

Strategic Communication Plan for *Barbara*

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Seattle's International Film Festival 2012

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Strategic Communication Plan for Barbara (2012)

Communications Infrastructure

Myself, SIFF Interns (2) & Erdinger Weissbräu PR team

Goals

- Adhere to Mission Statement- “To create experiences that bring people together to discover extraordinary films from around the world. It is through the art of cinema that we foster a community that is more informed, aware, and alive.”
- Full house for the opening of Barbara
- Future sales for other films a part of the World Traveler Fridays
- Gain international media attention

Target/ Target Audience

Foreign film lovers, those interested in Germany / travel and beer drinkers

Research

- Search for credible sources for beer enthusiasts
- Search for specific reporters to pitch stories to

Frame the Issue

- *Message:* Barbara is an AMAZING film- and SIFF is an international powerhouse (raising awareness; further organization’s reputation)
- *Problem:* SIFF is not well known internationally (educate; increase understanding; build credibility)
- *Solution:* Partnering with an international company based on the country of the film
- *Action:* Starting a film journey in which people get to know SIFF on an international level by creating an experience were communities learn about one another. (Influencing the audience and motivating action)

Spokespeople

- SIFF
- Erdinger Weissbräu

Newshooks

- Germany's official entry for this year's Academy Award®, director Christian Petzold's moving and humane new drama takes place in East Germany during the height of the GDR.
- Director and leading actress will be making an appearance- including Q&A
- Partnership with Erdinger Weissbräu

Communications Channels and Outlets

- SIFF Social Media – Facebook, Twitter, SIFF TV
- TV
- Radio
- Blog posts
- Magazines (time permitting)
- News Articles
- SIFF Email Blasts
- Brochures

Reporters/ Media Database Examples

- NEWSPAPERS: Seattle PI, The Stranger, The Daily, SU Spectator, NW Facts, Ballard News-Tribune, SPU- The Falcon, Seattle Weekly, Seattle Times
- RADIO: KEMP 90.3, KUOW 94.9, Kube 93, KQMV 92.5, KWJZ, KJR-FM 95.7, My Northwest
- TV: KOMO News, KING 5, KIRO 7, The Seattle Channel, Q13 Fox
- MAGAZINES (time permitting): Seattle Magazine, Beer West Magazine – (WA, OR, CA; quarterly), SIP Northwest Magazine
- WA BLOGS/ WEBSITES (500+ followers): Movie City News, My Ballard, Capitol Hill Seattle Blog, Beacon Hill Blog, Central District News, Queen Anne View, The HeraldNet, Seattlest, Indie Wire
- GERMAN MEDIA (using a press release with more info about beer) would be discussed with Erdinger Weissbräu PR team
- BEER BLOGS (using a press release with more info about beer)
Washington Beer Blog, Beer Blotter, Brew Dad, 999 Beers , Brew Public, Beer Here

Pitch to Reporters

While SIFF is recognized as the largest, most highly-attended film festival in the United States reaching more than 150,000 annually we continue to customize our attendees' experiences.

(1) Barbara, is Germany's official entry for this year's Academy Award® and both the director and star will be at the opening event for a photo op and Q&A. (2) This year we have begun to establish more international partnerships. After the film showing, we will enjoy German cuisine, music and beer featuring Erdinger Weissbräu, the world's largest wheat brewery.

Deliverables/ Collateral/ Event

- Film Advisories
- News Releases
- Fact Sheets /Brief Bios of Spokespeople
- Photo Op

Track Coverage

Keeping track of media coverage with Google Alerts pre /post the event

Evaluation

- Key Performance Indicators:
 - Article placement
 - Audience reached
 - Spin of article- positive or negative
 - Image / Website mention
 - Word of mouth
 - Ticket Sales
 - Relationships built