

Marketing The Great White Silence: Handout 2

Marketing Plan for DVD

KEY SELLING POINTS

- DVD & Blu-ray world premiere of the official record of Captain Scott's legendary expedition
- Meticulously restored from the original negatives, with new score by celebrated composer Simon Fisher Turner
- High profile title, with critically acclaimed LFF premiere, theatrical platform and TV (Discovery Channel) presence

TARGET AUDIENCES

- Film audiences: Documentary / silent / British / classic
- National and local history audience
- Music audiences: fans of Simon Fisher Turner
- Outdoors / adventurer crowd
- Those who enjoyed the theatrical

AUDIENCES WILL BE REACHED THROUGH:

- Targeted press advertising in arts, culture and film publications (*Sight & Sound*, *BBC History*, *Guardian Guide*, *New Statesman* etc).
- Competition and reader offers with targeted publications
- Distribution of Multimedia E-flyer: We will reproduce and adapt the theatrical Great White Silence Multimedia E-flyer and distribute through a number of channels.
- Feature in BFI UK-wide and Archive e-newsletters
- Trailers on Youtube (www.youtube.com/britishfilminstitute) and trailer distribution campaign with MyMovies
- E-flyer partnerships in arts/culture institutes, universities.
- Promotion and seeding of content through BFI social networking channels (Facebook / Twitter).

Press & Online Advertising

The following schedule is subject to modification (Late June):

Trade

The Raygun (trade) Editorial / video / banner ads

Consumer Press

Sight & Sound	Full Page
Total Film	Full Page
DVD & Blu-ray Review	Full Page
Wire	1/2 Page
National Geographic	1/2 Page
Guardian Guide	1/2 Page
Telegraph	1/2 Page
Best of British	1/2 page
BBC History	1/2 page