

"All the experts came up with some interesting and useful points and it was nice to have a long talk with each one."
(Feedback on the 1:1 meeting with our experts)

WHAT?

A residential lab for Nordic producers and distributors of second- or third-time feature film directors to develop knowledge of Nordic distribution territories and put a focus on marketing and audience outreach strategies of their film.

WHERE AND WHEN?

Hotel Katajanokka, Helsinki (FI).
2-4 April 2019.

EXPENSES

Nordic Distribution Boost is free for the selected participants – travel, meals, accommodation are covered by Nordisk Film & TV Fond!

"Very interesting! It's always good with a case study where everything was not perfect. You can learn more from a failure than from a success."
(Feedback on the Borg vs. McEnroe-case study)

WHY NORDIC DISTRIBUTION BOOST?

Statistics and our experience prove that the so called "middle-size films" are struggling to get an audience. Often these films have good cinematic values and interesting themes, and rather new directors, but somehow the audience does not seek or find this kind of films as actively as before – or get access to them. This is especially true when the film gets distribution outside its home country.

To strengthen the chances of these films abroad, Nordisk Film & TV Fond, for the 2nd time, initiates Nordic Distribution Boost! Our aim is to assist Nordic producers and distributors in identifying their audiences and developing their marketing strategies in the neighbouring countries.

CRITERIA:

We are looking for Nordic feature films (fiction) in a development phase (pre-shooting), that fulfil the following criteria:

- Second or third film of a director
- New or established production company (new meaning at least one successful production that shows potential of the people in the company)
- A film that aims for an international release and has potential (and will) to be distributed in the Nordics
- A film that needs help with distribution and marketing planning abroad, and is willing to participate in a creative process already at a development stage

THE LAB, GOALS AND FOLLOW-UP

Six Nordic feature length fiction films, currently in a development phase (pre-shooting), will be chosen to a residential lab over three days. All teams selected arrive with a preliminary international/ Nordic audience outreach and marketing plan. Ideally the director should participate in making the audience outreach plan and the marketing plan should be made together with the producer and distributor. During the lab the film's producer and local distributor will, through case studies and one on one meetings with our experts, engage in developing this audience strategy further. The selected teams must also be prepared to give feedback to other participating teams. The goal is for every team to improve the outline for their plans by the end of the workshop.

The distributors will share their local market knowledge with the producers, in order for them to gain insight. Nordic case studies will be presented to shed a light on the best practises. All participants will benefit from the small-scale workshop that provides natural networking possibilities. Nordisk Film & TV Fond will also give hands on advice on our outreach requirements and support possibilities.

Together with established markets and showcases we are building partnerships with a goal to get these projects presented for a public.

An evaluation report from the participants is required after the workshop.

"It was a really good selection of projects and it was really good to have time to talk to both the distributor and the producer at the same time."
(Feedback on the 1:1 meeting with other teams)

APPLICATION AND DEADLINE:

Deadline to apply is 18 February 2019, 13:00 CET.

The application and all attachments must be written in English and is submitted electronically via <http://ndb.nordiskfilmogtvfond.com> It must contain:

- Link to the previous film(s) of the director and producer's report on distribution and audience outreach of that film
- Producer's statement on the company's international strategy
- Synopsis and treatment of the film (no scripts at application stage, but if selected you will need to provide script in English before the workshop)
- Proof of development support from the National film institute
- A local distributor must be attached with a Letter of Commitment
- Preliminary audience outreach and marketing plan of the film in at least one neighbouring Nordic country and internationally
- Confirmation from both the producer and the local distributor that they will (if selected) attend the workshop

