

PRA 419 Marketing Plan by Keunho Kim

Dodge College of Film and Media Arts presents

a film by Dasha Levin

STANKOVIC

05.09.24 

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01

Phase One



EXECUTIVE SUMMARY

The Marketing Plan will revolve around "Stankovic," a riveting sports documentary that traces the journey of two MMA kickboxing brothers based in Ft. Lauderdale as they stamp their names in the annals of combat sports history. Following their father's tragic paralysis in a car accident, the brothers courageously carry forward his legacy, ensuring that the flame of MMA kickboxing burns bright for generations to come. To stand out in the spring film market, our plan will spotlight film festival submissions, promotional opportunities, and targeted marketing strategies ahead of the film's release. Every facet of the plan will be meticulously crafted to echo the film's overarching message and capture its distinctive aesthetic essence.





ABOUT THE FILM

Genre: Sports Documentary

Tagline: Where a Father's Dream
Becomes Their Opportunity

Rating: PG

Runtime: 13 Minutes

POSITIONING STATEMENT

✖ Follow the journey of the Stankovic Brothers as they strive to honor their father's legacy, overcome personal and professional hurdles, and carve their names in combat sports history, embodying resilience, determination, and the relentless pursuit of greatness.



SYNOPSIS

The Stankovic Brothers, Filip and Andrija, want to cement their name in the history books. The sons of a kickboxing legend in their home country of Serbia, continue their father's legacy as professional fighters. As children, Filip and Andrija grew up during the Yugoslav Wars. At the peak of their father's career, he got into a car crash which paralyzed him from the waist down. The brothers channel their past and carry their relentless spirit as they pursue becoming world champions. Filip is a boxer who has won several titles in European organizations and currently fights in boxing events across the US, whilst Andrija is a kickboxer who fights in MMA and Glory Kickboxing. The brothers pursue their goal by training in some of the most elite gyms in the country. The obstacles they face as fighters as well as the mental toll they take by preparing for their competitions. Last year, Filip became a father so the next generation of the Stankovic legacy is now. The Stankovic brothers must navigate the unpredictability and danger of their careers, family, culture, and personal obstacles on their way to capturing greatness.

Target Audiences

Primary Audience - Combat Sports Enthusiasts

Fans of boxing, MMA, and kickboxing who are interested in the behind-the-scenes journey of professional fighters and the challenges they face.

Secondary Audience - Sports Documentary & Inspirational Story Enthusiasts

Sports documentary aficionados and those who enjoy emotional stories of struggles drawn to narratives of perseverance and overcoming adversity, regardless of their interest in sports.

Tertiary Audience - Family & Culture Enthusiasts

Fans of family dramas relating to familiar themes and cultural enthusiasts interested in Serbian culture and the impact of historical events like the Yugoslav Wars

TARGET INFOGRAPHIC

DEMOGRAPHIC

AGE	Between 25-34 years old
GENDER	56% Male and 44% Female
ETHNICITY	Caucasians, Latinos, Serbians, & African Americans

BEHAVIOUR

- In the United States, 3.47 million people participated in boxing as a workout in 2020. (ringtv.com) Numbers for fights on NBC and CBS have ranged from 1.4 million households to 3.3 m
- There are more than 7 million people in Serbia, 1.3 million Bosnian Serbs and more than 350 thousand Serbian Americans
- Lastly, the former state of Yugoslavia, where Zoran was born, during its last census in 1991, Yugoslavia counted 23,528,230 people.

GEOGRAPHIC



REGION	California, Florida, Serbia, Yugoslavia
AREA	Urban

MARKETING OPPORTUNITIES & OBSTACLES

OPPORTUNITIES

PARTNERSHIPS

Collaborating with prominent boxing, MMA, and kickboxing organizations to promote the film could provide extensive exposure to the target audience. This could involve sponsorship deals, cross-promotion during events, and leveraging the organizations' social media platforms to reach fans.

COLLABORATION

Working with influencers in the combat sports community to create behind-the-scenes content, interviews with the Stankovic Brothers, or promotional videos could help generate buzz and engage a wider audience on social media platforms.

RELEVANCE

Sports market has become noticeably more popular, and as this region continues to grow, the popularity of mma, kickboxing, and martial arts grows more attention

OBSTACLES

COMPETITION

Competing with big-budget studio releases for audience attention and theater space could be challenging. Limited marketing resources may make it difficult to stand out amidst the noise created by larger marketing campaigns.

CONTENT

The content, composed of shots between the brothers, family members, training, and their lifestyle, may be lacking one prominent factor, the fight, which could help attract a bigger audience with fast action shots.

GENRE STEREOTYPES

Combat sports often face preconceived notions about their content, which may deter some viewers who are not avid sports fans. Due to combat sports being a very niche audience, marketing efforts will need to emphasize the broader themes of family, resilience, and human interest to appeal to a wider base

DIRECTORS



DASHA LEVIN

Film Director

BFA in Broadcast Journalism & Documentary



Keunho Kim

Marketing Director

BA in PR & Ad + BS in Business





02

Phase Two



FILM FESTIVAL STRATEGY

Newport Beach Film Festival

October 17 - 24 (25th film festival)

FILM SUBMISSION: <https://newportbeachfilmfest.com/submit-film/>



- Provides short documentaries or action sports entry categories for film
- Seeks to bring to Orange County the best of classic and contemporary filmmaking from around the world. Committed to enlightening the public with a first-class international film program as well as providing a forum for cultural understanding and enriching educational opportunities, the Festival focuses on showcasing a diverse collection of both studio and independent films.
- Entry cost not visible until participant first creates an account and submits pitch before confirmation
- Summer Deadline - May 24
- Regular Deadline - June 28
- Final Deadline - July 14

Coast Film & Music Festival

November 13 - 17

FILM SUBMISSION: <https://filmfreeway.com/CoastFilmFestival-1>



- Provides action sports and human interest documentaries entry categories for film
- The event is a five day showcase of non fiction and documentary films from the mountains to the sea and the places in between. The films and topical discussions are curated to entertain and inform audiences of all ages and inspire positive change through the power of film and storytelling. The event includes screenings, speaker panels and networking opportunities with filmmakers, athletes and change makers.
- Early Bird Deadline (May 31)= \$15
Official Deadline (August 15) = \$20
Extended Deadline (September 30) = \$30

[illegible]

- Films must be Florida Premieres, unless they are **Florida produced Films** , then they only have to be South Florida Premieres. (Qualifies under Florida produced film)
- Celebrating its 39th annual festival in 2024, the Fort Lauderdale International Film Festival (FLIFF) presents American indies and studio films, international films, student films, special tributes, seminars and introduces filmmakers to South Florida audiences. Considered one of the most important regional film festivals in the U.S., the Festival's commitment to first-time filmmakers and innovative programming make it the perfect test market for your film.
- Screens 200 films in Fort Lauderdale, Hollywood, Lauderhill, St Augustine, and The Bahamas.
- Early Bird Deadline (June 1) = \$30
- Regular Deadline (July 1) = \$35
- Late Deadline (August 1) = \$40

PITCH LETTER

Dear [insert film critic name here],

I'm thrilled to introduce a compelling sports documentary created by Chapman film students, poised for success in the upcoming awards season. Enclosed is an exclusive preview of "Stankovic," helmed by Dasha Levin, a recent Chapman University Dodge College of Film and Media Arts graduate.

The documentary follows the poignant journey of two MMA kickboxing brothers as they honor their father's legacy following his tragic paralysis in a car accident. Through their story, "Stankovic" explores themes of passion, love, and the enduring bonds of family.

We would sincerely appreciate your review, which would help boost the film's credibility and visibility. Our goal is to reach a wider audience through a comprehensive media campaign and marketing strategy. We're thrilled to share "Stankovic" with you and hope it resonates with you as much as it does with us. Thank you for your time and consideration.

Media Contact

Keunho Kim
Marketing Director
Project Stankovic
keukim@chapman.edu

PRESS RELEASE

FOR IMMEDIATE RELEASE

ORANGE, California – Stankovic, a sports documentary short by director Dasha Levin, will premiere at the 2024 Newport Beach Film Festival.

The film chronicles the journey of combat sport brothers Filip and Andrija Stankovic. Upon realizing that their father's paralysis ended his competitive career, they are compelled to uphold his legacy and perpetuate the family tradition, all while navigating through their own personal challenges.

Stankovic delves into the enduring significance of family bonds and tradition, passed down through generations. Through poignant and gripping scenes, the film captures the profound beauty found in passion, love, and the unbreakable ties of family.

Media Contact

Keunho Kim
Marketing Director
Project Stankovic
keukim@chapman.edu



CAST & CREW

FILIP STANKOVIC

ANDRIJA STANKOVIC

ZORAN STANKOVIC



CAST & CREW

Director Dasha Levin
Cinematographer Samuel Gilbert
Editor Ariel Emma Martin
Sound Designer Sasha Golubchik
Writer Jessica McCrorie
Compose Nathan Acupan

ONE SHEET



STANKOVIC

OPTION 1



STANKOVIC

OPTION 2



STANKOVIC

OPTION 3

KEY ART

FONTS

- ALDRICH
- BARLOW BOLD

COLOR PALETTE



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#355643ff

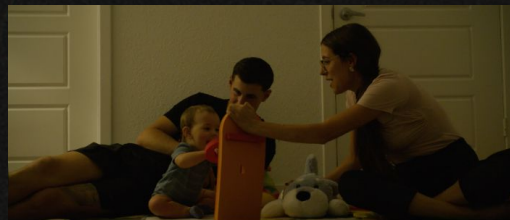


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IMAGES





FESTIVAL MARKETING



The first film festival where Stankovic will make its debut is scheduled for May 9th. This timing allows for a couple of months after its release to create and distribute the necessary marketing materials for the festival circuit. Production of Stankovic merchandise will commence in late May 2023, followed by the initiation of press outreach in early August. Subsequently, we will focus on collateral development, which includes the creation of specially designed festival PR boxing glove boxes. Each PR box will contain:

- Stankovic shirt
- Stankovic sticker
- QR Code for discounted training session
- Boxing Glove box compartment
- Promotional posters

At every festival where Stankovic screens, each attendee will receive a PR box along with a detailed info card outlining its contents and providing additional information about the film. This ensures that recipients can share their merchandise and engage with our online platforms, driving additional traffic to upcoming screenings.

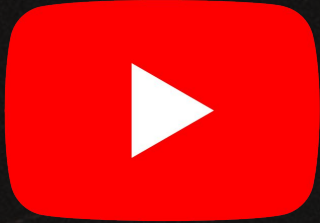




03

Phase
Three

DISTRIBUTION STRATEGY



YouTube serves as a primary destination for short-form content spanning various genres and catering to diverse audiences, making it an easily accessible platform for releasing the film.



Much like YouTube, which attracts a slightly more discerning audience, Vimeo offers creators various tiers and levels of quality in streaming services.



The Frida, Orange County's sole non-profit theater, showcases a diverse range of films, from student film festivals to international animations and across various genres. Consider The Frida as an ideal venue for an extended theatrical run within the Orange County region.

RELEASE STRATEGY



May 9, 2024: Premiere

Stankovic will feature in the Senior Thesis Showcase at Dodge College of Film & Media Arts. Prior to its premiere, we'll craft and promote a compelling trailer across our social media platforms to generate buzz and increase anticipation for the event.



May 10 - June 2025: Modified

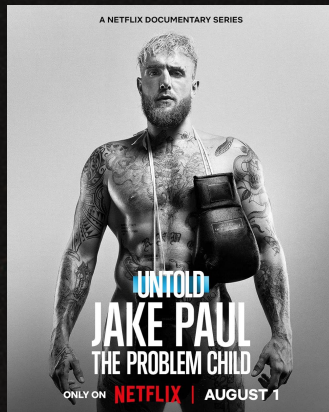
Stankovic will embark on a festival circuit journey, gracing the screens of select theaters nationwide and prestigious film festivals. Our attendance strategy will be reinforced by comprehensive PR initiatives and persuasive pitch letters.



June 2025: Streaming

After its festival journey, the film will find its home on both YouTube and Vimeo for streaming. With these platforms' broad accessibility, we anticipate the film gaining traction among cinephiles, as well as on popular social media platforms like Instagram and TikTok.

COMPETITIVE ANALYSIS



Release Date: August 1, 2023

Pro boxing sensation — and perennial troublemaker — Jake Paul shares his unlikely journey from online prankster to power puncher in this documentary



Release Date: 2013

A look at the life and career of Ray 'Boom Boom' Mancini, a boxer whose father had a remarkable impact, and the fight between Ray and Duk Koo Kim.



Release Date: January 13, 2023

A behind-the-scenes look at the lives of top tennis players as they travel across the globe for all four Grand Slams and the ATP and WTA tours.

COMPETITIVE ANALYSIS





OUTDOOR PROMOTION

FITNESS
CENTERS

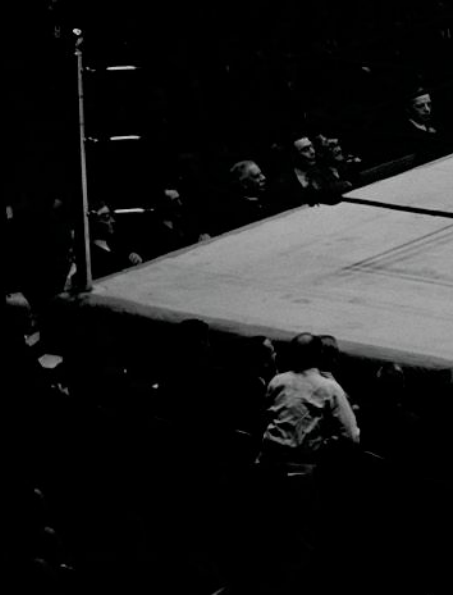


COMBAT
GYMS



With a focus on local fitness centers and combat gyms, most outdoor activations include prints that would be placed around the front of these businesses. These posters are intended to grab the primary target audience who enter a area with similar interest with the Stankovic film: fitness, health, and training.

MOVIE TRAILER



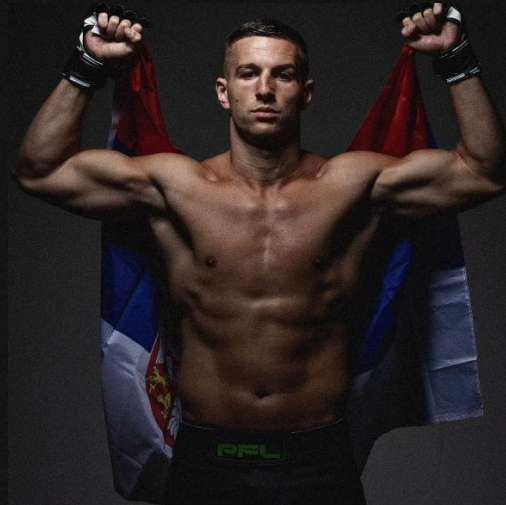
MARKET RESEARCH

QUALTRICS SURVEY 01

Ahead of the premiere, we'll distribute surveys to both the local Orange community and Chapman University's campus to gauge awareness and audience interest. Using the feedback gathered, we'll tailor our campaign efforts to target specific media channels and refine our art and copywriting direction accordingly.

A/B TESTING 03

We'll gauge audience reception by testing multiple versions of trailers. Posters, ads, and PR packages to explore attitudes and viewing preferences. Different screenings will also provide an opportunity for final edits to enhance the effectiveness of our campaign.



02 TEST SCREENINGS

Prior to beginning the festival tour in Fall 2024, we will organize test screenings and administer a follow-up survey to consider any external feedback. Any necessary final adjustments to the film will be made based on these findings.

04 INTERNAL FEEDBACK

In addition to conducting test screenings and surveys, they should also seek one-on-one feedback from inner circle, including family, friends, classmates, professors, and peers to gather their personal perspectives on the film's quality and what aspects intrigue them the most. These intimate discussions will provide deeper insights and help us identify key elements to emphasize in our marketing plan.

PUBLICITY

Stunt Performances: Stage dramatic stunt performances inspired by scenes from the documentary, such as choreographed fight sequences or dramatic reenactments, in public areas or at special events. This immersive experience can captivate audiences and create memorable moments.



Guerrilla Marketing : Deploy guerrilla marketing tactics such as a temporary boxing glove installation in public spaces that showcases the documentary's overarching idea. These unconventional approaches can spark conversation and intrigue many viewers passing by which builds strong initial awareness and curiosity



CLASS PROMOTION



Due to a majority of Stankovic's target audience being combat sports enthusiasts and younger male teens, we believe that giving a free training session is a strong way to promote the film if they watched the film. Local Orange County sparring center such as 9Round Kickboxing Fitness could be a place where we promote the film.

9ROUND[®]

KICKBOXING FITNESS





PARTNERSHIP

BOXRAW

Teaming up with BOXRAW, a boxing specific apparel brand, works well to promote the name of the film. This collaboration could be focused more locally in Orange County, Los Angeles, and Fort Lauderdale regions where the film takes place and is produced. Events such as pop-up shops to have limited supplies can drive sales without risking over production.

CONSUMER PRODUCTS



POSTERS



HOODIES



BOXING GLOVES



RADIO & PODCASTS



Before expanding across further demographics, it's important to start local. For both students and Orange residents, Chapman radio broadcasts is a great entry radio station to bring awareness. An authentic conversation or critique of Stankovic has the potential to increase consciousness among the intended listeners. Additionally, numerous segments from these programs are available on streaming services such as Spotify and Pandora.

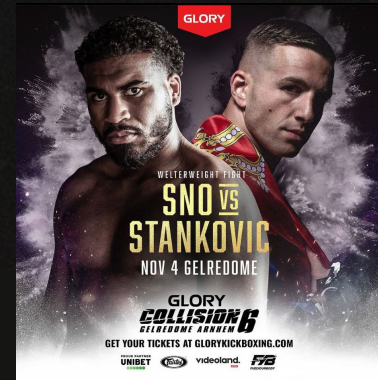
STANKOVIC WEBSITE

A website can help delve deeper into the behind-the-scenes of the film, uncover the array of awards and festivals we're a part of along the way, locate screening venues, and connect with different teams in the production. We've also incorporated a convenient shop section where fans can peruse our merchandise and hear updates on the brother's combat sparring careers.



SOCIAL MEDIA

In addition to our robust outdoor, print, radio, and festival campaigns, as well as PR outreach, we'll maintain a steady stream of social media activations throughout the entire promotion period. This will involve sharing short-form video content on TikTok and Instagram Reels, featuring teaser trailers. Furthermore, our Instagram and Facebook pages will showcase behind-the-scenes content, movie stills, clips, director and cast interviews, and merchandise giveaways. All posts will consistently direct followers to our website and the trailer hosted on our Aetherius YouTube channel. Our platforms of focus include Instagram, Facebook, TikTok, and YouTube.



SPECIAL THANKS TO

Jim Fredrick

Dasha Levin

A stylized, handwritten signature in white ink, likely belonging to Dasha Levin, positioned below her name.