RECORD BREAKING DISTROBUTION:

ALISTAIR ROGERS

DISTROBUTION TECHNIQUES

There a multiple ways the HOA plans to distribute and advertise their new film cracked memories. First they want to partner with MAJOR mental health businesses, like fresh minds. As their film connects mental health in the past and present with big themes such as bullying being explored within the film. They plan to use community screenings followed by Q and A session to greatly improve thier movie and develope key themes. This will give initial feedback on the movie so it is ready for a final distribution.





MAJOR FILM FESTIVALS TO LOOK OUT FOR IN THE FUTURE:

All the Film Festivals to look-out for include:
Aotearoa Mental Health Film Festival- Major film festival the focuses on the promotion of mental health.
Show Me Shorts Film Festival- Which is a Major New Zealand Film festivle.
Whānau Mārama: New Zealand International Film Festival (NZIFF)- a major national festival that showcases both international and New Zealand films.

These Film festivals should be a must go to for all audience so they can see the new up and coming movie CRACKED MEMORIES. Film festivals would be a great way to distribute Cracked Memories because it is a indie film with very little funding. Distributing at these film festivals allow for maximum exposure while still keeping strong ties to the main themes of mental health and bullying.

Film festivels are places the keen or interest audience go to watch smaller and more indie films. This is where the small films can gain awreness and exposure with out spending tons of money on marketing.



Engaging with the audiences

To engage with thier audience and have more active viewers Cracked Memories and their cast have chosen to impplement annonymouse chat groups. For people with the similar experiences to share thier own personal storys, this aim is to allow others to remove the wieght carrying them down throughout life showing how lots fo people have had a similar experience at least once in thier lives. Overall this short film helps to spread awerness about mental health and to help the audience, that may not understand how its not only just them suffering.

Overall this inniciative from Cracked Memories helps them engage with audience on a personal level creating a great community that support each other and the film itself.