

# Established Film Festival Expands Reach Online



## HISTORY

The Boyle Heights Latina Independent Film Festival Extravaganza (BHLife) is a film festival that features the creative work of Latina film directors from all across the country. Created by award winning writer/director Josephina Lopez, the event is dedicated to the ongoing effort to present the complexities of the community and the women within it. The mission of the film festival is to break away from the historically negative and stereotypical images in film. Therefore, as a festival, BHLife strives to create a challenge to the inequity seen in front and behind the lens.

## CHALLENGE

Although the festival's founder, Josephina Lopez, is well known and respected within the entertainment community (especially after the critical and commercial success of her movie "Real Women Have Curves") both her theatre company, CASA0101 and the festival are still relatively unknown. Furthermore, the recession of 2009 has severely impacted sponsorship dollars and ticket sales and ultimately their bottom line. And with no dedicated budget devoted to traditional marketing methods, the online channel was the festival's only option. However, other than a website, the film festival had practically no online presence. RPM was contracted three weeks before the event and challenged with what was ultimately a rescue mission.

## SOLUTION

Given that BHLife's target demographic is young and technologically saavy as well as marketing and budgetary constraints, RPM opted for a strategic social media campaign in order to reach the right audience in the shortest amount of time. Therefore RPM focused its efforts on to key social media platforms, Facebook and Twitter. RPM established a Twitter account and posted regular updates (including real-time updates at the film festival's key events) via an online application called Mobile.



## CASE STUDY

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Latino which is geared towards servicing the Latin community's social media needs. RPM also established a festival profile, fan page and group page on Facebook. Through diligent viral networking tactics with CASA 0101 supporters, entrants into the film festival, and other fans of Latin culture and films, BHLife's online base was increased significantly in a few short weeks.

## RESULTS

- RPM established BHLife with a Twitter presence and at the end of the campaign, the festival had 163 followers.
- As a result of consistent Twitter updates (both by RPM and BHLife followers' retweets) the festival made first page Google search rankings.
- RPM established BHLife with a Facebook profile. Upon completion of the campaign, the festival had 701 friends
- BHLife's Facebook Fan page had 1241 fans.
- BHLife's Facebook Group Page had 899 members.

## ABOUT RPM

Radix Promotions and Marketing (RPM) is a full-service branding and integrated marketing communications agency that serves business-to-business and business-to-consumer clients. The Agency's core deliverables are brand/business strategy, outstanding creativity and innovation delivered across an integrated, multi-channel marketing communications mix – underscored by a focus on achieving the metrics that move our clients' businesses.

For more information on how RPM can surpass your expectations contact a member of our sales team at 800-505-9503.