



once
you reach
you can break the box office

www.filmjubilee.com



Film Jubilee
www.filmjubilee.com
360° FILM MARKETING

AN INITIATIVE OF
INFOCOM | POLIGON | UDEAS

Website : www.filmjubilee.com

 Facebook : fb.com/filmjubilee

 Youtube : youtube.com/filmjubilee

 Twitter : twitter.com/filmjubilee

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About Film Jubilee

Movie Marketing has come a long way from loudly painted posters to multimedia promotions to holding special events and use of social media tools and services.

The changing pattern of film marketing is reflected now in the styling and design of the promotional materials as also use of social media tools like **facebook**, **twitter**, **youtube** etc.

The other important change is - film or movie is now perceived as a product, and hence, the visual imagery and the message are now focused and directed to connect to the target segment of viewers.

While Bollywood, taking a cue from Hollywood, have adopted the new design and styling of the movie promotional materials and use of social media - the regional film producers have been slow takers of this new found marketing and promotional tools.

Not that the Bengali film producers or regional film producers are not aware of this change in the marketing and promotional techniques, in fact, the adoption is quiet high - but in terms of quality and efficiency of delivery, we have to raise the bar.

Having identified the gap and the need for a professional, integrated, one stop station for comprehensive marketing and management services, we have launched filmjubilee.com.

We believe once you reach **filmjubilee.com** - you can break the box office.



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What we do

We offer three distinct services, with 7 packages within it.

1. Design and Promotion Services

PACKAGE 1 : DESIGN AND BRANDING

- Ad design for EIMPA Registration Brochure
- Hoarding Design (5 designs with 10 alternate sizes, release cost at actuals)
- Paper Ad Design (5 designs with 10 alternate sizes, release cost at actuals)
- Audio/Video CD inlay Design (2 designs)
- Hall Flex Design (5 designs with 10 alternate sizes)
- Invitation Card Design
- E-brochure Design (4 page flyer)
- Web Banners Design (5 designs)
- Press Kit Design

PACKAGE 2 : PROMO CREATION

- Production of Promo Audio CD (Planning, conceptualisation, engagement and production)
- Production of Promo DVD (Planning,

- conceptualisation, engagement and production)
- Production of Movie Trailer (Planning, conceptualisation, engagement and production)

PACKAGE 3 : PRESS RELATIONS

- Press Release (6 Releases)
- Organising Press Meet (1 Press Meet, event cost at actuals)

2. Web and Social Media Marketing Services

PACKAGE 4 : WEB PACKAGE

- Website Design
- Facebook Design

PACKAGE 5 : DIGITAL AND SOCIAL MEDIA PROMOTION

- Search Engine Optimisation / Search Engine Marketing
- Youtube Promotion (6 Youtube video uploads and marketing)
- Pay per Click Marketing (in Google / Facebook / Twitter for 3 months)
- eMail Marketing

- SMS Marketing

3. Management and Liaison Services

PACKAGE 6 : MARKETING AND LIAISON

- EIMPA Registration
- Creating Business Plan and Strategic Marketing Plan
- Creating Presentation for In-Film Advertising
- Liaison with Censor Office
- Organising Radio Campaign (release cost at actuals)
- Organising TV Campaign (release cost at actuals)
- Organizing Focus Group (event cost at actuals)
- Liaison Services for Selling DVD rights, Audio rights, Satellite rights
- Liaison with Distributors for Theatrical Release
- Organizing Red Carpet Events, Test Screening (Event cost at actuals)

PACKAGE 7 : FILM FESTIVAL PROMOTION

- Marketing Film in Domestic Festivals (in 5 festivals)
- Marketing Film in International Festivals (in 3 festivals)

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How we work

filmjubilee.com works in collaboration with clients on a common goal. The key goal is to get the film in front of audiences. Building the brand, finding the audience, creating the right strategy and ensuring success at the box office.



We work in four stages :

1. We introduce our portfolio of services to the client
2. Help client to choose the full or part from the bouquet of services
3. Help client to decide to pay fees either on a retainer basis or on the basis of individual services
4. A contract is signed and work begins. An activity chart is designed with delivery schedules along with terms of payment



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Who we are

Robin Ghosh

Robin Ghosh is an Economist, Marketing and Communication Consultant. He has also been involved with entertainment industry for more than 25 years. He pioneered television industry in West Bengal and has experience in all levels of production. Robin has wide experience in formulating strategic marketing and brand strategy, digital and social media marketing. He has worked with Larsen & Toubro and Government of Maharashtra as an Economist, Co-directed International School of Business, Kolkata and heads INFOCOM a multimedia company involved in multimedia communication and management consulting.

Arijit Upadhyay

Arijit Upadhyay is an Information & Communication Technology Consultant. He has been providing internet technology solutions and services to various government organizations, national and international companies, NGO's for over 15 years. Arijit heads POLIGON INITIATIVE, a full-service internet Media Company which has build over 20,000 websites and 10 customised ERP solutions for education, transport, and space marketing companies, hotel, real estate, logistics and retail segments. Poligon would be providing solutions for rapid and viral movie marketing in digital and social platforms.

Prodipta Saha

Prodipta Saha is a Creative and Branding Consultant. He has been providing creative branding solutions for strategic positioning, key messaging and attention-grabbing marketing communication methods for over 17 years to various companies in print, television and film media. Currently he heads UDEAS, an Event Management, Corporate and Marketing Communication Company providing a wide range of services ensuring that every campaign, event, or project is a complete success. Prodipta has worked with a number of movie producers and directors in providing complete branding and visual solutions.

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