

# MONTANA DEPARTMENT OF COMMERCE

## FILM OFFICE

### 12 MONTH MARKETING PLAN July 2010 – June 2011



*Ice Road Truckers* promo,  
filmed on Beartooth Highway,  
March 2010



# MONTANA FILM OFFICE MARKETING PLAN FY 11

## **Overview:**

The primary role of the Montana Film Office is to bring productions (feature films, commercials, documentaries, television programs, and still shoots) into Montana for the overall economic benefit of the state. As the number of productions filmed in Montana continues to grow, so do the job opportunities for Montanans and the amount of direct expenditure to Montana businesses generated by out of state production companies.

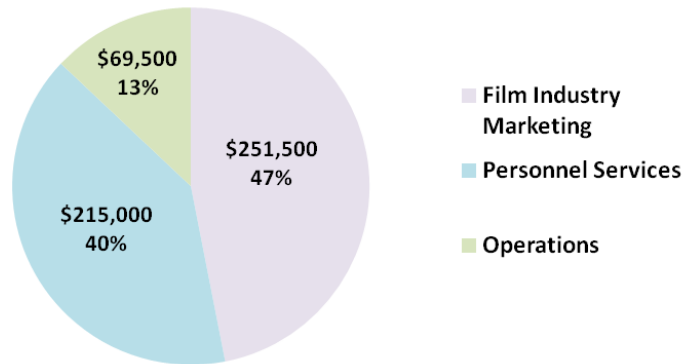
It is the responsibility of the Montana Film Office to ensure that the state is “film friendly.” We not only work with producers to find locations that fit their script, we also act as their liaison with private and public entities through every phase of production. The Montana Film Office also administers and markets the Big Sky on the Big Screen Act, Montana’s film production incentive program.

## **Budget: 12 Month Marketing Plan**

The FY11 marketing budget for the Montana Film Office Program is approximately \$250,000. The total budget including salaries for the Montana Film Office is approximately \$530,000 (5% of the total Travel Montana budget).

### **Goals:**

- a. Market Montana as a competitive, creative, and viable filming location for feature films, TV commercials, documentaries, still shoots, short films, and music videos as well as television shows, miniseries, and movies of the week.
- b. Increase the direct and indirect economic impact of the film industry by encouraging more film production to film in the state of Montana.
- c. Generate more press releases that result in positive articles on Montana’s film industry in the film industry trade press as well as the local Montana press.
- d. Implement an effective social media campaign with regular updates and communications.
- e. Improve the Montana Film Office website’s usefulness and effectiveness.
- f. Improve the quantity and quality of the data in the film office Reel-Scout database by continuing to enhance the project, location, and contact sections of the database.



- g. Encourage the growth of the indigenous film industry in Montana, by offering Montana filmmakers and film festivals resources and technical support, thereby creating a sustainable industry in state, which in-turn increases competitiveness for out of state projects..
- h. Research ways to improve the Big Sky on the Big Screen Act in preparation for the 2011 legislative session and beyond.

### **Actions:**

- + Re-tool and implement the film office's commercial production advertising campaign. This campaign consists of direct mail to commercial production companies and to post and editorial companies with the specific message that the Big Sky on the Big Screen Act applies to commercials. It may also have print advertising in commercial production trade magazines, online advertising on relative websites, and social media applications. **Timeline:** wrap campaign by end of FY 2011.
- + Continue to implement the Studio 406 campaign. This campaign is aimed at independent films in the 1-15 million dollar budget ranges. It re-packages and refreshes Montana's incentive package and shows producers the benefits of shooting in Montana. The campaign will be pushed out at film festivals and trade shows. It will also be pushed out with social media, the film office website, and with advertisements in trade publications and banner ads on film related websites. **Timeline:** wrap up campaign by end of FY 2011.
- + Have a strong Montana presence at important film industry trade shows. This is to keep Montana in top of mind awareness of producers. See list of shows under Calendar section. **Timeline:** Ongoing.
- + Sponsor and have a strong presence at important film industry film festivals. This includes face to face marketing and the promotion of Studio 406. See list of festivals under Calendar. **Timeline:** Ongoing.
- + Continue the strategic partnership developed in FY 09 with non-competing film industry partners. This includes partnership with other non-competing film commissions including, Mississippi, North Carolina, and Nevada. It also includes partnerships with publications such as Moving Pictures Magazine, and other industry players such as the DGA and ASCAP. These strong strategic partnerships, allow complimentary, non-competing partners access to expensive events such as the Sundance Film Festival with the equal exposure for a shared expense. The established plans for partnership over the next 12 months include partnering with the Mississippi Film Office at IFP's Independent Film Week, partnering with Moving Pictures magazine at the Sundance Film Festival. **Timeline:** Ongoing.
- + Continue to serve as Treasurer on the Board of Directors of the Association of Film Commissioners International, which is useful in establishing industry contacts, and increasing trade press coverage of Montana. **Timeline:** Ongoing.
- + Continue annual mailing of Montana Film Office branded calendars to select producers, directors and industry personnel. **Timeline:** December 2010.
- + Host invitation-only events and dinners for producers of appropriate projects and VIPs to develop new relationships with filmmakers and executives. **Timeline:** Ongoing
- + Utilize eROI to send out quarterly newsletters and updates as needed to Montana Crew Members. **Timeline:** Ongoing.

- + Utilize eROI to send out quarterly and targeted e-marketing messages to various segments of the film office contact database. **Timeline:** Ongoing.
- + Continue to run professional scouting trips for all feature productions interested in filming in Montana. **Timeline:** Ongoing.
- + Work with contracted advertising agency, Partners Creative, Travel Montana, and the Commerce PIO to develop an editorial calendar based on relevant content and send press releases and media alerts about the Montana film industry to qualified publications and websites. **Timeline:** Ongoing.
- + Develop new and maintain existing good relations with top trade publication writers/editors, on-line writers/editors and qualified bloggers by actively seeking and taking meetings with them at industry events. **Timeline:** Ongoing.
- + Continue a social media campaign with regular updates, leveraging in-state productions for additional content. **Timeline:** Ongoing.
- + Continue to attend and sponsor Montana-based film festivals and foster relationships with festival personnel and Montana Filmmakers. See “festivals” in Calendar section. **Timeline:** Ongoing.
- + Continue to publish in print and on the web, a comprehensive guide to filming in Montana, including listings of all qualified Montana businesses and individuals who provide service to the film industry. **Timeline:** Online-ongoing, print updates to crew list twice yearly.
- + Implement support service module Reel-Crews on the Montana film office website. This would eliminate the old Filemaker database and allow support service businesses to update their own listings on-line. **Timeline:** End of June 2011
- + Actively promote the availability of free crew member listings in the Montana Production Guide and on montanafilm.com. **Timeline:** Ongoing.
- + Track competition from surrounding states and provinces as well as worldwide competition, and suggest legislative solutions to keep Montana competitive for the production industry. **Timeline:** Ongoing

### **Measurable Objectives:**

- + Continue the Studio 406 campaign across all marketing and sales platforms and increase serious inquiries by 5%.
- + Increase commercial production inquiries by 10%.
- + Create baseline data (for future measurement) in public relations re the following:
  - Monitor and count the number of articles that are published in print and on-line media.
  - Calculate the earned media value of these published pieces.
  - Track and measure mentions of the Montana Film Office and Studio 406 on social media sites through Google alerts and social media monitoring site Social Media Firehose. Firehose searches all forms of social media, including blogs and Twitter pages.

- Measure engagement of social media sites through response to mentions (additional postings, etc).
  - Grow the film office's network of "fans" on Facebook.
  - Track traffic to the Montana Film Office website.
  - Track and measure the number of reactive requests about the Montana Film Office.
- + Continue frequency of updates to the website with a minimum of weekly updates to keep site fresh and relevant.
  - + Utilize the newly developed website KPI's and Web Trends to monitor web traffic, optimize performance, and increase traffic to the site by 5%.
  - + Undertake at least 10 location photo scouting trips in order to start the process of digitally re-shooting all major Montana towns and various other key locations. Bring in at least 200 new or updated Montana locations.
  - + Upload at least 4,000 new images and 400 new locations to the Reel-Scout location database.
  - + Increase the number of qualified Montana crew listed by at least 7 crew members.

### **Partnership Opportunities:**

These partnership opportunities will be open to the participants listed. In most cases these projects will only be able to move forward with committed partners on board due to budget reasons.

- + **Public-Private Marketing Partnerships**  
The Montana Film Office is interested in exploring public-private marketing partnerships with entities that have an interest in seeing the film industry grow in Montana. Examples of these types of partnerships would include:
  - Co-hosting a filmmaker's reception at a film festival, or co-hosting a "green room" at a festival.
  - Partnering with Montana-based film festivals such as HATCHfest to market Montana locations and the festival at festivals and trade shows.
  - Partnerships with other film related businesses.
- + **Public Co-op Marketing Opportunities**  
The Montana Film Office would involve certain Regions and CVB who have identified film production promotion in their marketing plan to attend select trade shows and film festivals for a reasonable co-op fee. This approach allows the film office to capitalize on shared costs of marketing events, which allows a bigger presence and access to expensive venues such as film festivals. The film office would also consider undertaking this type of partnership with another film commission.
- + **Montana-based Film Festivals**  
The film office will partner with Montana-based film festivals to serve a two-fold purpose. Montana-based film festivals help to foster the local indigenous film industry and offer a venue for local filmmakers to learn and to share their work. The Montana Film Office supports these efforts. The festivals also offer the film office a marketing and networking

opportunity to meet with the out-of-state filmmakers and sponsors who are players in the industry. This is a great opportunity to expose these potential clients to the state, as well as to meet with them and discuss what Montana has to offer.

### **Marketing Calendar:**

- + **September 2010**
  - September 19-24: Independent Film Week - NYC
- + **October 2010**
  - September 22-25: Hatch Fest, Bozeman, MT
- + **November 2010**
  - October 30-November 6: Cineposium and American Film Market, Los Angeles, CA
- + **January 2011**
  - January 20-30: Sundance Film Festival, Park City, UT
- + **February 2010**
  - February 11-20: Big Sky Documentary Film Festival, Missoula, MT
- + **April 2011**
  - April TBD: Locations Trade Show and LA Event, Los Angeles, CA
- + **May 2011**
  - May TBD: International Wildlife Film Festival, Missoula, MT
- + **June 2011**
  - June TBD: Film Financing Conference and Producer event at the Los Angeles Film Festival.