

### Promotion and press packs

The main role of a distributor used to be to *distribute* prints of the film to cinemas (since 2013, in digital form) as well as attract audiences to the cinema to watch the film (that is, a distributor is responsible for the marketing and promotion of a film). Now that films can be seen across several platforms – for example, cinemas, DVDs, downloads, Video on Demand streaming (including new online exhibitors like Netflix) and television broadcasters – distributors effectively aim to sell a film across as many platforms as possible (as was the case with *The Machine*). Marketing and promotion are therefore crucial to the overall commercial success of a film. The basic distinction between marketing and promotion is that marketing costs money but promotion is free!

A traditional way of promoting a film is to produce a press pack, now an Electronic Press Pack (EPK). Look at the Electronic Press Pack (EPK) for *The Machine*.

### Resources

#### – Press Pack

The press pack consists of:

- Cast
- Film-makers
- Short synopsis
- Long synopsis
- Journey to the screen
- Director's vision
- Casting
- Smoke and mirrors (the role of VFX and SFX in the film)
- The Last Word (quotes from Toby Stephens and from Mary Shelley's novel *Frankenstein*)
- Cast and film-maker biographies.

How do you think this press pack would be used by:

- *Heat* magazine
- *Empire*
- *The Sunday Times* film section
- BBC's *Film 2014*
- an online film review programme targeted at young people?