Canada Feature Film Fund

Web-Ciné 360 Pilot Initiative

Call for Projects
for the Online Marketing of French-language Feature Films

CONTEXT

Telefilm Canada's Quebec Office is issuing a call for projects for Web-Ciné 360, a pilot initiative open to eligible distribution companies for the online marketing of French-language Feature Film production projects recently supported by Telefilm.

Telefilm Canada wants to encourage the incorporation of online marketing and use of social media in distribution business practices, primarily prior to a film's release. To this end, eligible distribution companies will be able to apply months in advance, during production, for assistance to develop and deploy an online marketing phase based on the measurement, analysis and promotion potential of digital technologies and media.

Web-Ciné 360 supports Telefilm Canada's strategic box-office and industry capacity-building objectives. Telefilm Canada's further aim with this pilot initiative is to work with the industry to increase knowledge of interactive media strategies, their implementation procedures and their potential impact on the marketing of the projects in which it invests.

DESCRIPTION

OBJECTIVES

Encourage online marketing applications for innovative promotion strategies using interactive marketing tools and social media in order to:

- Develop project visibility well in advance, create buzz and build strong public anticipation
- Improve distributors' knowledge of the target publics and their potential

ELIGIBILITY

Eligible Applicants

To qualify, applicants must be Canadian film distribution companies approved by Telefilm Canada and eligible for the selective component of the CFFF Marketing Program for English and French Language Productions. Before applying, interested companies should verify their eligibility by consulting the Program Guidelines on the Telefilm Canada website.

Ce document est également disponible en français.

N.B.

- Producers and directors are not eligible applicants, but Telefilm Canada expects them to be actively involved at the time projects are submitted.

Eligible Projects

To qualify, projects must be French fiction feature film projects financially supported in production by Telefilm Canada through one of the following: Development and Production Programs for French-language Productions or Low Budget Independent Feature Film Assistance Program – French Language.

Basic requirements for projects under the pilot initiative:

- Project is eligible according to the guidelines of the CFFF Marketing Program for English and French Language Productions.
- Projects supported in production through the Low Budget Independent Feature Film Assistance Program must have a duly established distribution agreement.
- The film launch must not be past or imminent: as a general rule, standard applications should be submitted at least 6 to 8 months prior to launch.
- For submission of an application, the project must have received a letter confirming Telefilm Canada's offer of production assistance through one of the abovementioned programs. For a project to be approved for the pilot initiative, a formal agreement for Telefilm Canada's production participation must have been signed.

Expenses and Type of Activities

Expenses must pertain only to online marketing activities (services and tools) designed to reinforce the film's promotion and marketing, such as:

- Fees for online marketing, search engine optimization and web technology specialists
- Launch of a website with enriched content
- Creation and addition of content on social media (e.g. blogs, Facebook, Twitter, YouTube)
- Fees for personnel to maintain ongoing activity on social networks
- Potential costs re visibility or use of tools from specialized sites (e.g. MovieSet.com or Cinoche.com)
- Online advertising expenses (e.g. keyword and traditional banner buys)

Allowable Costs

- Depending of the proposed project and the anticipated availability of, or need for, particular resources (experts, technologies, etc.), a certain amount of eligible expenses could be foreign costs.
- However, in any case, at least 75 % of allowable costs must be incurred in Canada.

EXPECTED DELIVERABLES

- All visitor/usage statistics for online elements developed and deployed during this marketing phase. Recognized analysis tools must be used, and a specialized firm approved by Telefilm must be hired.
- Analysis report commenting on / demonstrating the effectiveness of the online marketing strategy and its impact on the next phase of the film's marketing.
- Online access to the analysis tool for Telefilm Canada analysts.
- Cost report covering the online marketing phase, accompanied by the appropriate affidavit.

FINANCIAL PARTICIPATION AND RECOUPMENT

- Telefilm's financing will be in the form of an interest-free, repayable advance capped at 75% of allowable costs to a maximum of typically $50,000. Eligible distribution companies are encouraged to apply without delay, since the financial resources allotted to this pilot program are very limited.
- Telefilm's financing will be repayable as the last recoupment tier, after full recoup of the distributor's minimum guarantee and all other allowable distribution expenses.

PROJECT SUBMISSION

Application Processing

- All applications will be evaluated by Telefilm Canada's Quebec Office.
- Applications will be processed through the selective component of the Marketing Program for English and French Language Productions.

Required Documents

Applicants are to submit only the documents concerning the Web-Ciné 360 pilot program listed in the Marketing Program for English and French Language Productions application form, available on the Telefilm Canada website.

- **Budget template:**
  - Eligible expenses are to be presented on the budget template normally used for applications to the Marketing Program for English and French Language Productions.
  - Expenses are to be summarized on the "Test marketing" line, which should be renamed "Marketing (tests, online tools, pre-campaign)."

  N.B. A detailed budget breakdown must be furnished along with the other required documents.

- **Cost report:**
  - Online marketing phase costs must be presented in the same format as the budget template. Major variances and overages must be explained and justified. The cost report must be accompanied by an affidavit.
  - The costs recognized and approved by Telefilm Canada must be consolidated with the costs of any subsequent marketing phase and thus incorporated in the project's final marketing cost report.

Evaluation Criteria

The following elements will serve as a basis for the qualitative project evaluation:

- Project summary (2-3 pages) describing:
  - Relevance of the online marketing strategy: suitability of the concept, online promotional tools and proposed schedule with the film's genre and target audience.
  - Project team, with technical and business skills.
  - Objectives, measurement criteria and performance indicators for this phase.
- Budget and financial structure.
- Proposal or detailed service agreement from one or more web service companies / consultants.

N.B.

- Since eligible projects will be slated to precede a film's launch, while the production progresses, the evaluation will take into account the demonstrated degree of collaboration between the distribution company and the producer / director in developing and deploying the online marketing phase.
- Distributors of eligible projects will be strongly encouraged to attend a training session organized by Telefilm Canada (planned for early March 2010, in Montréal). The applicant's demonstrated ability to effectively develop and manage the type of project targeted by the pilot initiative will be part of the evaluation criteria. Producers and directors of these eligible projects will also be invited to attend.
- Project representativeness: Based on the number and quality of applications, and taking into consideration the strategic aims of the pilot initiative, Telefilm Canada will support a diversity of projects and companies in order to maintain optimal industry representation.

When and Where to Apply

The financial resources for this pilot initiative are limited, so interested distributors are advised to apply without delay. The deadline is 5:00 p.m. ET, April 2, 2010, at Telefilm Canada's Montréal office.

Ce document est également disponible en français.