

Fledgling Arts Festival Solidifies Place in Overcrowded Market

{RPM}

HISTORY

The First Take Film Festival is a fledgling arts festival aimed at show-casing talent from the independent film and music industry as well as independent visual artists. With the explosion of the film festival market, the circuit has become less about giving new and upcoming artists a platform as it has become just another vehicle for mainstream to strut their “artistic” side. First Take strives to be a return to the festivals of the late eighties and early nineties where visionary young filmmakers, musicians, and now visual artists, can premier the next great song, sculpture, or feature. As a result, the materials the founders will be looking for will be edgy, against-the-grain, and possibly even controversial. However, what makes First Take Film Festival truly unique is its location. Held in Augusta, GA at the same time as the legendary Masters Golf Tournament, the Festival allows participants access to the world’s best athletes, business men, and celebrities. Rather than having to entice A-listers to attend, the festival can simply tap into the wealth of industry leaders already located in the area.



CHALLENGE

The entertainment industry is going through a historic evolution. With the advent of such video sharing websites as You Tube, Vimeo etc. the ability for filmmakers and musicians to premiere and distribute their work is no longer limited to just film festivals. Yet, the market is super-saturated with film festivals, many that nobody has ever heard of. The competition is stiffer than ever for notoriety and the ability to build a brand in order to become the next Sundance or SXSW is increasingly difficult. This, coupled with the current economic crisis has made the quest for sponsors and their marketing dollars next to impossible. Furthermore, The First Take Film Festival had a small inaugural year and then sputtered to a halt the following year cancelling any existing momentum. RPM was brought in to restructure, plan and re-launch the festival as initially envisioned so that it becomes a recognizable name in the space and one that companies will eagerly seek out for advertising.

SOLUTION

RPM began by defining the short-term and long-term goals of the festival. The short term goal was to make the festival an all encompassing artistic event. Although anchored around film, the festival would also include music and art with an exhibition of web-based content. The long-term goal of the film was to primarily migrate to a virtual festival supporting an online community and web-based films, shows, music and art. RPM began a complete overhaul of the current website. Once the new and improved website was launched, RPM began an aggressive email and social media campaign in order to brand the festival and get filmmakers, musicians and artists to submit entries. At the same time, RPM aggressively sought out and secured several key sponsors. The event itself was scheduled at the landmark Imperial Theatre which has a rich history supporting artists in the community. A month before the event RPM hired street teams to pass out flyers at Augusta's busiest locations. In addition, brochures were placed at all hotels in the area targeting visitors for the Masters. A press conference was also held with the mayor of Augusta and all local stations and papers covered the event.

RESULTS

- The First Take Film Festival had the largest number of entries in its brief history
- The First Take Film Festival sold the most number of tickets in its brief history
- The First Take Film Festival had the greatest number of sponsors in its brief history
- RPM established The First Take Film Festival with a Twitter presence and at the end of the campaign, the festival had 562 followers.
- RPM established The First Take Film Festival with a Facebook profile. Upon completion of the campaign, the festival had 656 friends

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.

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