

Institute of Documentary Film
Prague, 2010

Packaging – defining your dreams and promises

© PRIMEHOUSE GmbH, Kantstrasse 149, 10623 Berlin



Packaging in 5 Steps



- Project Definition
- Project Analysis
- Definition of the target group
- Positioning
- Conclusions and Recommendations



Step 1 - Definition

- What is the Logline?
- What is the genre of the movie?
- What is the short summary of the story?
- What type of script is available?
- Who is the author?
- What is the emotional main theme?
- What is the basic plot?



Step 1 - Definition

- What kind of message does the title transmit/deliver?
- Who is envisaged for important positions like direction, camera, production, and who is already committed?
- Who is envisaged for important roles and who has already signed a commitment?
- Is there already an agreement with financing-, coproduction- or other partners?



Step 2 - Analysis

- What is the market share of movies in the targeted territory in total?
- What is the share of movies which compete in the same segment of a project?
- How does the national and international market situation look alike in regard to the concerning project?
- What kind of comparable examples exist for the respective project?



Step 2 - Analysis

- What is the profile of the produces in regards to the respective project? Does he have experiences with the genre, staff, cast, co-producers etc.?

Short summary

- SWOT (Strenght-Weakness-Opportunities-Risks) analysis in respect to the results from the market evaluation

Step 3 - Target Group

- To which group of society does the target group belong in respect to the SWOT analysis?
- What are the significant characteristics of the main target group related to preferences, age, sex and social environment?
- What kind of other groups could be approached by the main target group as multiplier?

Step 3 - Target Group

- How large is the percentual share of the identified group in relation to the total population?
- What is the number of expected spectators?

Short summary:

- What is the main target group's profile?

Step 4 - Positioning

- What is the outstanding characteristic of the project to be accentuated?
- What does the movie offer to the target group?
- Why is the movie of special interest to the target group?



Step 4 - Positioning



- Are there parts of the project definition, which need to be modified?

Short Summary:

- What is the message for the target group?
- By whom/what is this message communicated?

Step 5 – The Package

- What is the market share of movies in the targeted market(s)?
- What is the share of the movies which can be identified as belonging to the same segment?
- What is the profile of the target group?
- What is the number of expected spectators?



Step 5 – The Package



- How is the positioning to be defined in relation to its market chances?
- What is the potential of insights by market analysis and positioning for the gain of marketing, licensing and financing partners?

Contact: Frank Stehling,
f.stehling@primehouse.eu
www.primhouse.eu

Thanks for your attention

© PRIMEHOUSE GmbH, Kantstrasse 149, 10623 Berlin

