GRC 462 SENIOR PROJECT:
SHORT FILM MARKETING & PROMOTION

BY ALLIYAH LOUGE
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Hi, my name is Alliyah Lougee and I am a graduating Graphic Communication major concentrating in Design Reproduction Technology at the California Polytechnic State University, San Luis Obispo. I have had a passion for films and storytelling ever since I was a kid. Some of my all time favorite movies include *La La Land*, *Chungking Express*, and *The Florida Project*. Post-graduation I will be pursing a marketing career in the film industry.
ABSTRACT

In the fall of 2021, I had the opportunity to intern for Skydance, a production company based in Los Angeles. As the creative marketing intern, I worked closely with the Creative Director and the Vice President of Marketing. I was able to attend marketing meetings, meet company executives and also attend pitch classes.

I was immediately inspired by the power of storytelling and I wanted to combine my love for films and my Graphic Communication skill set in order to build my ultimate passion project. I quickly realized through my time at Skydance that film promotion and marketing is one of the most crucial and critical steps for a film’s overall success. Marketing aligned closely to my GRC curriculum so I decided to utilize a story that I had made for one of my pitch classes and ultimately create marketing collaterals as if it is a real short film going out into the world.

*Before the End* follows the 8 minute conversation of two characters, a French professor in his 60s and a medical examiner in her 30s, after the explosion of the sun. This project will allow me to gain better knowledge of how to effectively create a marketing campaign in the film industry especially post-grad when I plan to pursue a career in the industry.

IRB STATEMENT

The project is not systematic investigations. It will not collect data from Cal Poly students or employees as subjects. It does not attempt to answer research questions. Therefore, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.
PROBLEM STATEMENT

The film making process doesn’t just end the moment the director declares the final cut. After production as well as post-production wraps and the film is ready to go out into the world, the process of film promotion and marketing begins. This final process is one of the most crucial and critical steps for the film’s overall success.

This project will market and promote a “film”. Before the End is a story that I was able to work on this past fall during my internship at Skydance. Through my film pitching classes, I was inspired to create a senior project that allowed me to combine my passion for film into marketing and graphic design. In this project I will ultimately design marketing assets as well as create a marketing campaign with an end product of a movie poster, social media campaign and a website.

This project will showcase my design and marketing skills through my ability to properly execute all of the deliverables listed in the time constraint of 10 weeks. In addition, it will allow me to dive deeper into the world of marketing in the film industry which is a career that I plan to pursue upon graduation.
This project will promote and market a short film through the following deliverables: a movie poster, social media campaign, and a website. These deliverables will ultimately determine the success of the film and the amount of interest gained from the audience.

**Project Management**
- Completing deliverables in a timely matter every week.
- Manage and organize the workload to complete all aspects of the project efficiently and effectively.
- Use the Gantt Chart and Timeline to track my progress every week.

**Design**
- To create and design assets that clearly adhere to the color, font, and overall tone of the short film.
- Engaging and aesthetically pleasing to the audience and allows for some understanding of the film.
- Meet with my advisor in order to receive feedback regarding the designs. Use the critique to further develop my designs and concept.

**Comprehension**
- A better understanding of what it is like promoting a film in the industry. Through my mentor and my past experiences, I hope to gain even more hands-on-experience in the field.
- Further research marketing in the film industry whether it be through books, online resources and/or my mentor.
TIMELINE

JANUARY 2022
WEEK 1  Project goals & objectives
WEEK 2  Research & brainstorming
WEEK 3  Sketches, mood board, branding
WEEK 4  Preliminary poster designs

FEBRUARY 2022
WEEK 5  Critique & feedback
WEEK 6  Social media campaign calendar & schedule
WEEK 7  Preliminary website design
WEEK 8  Finalize poster & website

MARCH 2022
WEEK 9  Finalizing for senior project presentation
WEEK 10  Process book
BACKGROUND RESEARCH


This source will be extremely helpful when I begin the process of marketing and promoting a film effectively and efficiently. This text communicates so many aspects of the film industry that I need to know in order to successfully create my marketing campaign. The relevance of this eBook allows me to dig deeper into the world of the industry and how over time new creatives, bigger budgets, and technological advances have shaped film production and film marketing. It’s especially interesting to see the progression of films and the ability of companies to connect to a broader audience and how important marketing plays in the steps of releasing a film.
One strength that I can now implement into my project is the understanding of efficiency and effectiveness in terms of marketing. Without my knowledge of the history of films as well as new trends in the industry, I would not know how to create a marketing campaign that reaches an audience and ultimately catches the attention of movie-goers. The whole point of marketing is to increase the amount of people that have knowledge of the film in hopes that they will go see it. Thus, I will now be able to design my deliverables and use certain platforms in order to effectively and efficiently market the film.

One weakness that I have realized throughout my research process is that I was originally going to design my marketing campaign on what I thought would attract the most amount of people. I have now realized that will be an inefficient way to design aspects of my deliverables. Due to new trends as well as new issues surrounding the film industry the element of design will play a huge role when it comes to creating my poster and graphics for the website. Not only will it allow me to capture a wider audience, but it will allow me to integrate certain meanings and messages the film will convey. This will ultimately bring more awareness and understanding of the film.


This research paper has several case studies that I can learn from in terms of creating my marketing campaign while keeping design elements in mind.
The author compares graphic design to filmmaking and how it is utilized in this field. She furthers her statement that graphic design and filmmaking are two different mediums that both similar means of resources such as technology and communication. In addition, I appreciate how she notes that though they operate in completely different ways they ultimately use similar mindsets within them. This is where design elements come into play. This is important to my study as design elements will play a very large part in the designing of my deliverables. I need to be aware of colors, fonts, and composition to create assets that directly relate to the short film as well as attract and influence an audience.

One strength I will be able to bring into this project is the knowledge of similar design elements that correspond to both film and graphic design. This will be crucial to create a successful marketing campaign.

A weakness that I have realized as I am moving forward with my project is that since I am making up my own screenplay, I will have to determine what my target audience is based on the story that I decide to make a marketing campaign for. This will mean that I will have to be able to convey the nature of the story to the audience through graphic design. Ultimately, I want to be able to attract an audience without the audience knowing exactly what kind of story I am marketing.
Social Media (TikTok)

Background Research

Digital marketing has become the biggest and most efficient way to promote yourself and your company. This is seen in influencers, creatives, and activists. Instagram has been the most prominent social media platform to take the digital world. In 2019, Instagram had amassed 738 million users within the 10 years that Instagram has been around. The entertainment industry has taken advantage of this platform and new wave of marketing. Since social media is free marketing, traditional billboard marketing has become less and less prevalent, especially in smaller and younger companies.

In 2016, TikTok was launched and began to make its mark at the beginning of the COVID-19 pandemic. TikTok had over 500 million users in 2019 alone. Though it is still considered a newcomer in the social media world, it is still expected to grow. As of now, TikTok is considered the #1 entertainment activity for people 18+ in the U.S.

There are many keen differences as well as similarities between Instagram and TikTok. One of the most noticeable differences is the fact that TikTok-ers are active participants in their communities. In addition, the ease of use and expansive content has increased the amount of users.

Example:

Sony utilized TikTok in their promotion of their recently released movie _Spider-Man: No Way Home_. It is now one of the biggest block-buster movie of all time.
MOOD BOARD
COLOR PALETTE

TYPOGRAPHY

STEELTONGS

BILO

HAPPY DI

FORMA DJ MICRO

RANDI GENDY
MOVIE POSTER SKETCH

I knew from the beginning that I wanted to create a very euphoric movie poster. My whole idea was to create something beautiful yet dark which aligns with the storyline.

SOCIAL MEDIA CAMPAIGN TEMPLATE

During my internship at Skydance, I had access to schedules and calendars that the marketing team utilized in order to create and post marketing assets in a timely matter for social media. This organization and planning was necessary to continually market the company on social media. Through this experience, I learned the importance of planning when it comes to marketing. In order to create the social media campaign, I took inspiration from the calendars and schedules that Skydance used and tailored it to a social media campaign that made the most sense for Before the End.
I used SquareSpace for my website template. Originally, I planned to only create a homepage of a website. This was the first template that I followed. Over time I was able to create a website that was more simple and easy to navigate.
PRELIMINARY DESIGNS

MOVIE POSTER

BEYOND THE END

IN THEATERS 02.21.2022

BEYOND THE END

A FILM BY

BEYOND THE END

FEEL LIKE HEALING

BEYOND THE END

BEYOND THE END

FEEL LIKE HEALING

BEYOND THE END

A FILM BY

BEYOND THE END

BEYOND THE END

FEEL LIKE HEALING

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A FILM BY

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FEEL LIKE HEALING

BEYOND THE END

A FILM BY
I knew from the beginning that I wanted to keep the actual website layout very simple and clean while adding graphics that adhered to the color palette and the short film. I designed graphics that were going to be eye-catching and overall very colorful. I also wanted to add a director’s note to give the audience a little bit more insight into the short film.
SOCIAL MEDIA CAMPAIGN

Post Daily
- Post everyday, no more than 3 times a day

Best Time of Day to Post
- Monday: 6 am, 10 am, and 10 pm EST
- Tuesday: 2 am, 4 am, and 9 am EST
- Wednesday: 7 am, 8 am, and 11 pm EST
- Thursday: 9 am, 12 pm, and 7 pm EST
- Friday: 5 am, 1 pm, and 3 pm EST
- Saturday: 11 am, 7 pm, and 8 pm EST
- Sunday: 7 am, 8 am, and 4 pm EST

- 31 days of promotion and marketing on social media during the month of March
  - March 1st: marketing begins
  - March 31st: film release date

Categories
- Date
- Time
- Concept
- Copy
- Hashtags
- Scheduled
- Posted
SUCCESS CRITERIA

• Tangible version of the movie poster to be designed and printed without any printing errors.
• A meeting with my mentor, Geoff Oki, at Skydance, to gain approval and knowledge based on his experience of marketing and graphic design in the film industry.
• An anonymous survey completed by film enthusiasts to determine the effectiveness of the marketing and promotion via website/social media.
A social media calendar is essential to the success of any marketing campaign. The calendar allows for organization and efficiency when it comes to creating and posting assets for social media.

I decided that I would focus primarily on TikTok as my main social media platform to market due to TikTok being the #1 entertainment activity in the U.S. for ages 18+. In addition, due to the active consumer base, TikTok is the new and innovative platform to market on.
In addition to the social media calendar, I also created a daily schedule with more specificity in terms of when to post, what time to post, and the comment and concept that should be posted. There are five different daily schedules for each week of March.

### DAILY SCHEDULE—BEFORE THE END TikTok Promotion

**Week of March 1**

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<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>CONCEPT</th>
<th>COPY</th>
<th>HASHTAGS</th>
<th>SCHEDULED</th>
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<td>POST TO BEALE: THE END TRAINER</td>
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<td>THURS, 3/09</td>
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<td>CLUE OF CIRCUMSTANCES</td>
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<td>WHAT WOULD YOU DO IF YOU HAD 1 YEAR LEFT</td>
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<td>CHARACTER S 1st ROLE CUP: SAVVY AUGUST</td>
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<td>Tue, 3/21/22</td>
<td>12 P.M.</td>
<td>Title Animation 5</td>
<td>Before The End</td>
<td>#TitleAnimation #Beforetheend</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Wed, 3/22/22</td>
<td>9 A.M.</td>
<td>Countdown Animation</td>
<td>4 Days Until The End</td>
<td>#4Daystotheend #CountdownAnimation</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Wed, 3/22/22</td>
<td>10 P.M.</td>
<td>Trailer 3</td>
<td>This is the End</td>
<td>#CountdownAnimation #Trailernight #Thisistheend</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Thu, 3/23/22</td>
<td>12 A.M.</td>
<td>Countdown Animation</td>
<td>5 Days Until The End</td>
<td>#5Daystotheend #CountdownAnimation</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Thu, 3/23/22</td>
<td>7 P.M.</td>
<td>Quote Animation 3</td>
<td>No #CountdownAnimation #Countdown Quote</td>
<td>❌</td>
<td>❌</td>
<td></td>
</tr>
<tr>
<td>Fri, 3/24/22</td>
<td>1 P.M.</td>
<td>Countdown Animation</td>
<td>6 Days Until The End</td>
<td>#6Daystotheend #CountdownAnimation</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Fri, 3/24/22</td>
<td>9 P.M.</td>
<td>Photo/Graph Slide 4</td>
<td>BTS Before The End</td>
<td>#CountdownAnimation #Photograph #Btsbeforetheend</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Sat, 3/25/22</td>
<td>11 A.M.</td>
<td>Countdown Animation</td>
<td>7 Days Until The End</td>
<td>#7Daystotheend #CountdownAnimation</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Sat, 3/25/22</td>
<td>8 P.M.</td>
<td>Behind the Scenes Clip 3</td>
<td>BTS Before The End</td>
<td>#CountdownAnimation #Trailernight #BehindtheScenesclip #Btsbeforetheend</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Sun, 3/26/22</td>
<td>6 A.M.</td>
<td>Countdown Animation</td>
<td>8 Days Until The End</td>
<td>#8Daystotheend #CountdownAnimation</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Sun, 3/26/22</td>
<td>4 P.M.</td>
<td>Photo/Post (Canceled)</td>
<td>BTS Before The End</td>
<td>#CountdownAnimation #Photograph #Btsbeforetheend</td>
<td>❌</td>
<td>❌</td>
</tr>
</tbody>
</table>
"BEFORE THE END' IS ONE OF 2022'S BEST SHORT FILMS."

- THE NEW YORK TIMES

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A LOVE LETTER TO THE FAMILIAR STRANGERS. ABOVE ALL, A CONVERSATION WORTH EXPERIENCING.

Warm, deafening, and utterly unexplainable, *Before the End* is deeply moving and unforgettable poignant.

Set in a greenhouse in rural California, *Before the End* follows a thirty-four year old woman and sixty year old man over the course of the last 8 minutes of life.

Directed by
Jijo Kawonaga

Screenplay by
Aliyah Lougee

Produced by
Gorilla Sanchez
Uma Thurman
Doja Cat
Leonardo DiCaprio
to the one’s closest to me,

It all begins with an idea, maybe you want to own a cafe filled with unmatchable colors and soft kittens, maybe you want to turn a hobby into something worth sacrificing days worth of sleep, weeks worth of sanity and years worth of responsibility for, or maybe you have a story that is worth sharing with the world, whatever it is, the way you tell your story can make all the difference.

personally, I want to be able to feel the stars where no one can see or touch me, where every living cell knows the human race, understanding nothing but the whimsical sounds of life beneath, I want to exist effortlessly through the infinite space between and around me and float with no complex paradigms, yet the sheer realization that I am love. Most of all, I want to sit with my great-grandma and talk about how long my hair has gotten.

there is a certain element of truth behind everything that people do and everything that people do tell you is absolute. About them, in my life, I have had the opportunity to experience a variety of people, some who are still present in my life today and some who are not. At the end of the day, every person that I have crossed paths with have allowed me to become the person I am today.

I am forever changed by who you are and what you mean to me. I love you. I love you. I love you.
My senior project has been an amazing opportunity for me to blend my passion of graphic design, photography, and films.

When I reflect back on my journey and progress throughout the quarter, I’ve realized how far I’ve come and how much I have learned about myself as well as about marketing in the film industry. Overall, I wanted to thoroughly enjoy the process of creating this project and learn as much as I could from it. I believe that I was able to do just that and it has only made me more motivated to pursue a career in the film industry.

What Went Well?
From the beginning of this project, I knew that I wanted colors to play an important role in the design of the movie poster and the website. I am constantly fascinated by the ability to mix colors and patterns in a way that ultimately just works. I spent a lot of time trying to figure out combinations of these elements that best fit my vision and the short story. Ultimately, I believe that I achieved a very close picture of what I envisioned from the beginning.

In addition, I am proud of myself for how much time I allocated for this project. I spent so many hours trying to perfect aspects of my deliverables. I dedicated myself to think outside the box. The story Before the End is also something so personal to me that I was able to make decisions based on purpose.
What Could’ve Been Better?
Throughout my time at Cal Poly I have realized that it is extremely difficult to feel proud of what I’ve done especially when it comes to design. I do have a lot of aspects of the project that I wish would’ve been better or that I should’ve changed.

I am definitely still unsure of how I feel about the photographs that I took for the poster. I believe that it could’ve been better if I had took the time to acquire other resources. In addition, the beginning of the quarter was personally difficult for me. I found myself stuck in a rut, unable to complete tasks that I had originally planned on doing. Due to this, I ended up having to rush a lot of my deliverables. Though I did allocate a lot of time to complete my deliverables, I was also extremely stressed and felt as if I would not be able to complete it in a way that I would be proud of. I definitely need to work on being more productive and sticking to a schedule.

Though with that being said, I am happy that I have been able to complete all aspects of my project and believe that this was a great learning experience.


