Marketing

Professional film marketing has gained importance over the last few years - not least due to the increasingly competitive nature of this market. Film marketing demands more than traditional Public Relations can give.

Marketing isn't some mumbo jumbo word, but rather a professional trade and the basis of our work. A sound marketing concept analyses your production's potential and highlights strategies for the success of active marketing measures using specific press-, promotion- and advertising tools. Our know-how is founded on these disciplines.

Our expertise in the area of film marketing includes:

- Strategy Development (Concept)
- Realisation and Analysis of individual measures in the following areas
    - Advertising
    - Media Relations
    - Promotion