



INTERFACE

Ava Altmann
PRA 419-01

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PHASE 1

MEET THE TEAM



Alex Gordillo

Director & Writer



James Elinski

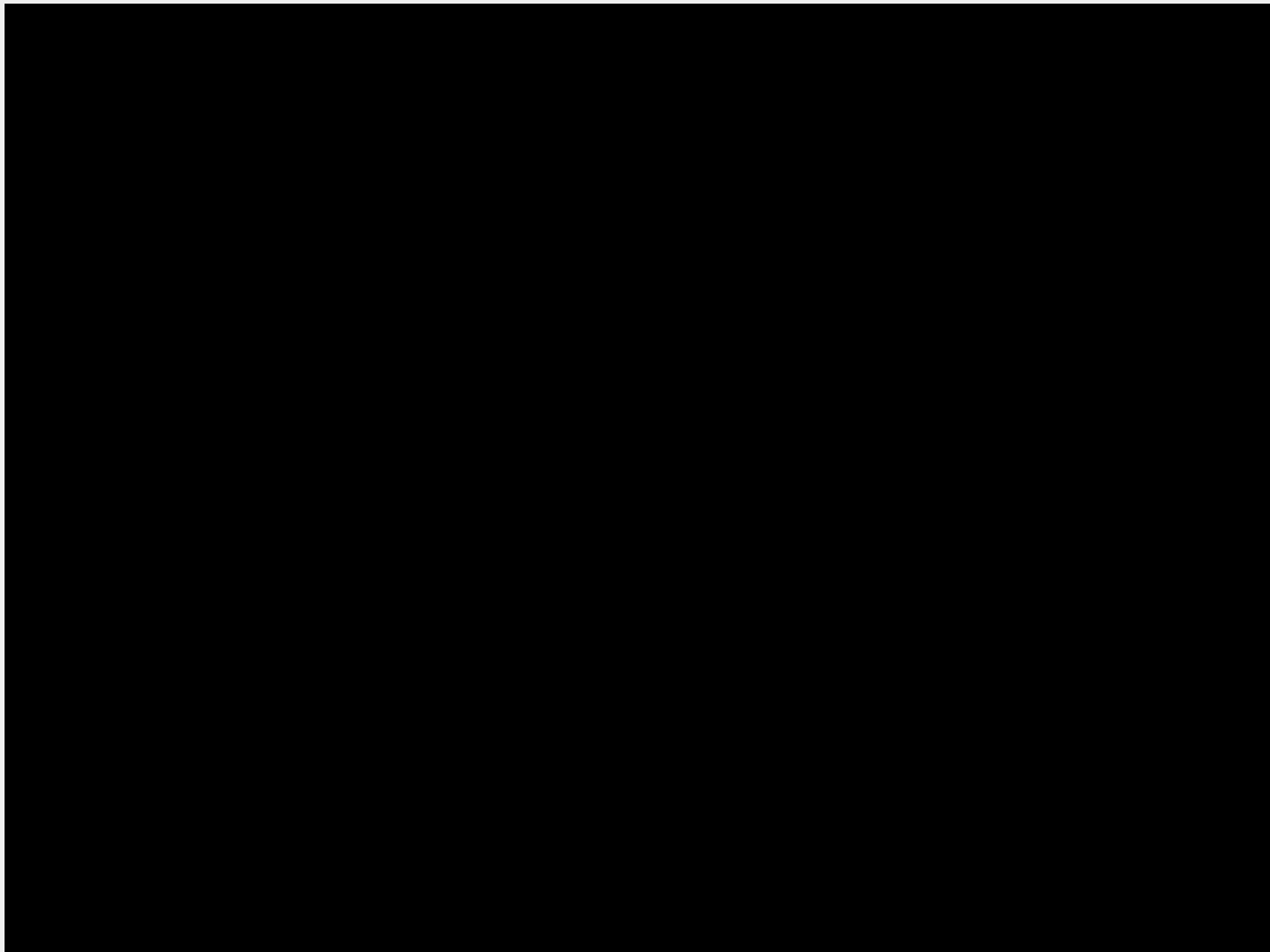
Producer



Ava Altmann

Marketer





EXECUTIVE SUMMARY

Experiencing virtual reality is like stepping into a whole different world. But to Milo, it's his *entire* world. Why face the complexities of reality when you can hide in the comfortable oasis of a video game realm? In the end, Milo recognizes it's because his manufactured world is missing the simple beauties of the natural world around him.



Interface isn't just a short film; it's a piece of art. Gordillo's beautiful style of animation works harmoniously with a tailored score that creates a 5-minute visual masterpiece. The simple plot allows the intricate artistic details to shine through, and the aesthetics appeal to children and adults alike. The whole message of the film -- appreciating the beauty in the world around you -- is complemented by the film's actual beauty, making the impact all that more powerful.

This holistic and comprehensive marketing plan will utilize both the simple plot for younger audiences and intricate visual aesthetics for a more art-appreciating adult audience to leverage the style of the film and appeal to a larger target audience. We'll focus on the time-relevant themes of the film, and draw on the fact that everyone can spend a little less time in whatever their intrusive vice is and a little more time appreciating the simple beauties around them.



POSITIONING STATEMENT

Interface is a warm hearted animated short about a boy who is forced to venture beyond the comforts of his virtual video game utopia, all because of a pesky stray cat.

TAGLINE

The unexpected reality of a pesky stray cat.

OVERVIEW

Synopsis

A young boy named Milo is addicted to the comfort and familiarity of his virtual-reality-induced utopia. That is until his video game comes to a halting stop when a stray cat steals the power cord to his gaming console. In order to return to his orderly world, he must investigate beyond the boundaries of his comfort zone to find the cat, and his cord. The chase forces Milo to explore the natural beauty around him, come face-to-face with the lost opportunities from his video game vice, and reexamine whether his “reality” is truly that.

Genre

Animated Short

Anticipated Rating

PG



TARGET AUDIENCES

Primary

Video game-loving 7-13 year olds

- Old enough to understand the draw of VR games
- Tech savvy and enjoys playing video games and reading comics
- Is drawn to watching and reading science fiction



Secondary

Parents of 8-12 year olds

- Have kids that need entertaining
- Annoyed at their children's screen addiction, wants to teach their children about the importance of life outside their screens
- Able to appreciate the the animation style

Tertiary

Fans of animation

- Enjoys animated movies for both the plot and the art, potentially due to an artistic background
- Previous exposure to and admiration of sophisticated animation through animes or other shows and films (Pokemon, Avatar, Studio Ghibli, etc)

OPPORTUNITIES

A work of art

Alex Gordillo is an incredibly talented animator whose beautiful visuals and special effects will impress any audience, and the specially-composed score will heighten the maturity of the film as well.

Animated shorts are trendy

With a recent rise in popularity of Disney's animated shorts that are screened before their popular films, I can leverage the similar format of *Interface* and appeal to a larger age-range in my target audience.

Fun for all ages

Interface is a film that is applicable to all ages, for both its beauty and its appropriate and simplistic storyline, which therefore will appeal to a broader audience

OBSTACLES

Not just any video game

VR is a bit more complex of a gaming system, so targeting a young enough demographic that will enjoy the film but not so young as then they won't understand VR will be tricky.

No dialogue

Interface does not contain any dialogue-only music and sound effects - and therefore does not have marketable one-liners or dialogue that can be used throughout the campaign.

Feathered fish

There is no clear genre that *Interface* fits into; it has some sci-fi elements, a heartwarming friendship, and a couple moments of comedy. As a result, it may be tricky pinpointing the specific marketing direction to take with the film.





PHASE 2

FESTIVAL STRATEGY

Throughout 2021, we will enter Interface into three different film festivals in the United States and Ireland. The film festivals will increase buzz surrounding the film and interest among potential distributors.

The targeted festivals draw upon the animation, the Orange County-based crew, and the family-friendly aspects of the film. Optimizing these qualities will also reach the appropriate target audience as well. Additionally, debuting at the Galway festival will create a sense of international acclaim, further developing the intrigue surrounding the film.



**NEWPORT
BEACH
FILM FEST**



TARGET FESTIVALS

Galway Film Fleadh

Galway, Ireland

The Galway Film Fleadh is an international film festival based in Galway, Ireland, and was listed on the 2019 MovieMaker Magazine 50 Film Festivals Worth the Entry Fee. Animated shorts do well at film festivals based in Ireland, so including at least one on this list of suggestions for *Interface* would be a strategic choice. *Interface* can be considered for several awards within the animated short category at this festival; Best International Short Animation, The Don Quijote Award for Best Animated Short Film (selected by an independent jury), and The James Horgan Award for Best Animated Short (an Oscar-qualifying award).

Newport Beach Film Festival

Newport Beach, CA

The Newport Beach Film Festival is a very notable film festival that has an extensive history of working and partnering with Chapman University. Many students and alumni find success in submitting their work there, and the list of previous Dodge-produced winners is promising. The festival has demonstrated a clear interest in animated short films; last year, NBFF for the first time presented a collection of animated shorts called "Animation Fascination." Overall, NBFF is a highly-regarded film festival that receives a lot of press due to its proximity to Los Angeles, which would be very beneficial for *Interface*.

Animation Chico

Chico, CA

Animation Chico is a film festival that presents a wide variety of animated films from both established and upcoming artists. The festival only accepts animated short films, which is very tailored to the genre of *Interface* and means it will only be competing against other 2D animated films. There is also a student category, which will be beneficial for this entirely-student produced film. Additionally, there have been previous Dodge films that have been accepted to Animation Chico. The previous Chapman success and the specificity of the film festival to the genre makes it the perfect festival for *Interface*.



FESTIVAL KIT



Press Release

INTERFACE

ANIMATED SHORT *INTERFACE* SET TO PREMIERE AT GALWAY FESTIVAL

ORANGE, Calif. --- From Dodge College and animator Alex Gordillo comes *Interface*, a stunning animation short about a boy and his love of virtual reality that comes to a halt because of a sudden intrusion. The film is set to premiere at the Galway Film Fleadh festival on July 7th and will be followed by a Q&A with Gordillo.

Milo is addicted to the comfort and familiarity of his virtual-reality induced utopia. That is until his video game comes to a halting stop when a stray cat steals the power cord to his gaming console. In order to return to his orderly world, he must investigate beyond the boundaries of his comfort zone to find the cat, and his cord. The chase forces Milo to explore the natural beauty around him, come face-to-face with the lost opportunities from his video game vice, and reexamine whether his "reality" is truly that.

Interface more than just a short film; it's a piece of art. Alex Gordillo's beautiful style of animation works harmoniously with a tailored score that creates a 5-minute visual masterpiece. The plot allows the intricate artistic details to shine through, and the aesthetics appeal to children and adults alike. The whole message of the film -- appreciating the beauty in the world around you -- is complemented by the film's actual beauty, making the impact all that more powerful.

For screenings and press material, please visit interfacefilm.com or contact Ava Altmann, information below.

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Ava Altmann
Marketing Director
Interface
avaaltmann@interfacefilm.com

INTERFACE

To Whom It May Concern,

We all know just how addictive our screens can be. Hours, even days can pass where our brains are consumed by a digital world, so much so that we neglect the actual reality occurring around us. What can we do to break free from this vice? In *Interface*, all it takes is a pesky stray cat.

In this animated short, Milo is addicted to the comfort and familiarity of his virtual-reality-induced utopia. That is until his video game comes to a halting stop when a stray cat steals the power cord to his gaming console. In order to return to his orderly world, he must investigate beyond the boundaries of his comfort zone to find the cat, and his cord. The chase forces Milo to explore the natural beauty around him, come face-to-face with the lost opportunities from his video game vice, and reexamine whether his "reality" is truly that.

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Enclosed is a copy of the film along with cast and crew information, key art, and my business card. Thank you for your time and consideration and please feel free to reach out if you have any questions or need more information.

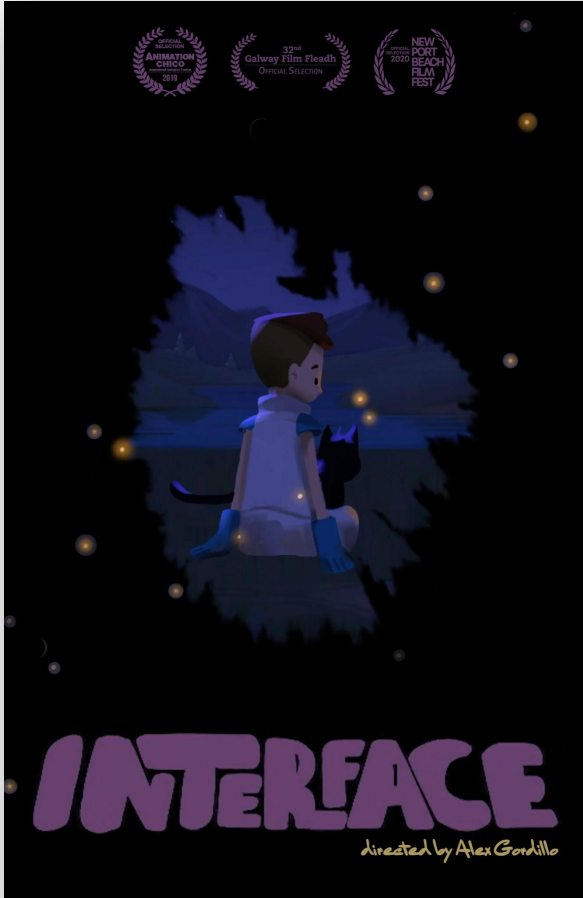
Ava Altmann
Marketing Director
Interface
avaaltmann@interfacefilm.com

Pitch Letter

Poster



Cardboard VR Glasses



MARKETING STUNTS

Virtual Reality Game

Since virtual reality is an integral part of *Interface*'s plot, what better way to get people excited and aware than through an actual virtual reality experience? Film festival attendees will be able to watch a quick teaser of *Interface* through virtual reality headsets, and even “walk” around Milo’s house and the outdoor river area that are both shown in the film.



Sidewalk Chalk Art

We will hire local artists in each of the film festival locations to create optical illusion chalk art featuring the cat in a nature scene that is shown in *Interface*. This not only does this play on the whole “how real is your reality” bit, but it also presents photo opportunities that will help promote *Interface*.

CREW



Alex Gordillo

Director & Writer

Alex Gordillo is a senior animation major at Dodge College of Film and Media Arts and was born and raised in Ranchos Palos Verdes, California. His thesis film, *Interface*, is based on his love of the outdoors versus his career choice that is mostly sedentary and very screen-oriented. With COVID and our reliance on technology, Gordillo also feels as though a lot of people can relate to the theme now and is excited to release it to the world.

James Elinski

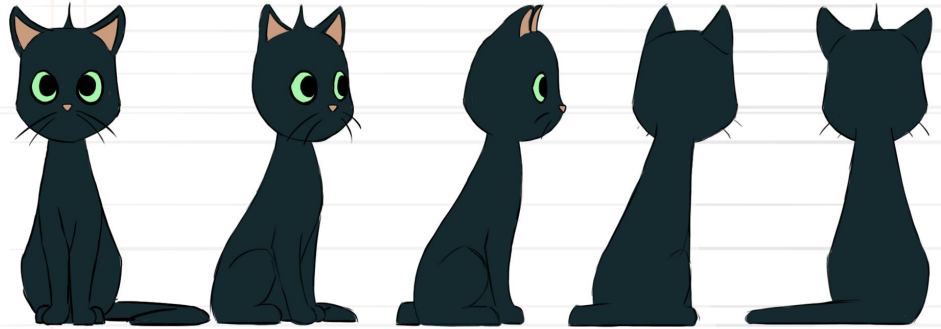
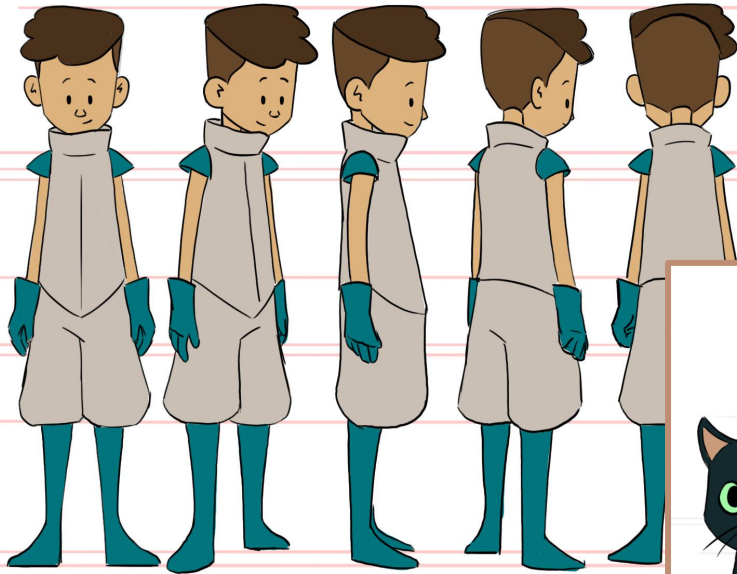
Producer

James Elinski is a senior film production major at Dodge College of Film and Media Arts from a small town in Pennsylvania. As a queer filmmaker, he strives to bring LGBT storytelling to the mainstream and normalize the portrayal of gay characters in entertainment. James has directed multiple award-winning short films such as *Foundation*, *Greta My Love*, and *A Boy Named Skye*. This is his first time producing an animated film and he has enjoyed the cross over between live action to animation. James has loved working on *Interface* during his senior year and is excited to see the film come to life.



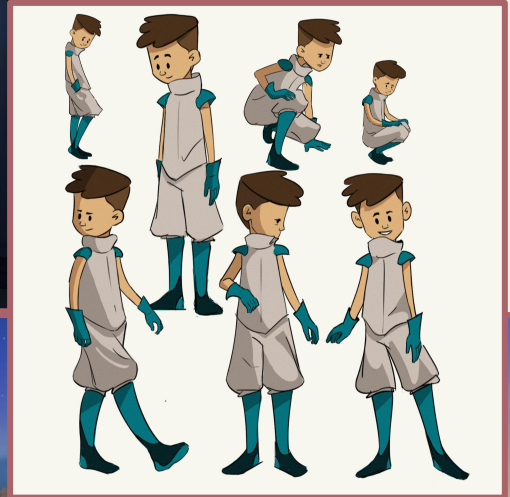
CAST

Milo



Cat

PHOTOGRAPHY



EXTERIOR
Step 1
• What is there?
(Sketch, rough props, steps?)

Step 2
Schematic!

Step 3
3D model of house in shot layout?

Step 4
Cole laid?

Step 5
Paint!

Let me know if you are low on time and cant do exterior stuff

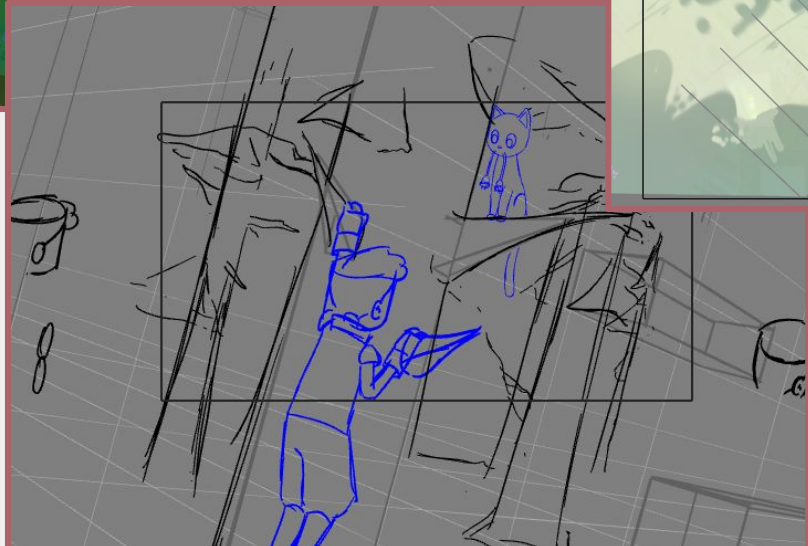
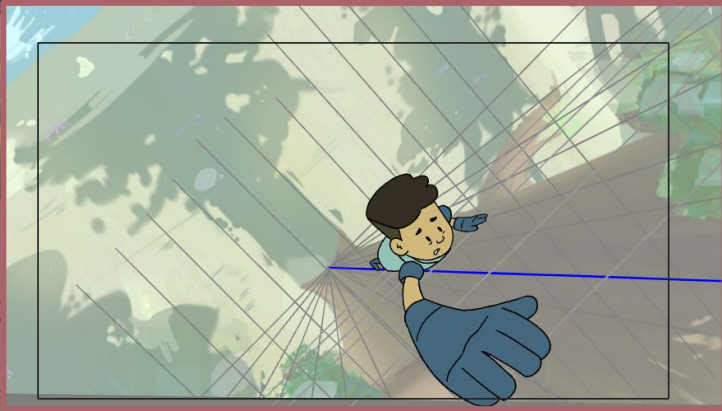
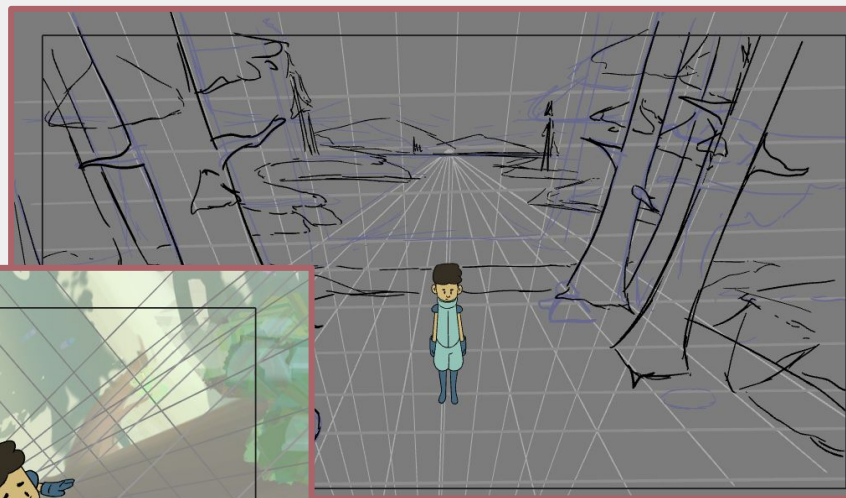
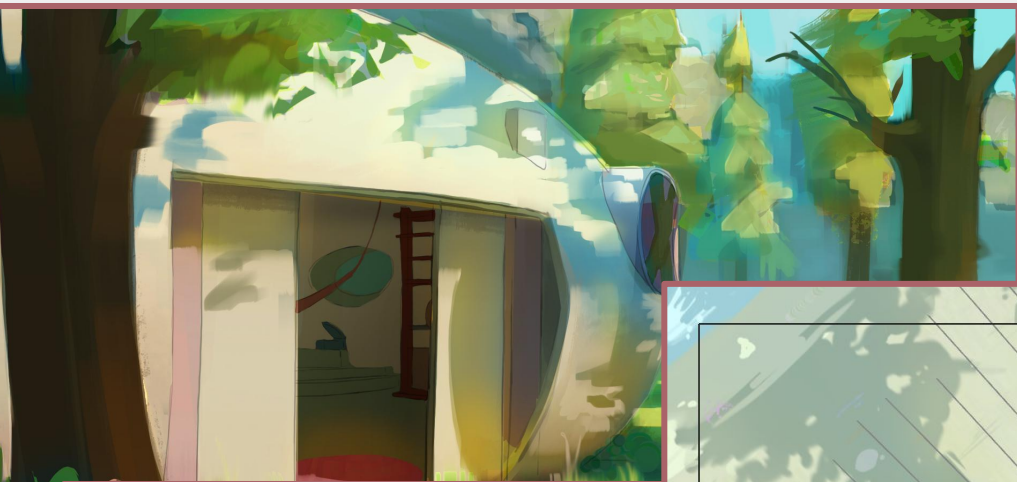
Thanks Cole! :)

INTERIOR
Step 1
• What is there?
• Where would things be placed in circular space?

Step 2
• 3D Model for shot Layout
• Cole does his magic for lineart finalized

Step 3
• Painting!









PHASE 3

DISTRIBUTION TARGETS

Given the current state of the world and the uncertainty of movie theaters going forward, we will target mainly streaming platforms for the distribution of *Interface*. The accessibility of streaming platforms will also optimize how many people are able to watch the film.



Known for their Pixar animation studios, Disney Plus is the ideal streaming platform for *Interface* and has proven success with animated shorts. The artistic beauty of *Interface* also aligns with that of Disney/Pixar shorts and will fit in aesthetically with the other films on the platform.



Amazon's streaming platform, Prime Video, reaches a wide audience and has previously produced and distributed animated films and television shows. Prime Video has the right experience and network to distribute *Interface* to viewers, and can also promote the consumer product components of the marketing plan as well.



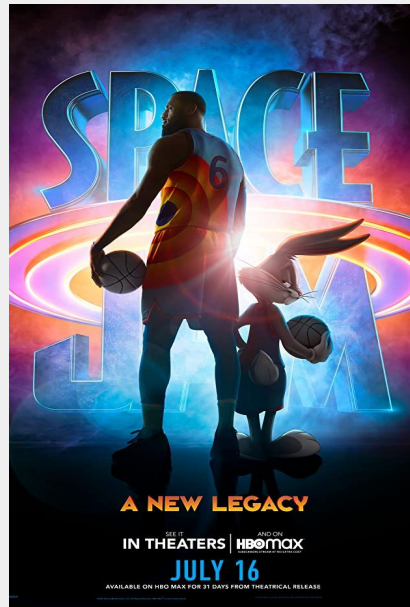
Netflix is a streaming service that offers a wide variety of award-winning TV shows, movies, shorts, and more. Their prior experience with producing and streaming short-form animated content make them the perfect distributor for *Interface*. They're also a known American distributor of anime, who's audiences would enjoy *Interface* as well.

Release date: JULY 11th

Fresh after the international debut at the Galway Film Fleadh, *Interface* will premiere hot with international acclaim and in perfect time for summer vacation. With kids to entertain, families can watch *Interface* and feel inspired to go explore the outdoors.

COMPETITIVE ENVIRONMENT

Other family-friendly animated movies being released in July 2021



CREATIVE ADVERTISING





Poster

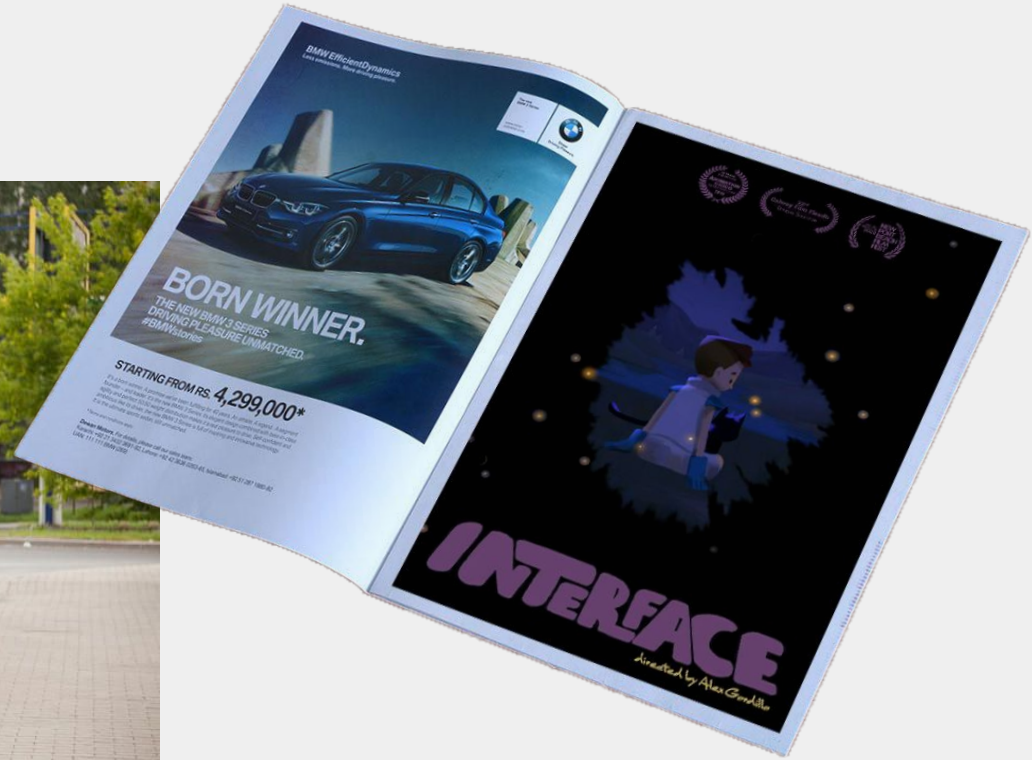


Billboard

Standee



Bus Advertisement



Magazine Advertisement

CONSUMER PRODUCTS

Build-A-Bear Cat Plushie

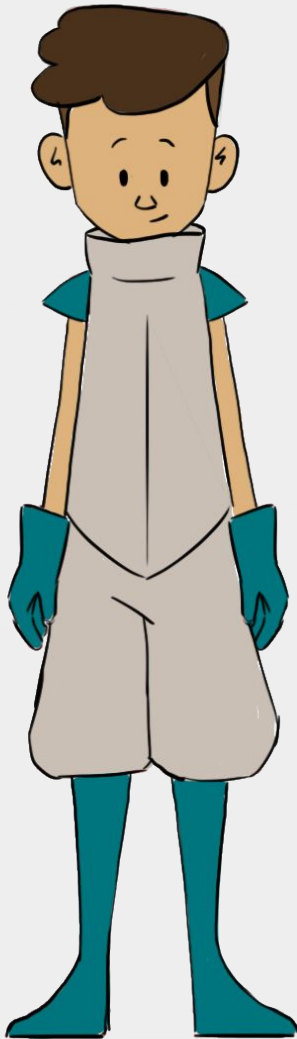
Interface will partner with Build-A-Bear Workshop™ to create an exclusive *Interface*-brand cat plush toy. Young fans of the short will be able to make and purchase their own cat from the film. This is also a screen-free activity that aligns with the message of the film that parents can enjoy too.



Nature Valley Envirokidz Bars

Nature's Path Granola bars will release a limited-edition version of their Envirokidz bar featuring the Interface logo and cat character. Not only will this promote the short in grocery stores, but kid's bringing these bars to school will also create buzz among other children in their classes as well.

The environmental aspect of the Nature Valley brand aligns with the appreciation of natural beauty theme of *Interface* as well.



MARKET RESEARCH

Online Surveys

Online surveys are a quick and affordable method for getting data points regarding audience reaction and takeaways after watching the film.

Test Screenings

Test screenings will help solidify the target audiences and their reactions to the film, can help determine the key themes and takeaways to pinpoint in further marketing activities.

Festival Questionnaires

After watching the film in festivals, people can answer optional comment cards through a QR code (either on posters or online depending on the format of the festival) where they can enter commentary about the film in relation to the other films screened at the festival.



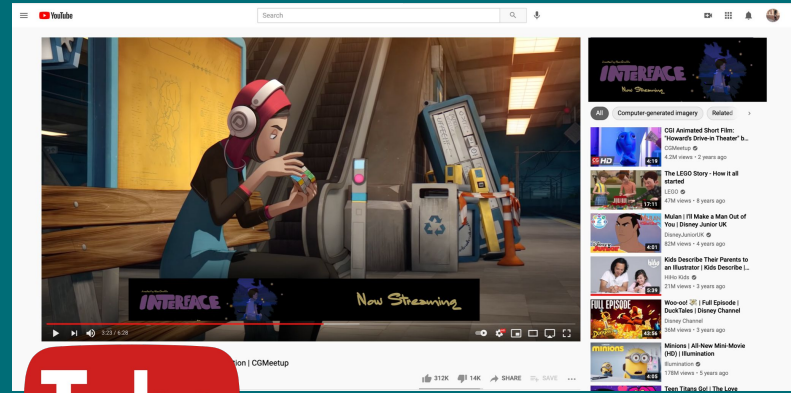
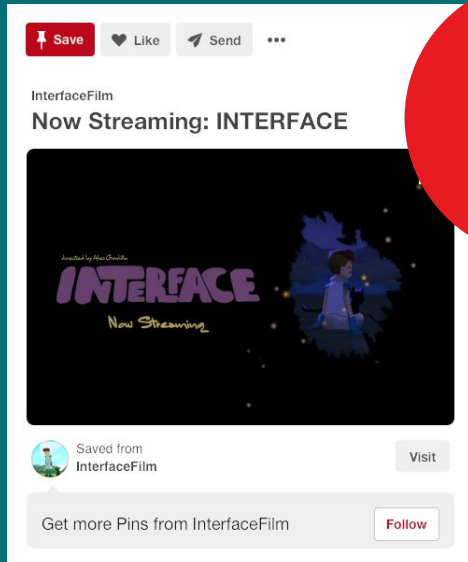
ONLINE MARKETING



SOCIAL MEDIA

Promoted Pins on Pinterest

To target mothers, we'll implement promoted Pins that advertise the streaming link of *Interface*.



Banner Ads on YouTube

On relevant videos featuring children-catered content and animations, Interface banner ads will appear, linking to the streaming page.

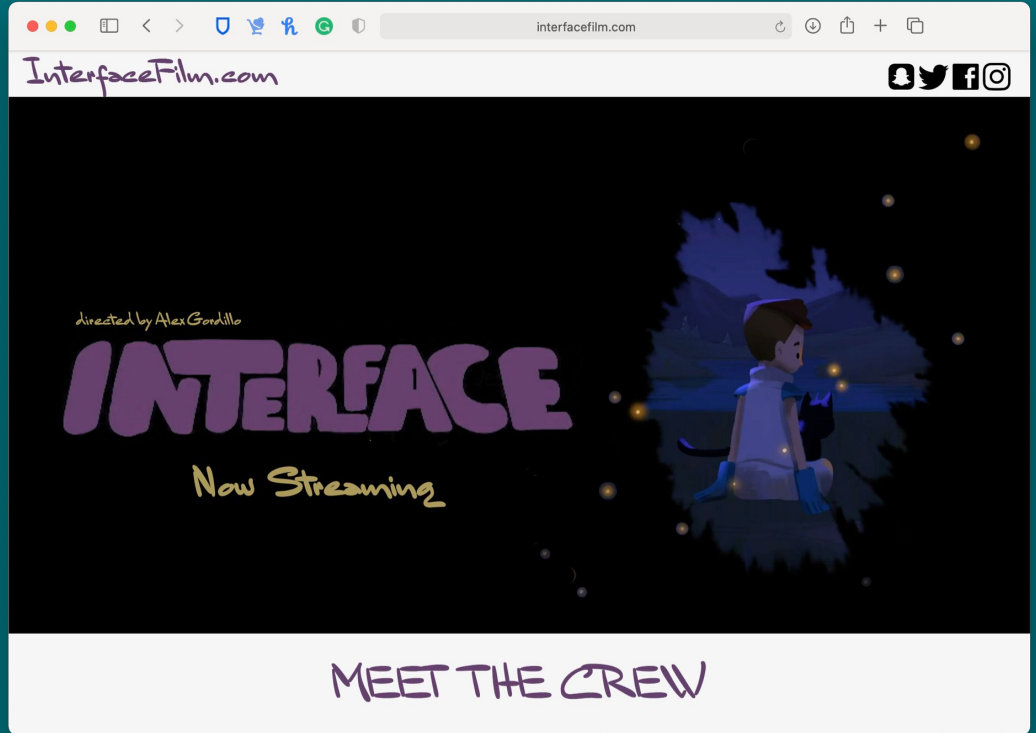
INTERFACE VIRTUAL REALITY APP

Interface will also create a VR app, including links to the streaming sites and a simple VR game for fans to help Milo find the cat and his chord. Viewers can immerse themselves in Milo's world, and experience the film on a whole different level. They will also be able to use the *Interface*-branded virtual reality cardboard glasses as well.



INTERFACEFILM.COM

InterfaceFilm.com will be the official film website and will include all of the important information about the short; EPK, crew bios, press release, poster, and festival appearances. There will also be links to *Interface* social media profiles and links to purchase the consumer products.







THE END

**For more information, please contact Ava
Altmann at ava@interfacefilm.com**