

JEPH ALEXANDER
DANIELLE FRANCIS
ALEX LAZIN
"OBSELIDIA"

PITCH: George believes that the world is full of obsolete things, and that new things are becoming outdated faster and faster. George records these things his Obselidia, where even love has a place. Can someone who also appreciates what was left behind help George move forward?

TARGET AUDIENCE:

Orange County, FL

Gender: Male/Female

Age Range: 18+ (elderly population especially)

Demographic: Environmentalists, Hobbyists, Luddites, and Technology Advocates

KEY WORDS:

Nostalgia, Environmental, Steam Punk, History, Romance, Global Warming, Honey Bee Population, Indie, Sundance, Hobby, Technology

TIMELINE:

Week One – March 1-7

- Create Google Docs file for all marketing materials
 - Group contact information.
 - Film information.
 - Specific details for marketing plan.
- Contact Enzian about guerilla marketing goods.
 - Flyers, post cards, stickers, etc.
- Contact filmmaker Diane Bell
 - Offer a budget?
 - Any particular angle she prefers us to approach from?
 - Interview, quotes, etc.
 - Permissions to create original artwork?

Week Two – March 8-14

- Competition films announced?
 - Create press kit - either temporary or with screening dates.
- Contact specific markets:
 - Museums*.
 - Orange and Seminole County libraries.
 - Second hand stores, vintage shops, hobby stores, record stores etc*.
 - Retirement homes and assisted living facilities*.
 - Orlando businesses*.
 - Florida Free Thinkers*.
 - UCF – Cinemateque, Film Club, (Sam Rhodie)
 - Full Sail, Valencia C.C., Seminole C.C.

Week three – March 15-21

- Verify that cooperating markets received marketing goods.
- Create original artwork. (pending)

Week four – March 22-28

- Begin guerilla marketing
 - UCF, Full Sail, Valencia, Seminole, etc.
 - Downtown Orlando, Winter Park, Kissimmee, etc.
 - Movie theaters*.

Week five – March 29-April 3

- Maintain contact with cooperating markets.
 - Refresh marketing goods. (if possible)
- Continue guerilla marketing.

Week six – April 4-10

- Continue guerilla marketing.
- Maintain contact with cooperating markets.
- Make arrangements to meet Diane Bell. (pending)
- APRIL 9 - Attend Opening Night.
 - Develop subtle pitch to bring up in conversation.

Week seven – April 11-17/18

- Continue guerilla marketing with whatever marketing goods are leftover.
- Continue to attend festival with subtle pitch.
- Attend Obselidia screenings.

* SEE GOOGLE DOCS FOR SPECIFICS