

Name:

Region of Choice:

Sorry We Missed You - Questions for Applicants

Thank you for expressing an interest in the role of Regional Marketing Office for the theatrical release of *Sorry We Missed You*

As the Regional Marketing Officer you will be using local knowledge of your specified region, using your knowledge of the local communities you'll be responsible for delivering a grassroots marketing campaign that raises awareness and engagement with the film.

Question	Answer
Have you seen <i>Sorry We Missed You</i> ?	
What is the key local 'hook' for your campaign?	
Please indicate a selection of local stakeholders you'd engage with for the campaign and why?	
With your regional marketing budget, what areas will you concentrate your spend on and why? Please include examples of past campaigns where this has been effective.	
Do you have links to local press?	
Where are the key physical locations that you think SWMY should have a presence (whether legal flyering, flyposting, clean graffiti etc)?	
Where would you host local events and who would you ask to speak at these?	
Do you have links with any local cinemas in your specified region?	
Please give two examples of recent local marketing campaigns you've been aware of or have worked on - surmising what was done and why it worked (this can be for anything – film, a club night, a political campaign, a music festival).	