

DIGITAL MEDIA CASE STUDY:

FiLM
iNDEPENDENT
SPiRiT
AWARDS

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*Click samples to view them in action!



OBJECTIVES

- Partner with Funny or Die and IFC Network for Film Independent's Spirit Awards coverage.
- Activate and Engage Spirit Awards audience and independent movie lovers.
- Increase social media and Spirit Awards viewership.

TACTICS

- Collaborate with Funny or Die and IFC Network to create a cohesive coverage plan.
- Create engaging digital media plan leading up to Spirit Awards by creating an interactive game to execute on Film Independent's Instagram story.
- Mobilize Spirit Awards coverage utilizing Snapchat Spectacles.

MATCH THAT MOVIE



WHAT

The “MATCH THAT MOVIE” game is a tactic created to engage Film Independent’s audience by testing their indie film knowledge. It was also a way to boost viewership for the Spirit Awards on IFC.

The game used 5 stock images that were clues to Spirit Award-nominated films. The first person to get the correct answer would win a shout-out and bragging rights.

This tactic was also a way to inform viewers about interesting facts about the film’s production, did you know? facts about the Film Independent organization, and fun facts about previous Spirit Awards winners.

WHERE

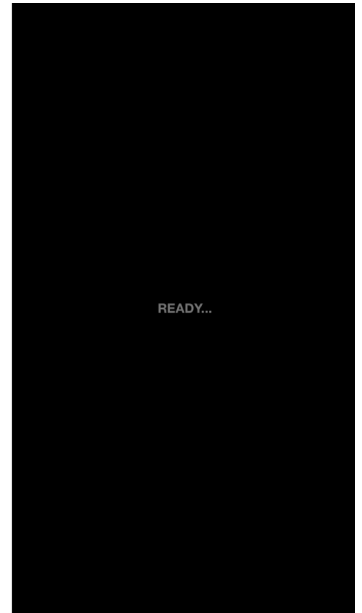
The game was featured on Film Independent’s Instagram Story.

PROGRAMS USED

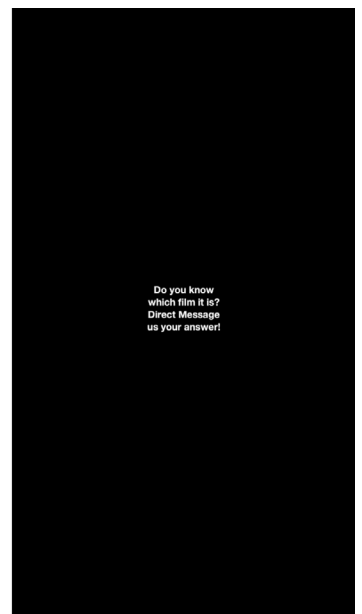
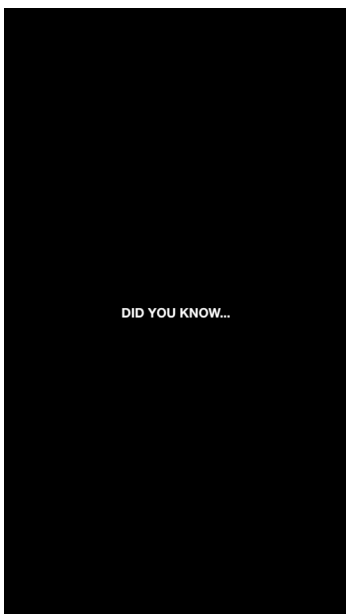
To bring this game to life I utilized my skills in After Effects to create the countdown that happens before the game. I also used Premiere Pro to create the game itself.

I also used InDesign and Photoshop to create quoted stills for the winners of the awards.

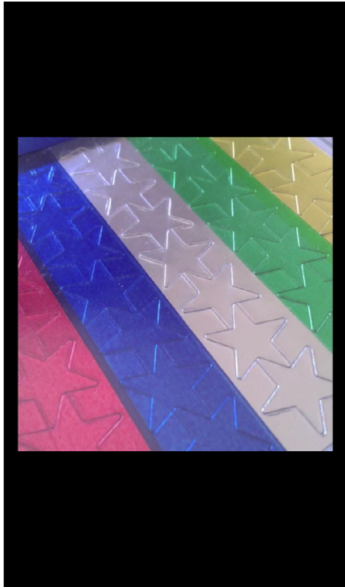
INTRODUCTION



DID YOU KNOW



THE GAME



RESULTS

Overall a huge success! The “Match That Movie” game grabbed the attention of many viewers, players, and even brands.

During the week of the Spirit Awards-

35%
IMPRESSIONS
INCREASED

2K
PLAYERS

1.5K
FOLLOWERS
GAINED

