Movie Proposal Project

Project Description:

Together with a partner you will be creating a proposal for a new movie. The goal of this project is for you and your partner to conceptualize an idea for a new film and present your ideas to a group of potential producers (the class). You will actually be trying to "sell" your idea to them so that they will want to produce it. Remember, you'll need to explain why you made the decisions you did from a marketing perspective.

Project Requirements

In developing your movie proposal, identify the following information (and be prepared to present your proposal to the class):

1)   What is the name of your movie?

2)   What is the movie tagline?

3)   In which genre will your film be categorized?

4)   Briefly describe the story line, setting etc. and create the description that will be used in trailers etc.

5)   Identify the target audience for your film

6)   Create a movie poster advertising your film (either a drawing on poster board or on a PowerPoint slide)

7)   Create a video trailer to promote your film

8)   Discuss any product placement strategies that will be implemented

9)   Determine the movie release date and film rating

10)   Who will be the film's star actors/actresses/voice overs (if your film is animated)?

11)   Discuss any cross-promotion ideas that might help your film succeed

Presentation

You and your partner will put together a 2-3 minute presentation. One of you will play the part of writer that came up with the idea for the film. The other will play the role of Hollywood marketing executive, discussing how and why the film will be a box office success. You will be pitching the new film idea to a movie producer so give this your best sales pitch. Remember, enthusiasm and excitement in support of your project will be a big part of the sales process! Use visual aids, PowerPoints etc. to enhance your presentation. All of the information you've identified above is relevant from a marketing perspective so make sure you communicate **why** you made these decisions.