE LIKE A CONTEMPORARY CALL FOR ART.

THAT MEANS OUR TARGET AUDIENCE IS **OLDER TEENS** AND **YOUNG ADULTS** WHO LOVE GETTING THEIR BRAINS UNCOMFORTABLE IN THE BEST WAY POSSIBLE. WE IMAGINED THEM BEING FANS OF PARANORMAL HORROR AND MYSTERY STORIES THAT DON'T GIVE YOU ALL THE ANSWERS RIGHT AWAY. THINK: PSYCHOLOGICAL HORROR LIKE *PARASITE*(2019), OR THOSE INDIE MYSTERY GAMES THAT KEEP YOU UP AT NIGHT.

**YAY!
AUDIENCE**



OKAY, AUDIENCE FOUND. BUT LET'S NOT FORGET HOW HARD IT IS TO KEEP THE ATTENTION OF THE CONTEMPORARY OVERSTIMULATED WATCHER - SAYING THAT WHILE BEING ONE!!

THAT'S EXACTLY WHY WE WANT THEM TO FEEL LIKE THEY ARE THE ONES DECODING THE STORY — TO HOOK THEIR ALREADY SHORT ATTENTION SPAN. WE WANT THEM TO PLAY DETECTIVE, TO ACTIVELY TRY TO PIECE TOGETHER THE GRAND MEANING. AS CLAY SHIRKY SAID: MODERN AUDIENCES AREN'T JUST WATCHERS — THEY'RE PARTICIPANTS.

WE KEPT EXPOSITION TO A MINIMUM IN THE OPENING SCENE, LETTING THE STORY BREATHE AND THE MYSTERY BUILD. JUST ENOUGH TO INTRIGUE THE AUDIENCE WITHOUT GIVING THE GAME AWAY. AS TARANTINO SAID — A GOOD MOVIE KEEPS YOU ON A SHORT LEASH. YOU NEVER KNOW WHAT THE NEXT EMOTION WILL BE — THE MORE, THE BETTER.

DISTRIBUTION TIME!

FROM INTERVIEWS AND AUDIENCE FEEDBACK, THE RESULTS SHOWED US THAT:



PEOPLE CARE MORE ABOUT COOL
POSTERS AND TRAILERS THAN FULL
REVIEWS.



PARANORMAL HORROR IS
OFTEN WATCHED IN GROUPS.



AUDIENCES ENJOY DECODING
MYSTERIES — WHICH IS JUST GOOD,
SINCE THAT'S WHAT WE BUILT.

BASED ON THAT KNOWLEDGE, LET'S DAYDREAM ABOUT MY PERFECT DISTRIBUTION PLAN! IMPORTANT TO MENTION: LOT OF THESE IDEAS WEREN'T JUST MY OWN—OUR TEAM BOUNCED IDEAS OFF EACH OTHER CONSTANTLY. IT FELT LESS LIKE PLANNING A FILM AND MORE LIKE MANIFESTING A MEDIA MYTH INTO THE WORLD. :)

STEP ONE.

MEDIA PANIC!!! WE'D LAUNCH A LOW-BUDGET MARKETING CAMPAIGN ON INSTAGRAM, TIKTOK, AND MAYBE EVEN DISCORD. SHORT CREEPY TEASERS. MYSTERIOUS CLIPS. GLITCHES. TAROT SYMBOLS. BASICALLY, WE'D TRY TO MAKE THE INTERNET CURIOUS. THE RELEASE DATE WOULD BE REVEALED ONLY WHEN YOU CLICK OUR FREE-OF-CHARGE **"TAROT CARD OF THE DAY"** GENERATOR — WHICH OBVIOUSLY LEADS YOU TO THE **DEATH CARD**. BOO!



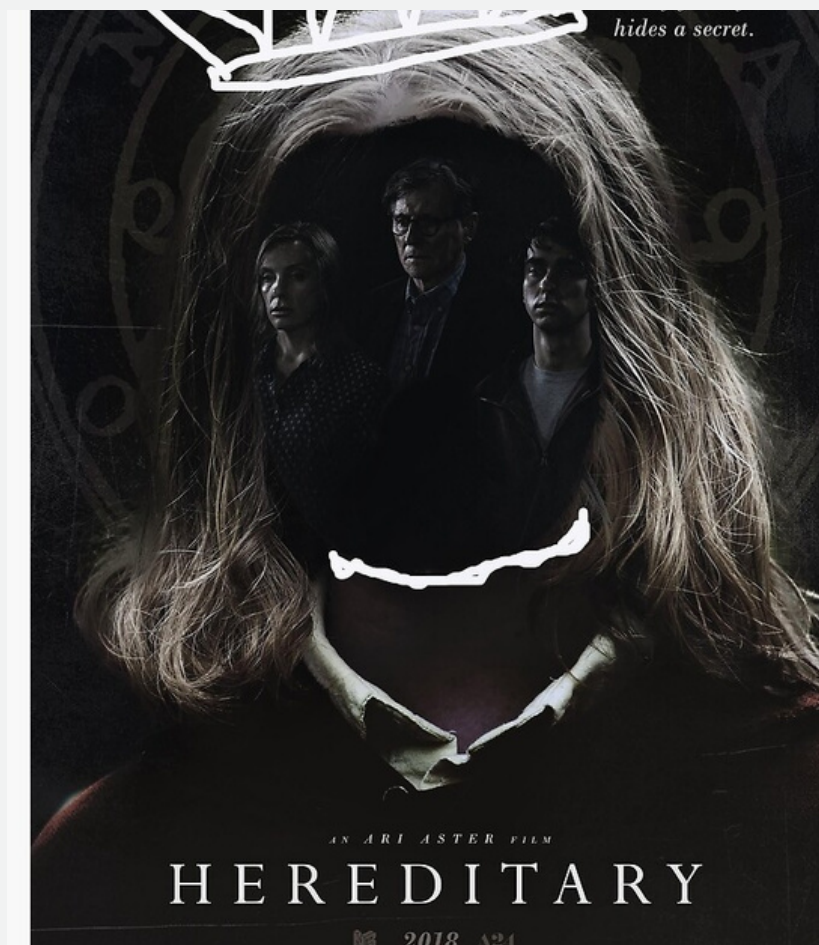
STEP TWO.

**WE'D START WITH A THEATRICAL RELEASE.
THERE'S SOMETHING ABOUT HORROR ON THE BIG
SCREEN THAT JUST HITS HARDER —
ESPECIALLY WHEN YOU'RE HOLDING POPCORN
WHILE YOUR FRIEND IS SQUEEZING THEIR EYES
SHUT IN FEAR.**

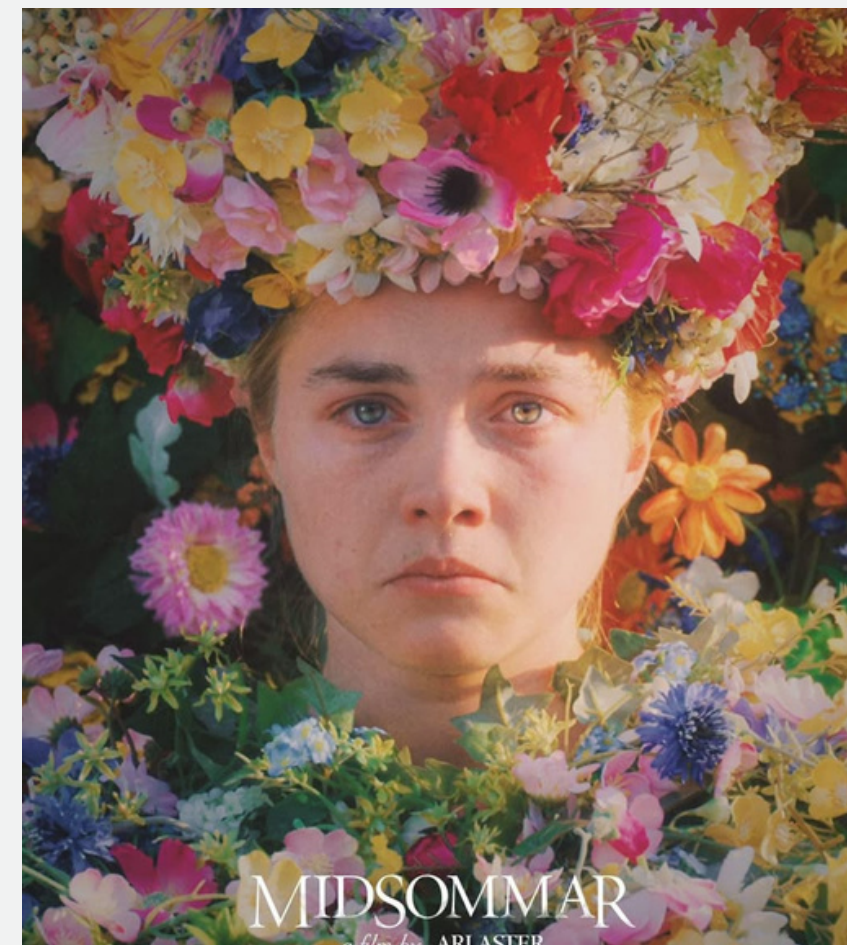
STEP THREE.

IF I COULD PICK ANY DISTRIBUTOR IN THE WORLD, IT WOULD BE **A24** :) THEIR FILMS ARE WEIRD, INCREDIBLY BEAUTIFUL, AND DEEP — EXACTLY THE VIBE WE'RE AIMING FOR. THEY ALSO KNOW HOW TO MARKET TO EXACTLY THE KIND OF AUDIENCE NEMOR IS MADE FOR.

HERE IS SOME OF THEIR MOST SUCCESSFUL HORROR PROJECTS:



HEREDITARY
2018



MIDSOMMAR (THIS ONE TRAUMATISED ME)
2019



THE WITCH
2015

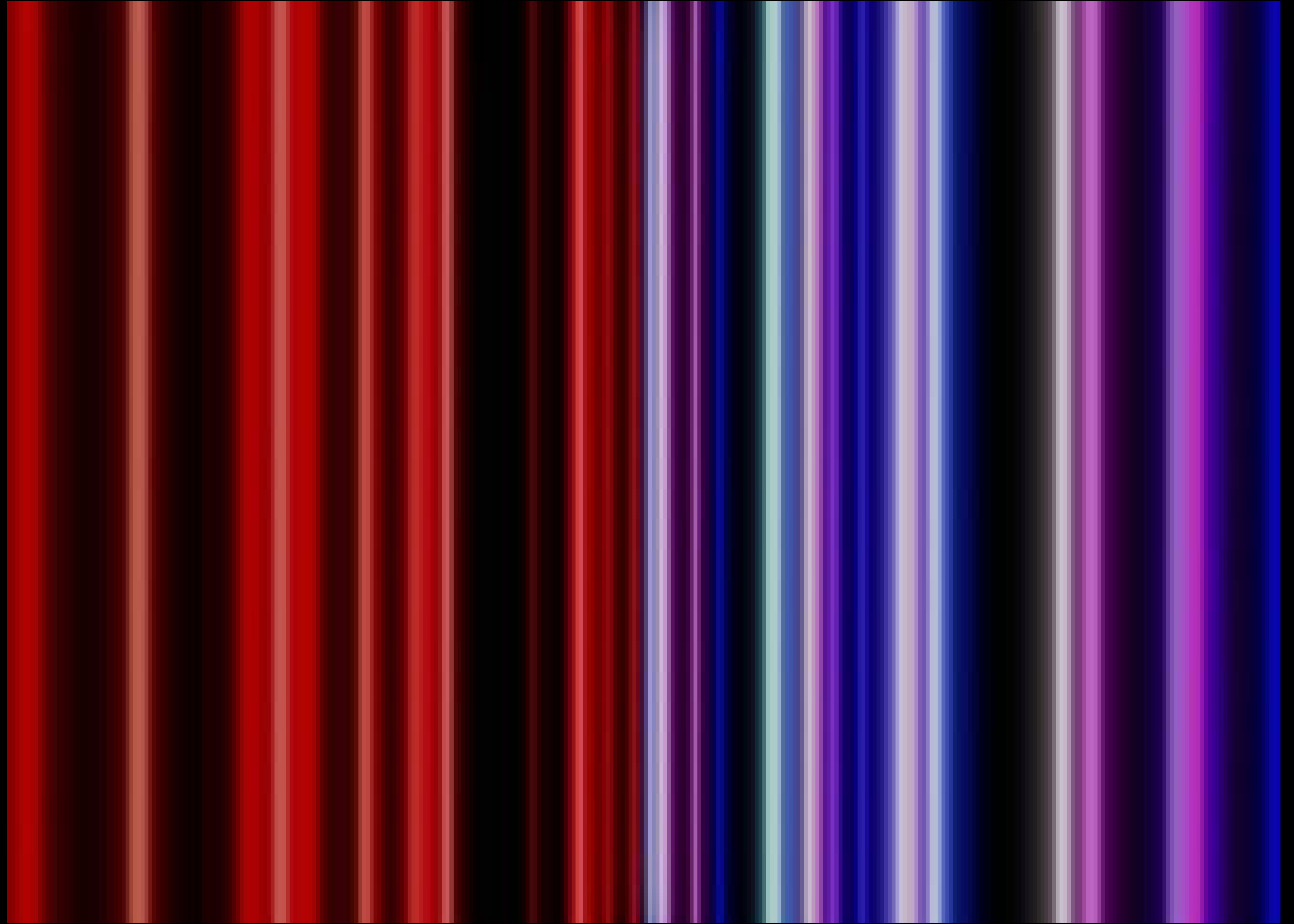
STEP FOUR.

WE'D REACH OUT TO MAINSTREAM INFLUENCERS/REVIEWERS LIKE **MOISTCRITICAL** AND HORROR YOUTUBERS WHO ALREADY SPEAK TO OUR AUDIENCE. PEOPLE TRUST THEIR FAVORITE CREATORS MORE THAN TRADITIONAL CRITICS, AND THAT KIND OF WORD-OF-MOUTH CAN REALLY BUILD A LOYAL FANBASE.



STEP FIVE.

AFTER THE CINEMA BUZZ
DIES DOWN, WE'D MOVE TO
SOMETHING MORE STABLE,
LIKE **NETFLIX**. THAT WAY, IT
LIVES LONGER, REACHES A
WIDER AUDIENCE, AND STAYS
ACCESSIBLE. PEOPLE LOVE
REWATCHING MYSTERY
FILMS TO CATCH THE CLUES
THEY MISSED THE FIRST
TIME.



**ENOUGH DREAMING! WOULD
YOU WATCH NEMOR,
MISTER/MISS EXAMINER ???
(YES, FOURTH WALL BREAKS
JUST LIKE THAT)**

THANK YOU!

MEDIA STUDIES AS COURSE. SKALSKA MARIA