

The Pomegranate Tree

Based on a True Story

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Executive Summary

The Pomegranate Tree is a true story centered around the partition of a nation due to religious differences, but more importantly how female friendship and empowerment can triumph it all.

The purpose for the content in this marketing plan is to strategically promote the film in a post-pandemic landscape through a hybrid model of digital and in-person screenings and publicity.

By leveraging the film's cinematography, storyline, and message, this campaign's goal is to showcase an important time in history and highlight the story of these courageous girls who demonstrated fierce friendship and compassion in a time of adversity.

Phase 1

General Overview

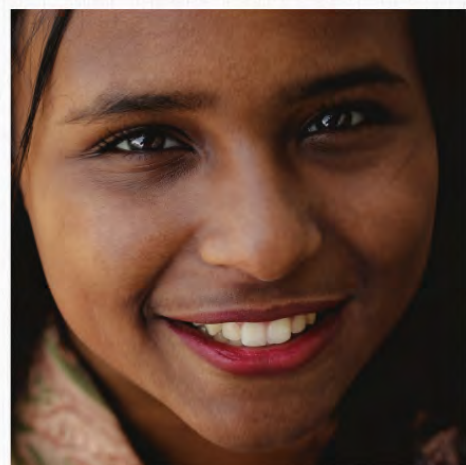
Synopsis

Saba, a 16-year-old Muslim girl seeks refuge from the dangerous, mob-infested streets of India during the country's partition. Her best friend and Hindu neighbor, Manjula, becomes Saba's saving grace by urging her parents to let her stay in their home for the night, despite the extreme risk of getting caught and threatened with treason. Sudhir, Manjula's father, eases his tense demeanor throughout the night as he learns of Saba's traumatic past, including the death of her father. By dawn, Sudhir's demonstrates his change of heart by actively hiding Saba when Hindu authorities do a house sweep and ultimately, helping the young girl escape. Saba flees religious persecution in India and months later, plants a pomegranate tree in Dhaka in honor of the family who helped her escape safely.

Main Characters



Saba



Manjula



Tagline

A young Muslim girl must convince her Hindu neighbors to provide refuge for one violent night following the Partition of India.

Genre

Historical Drama

Anticipated Rating



Positioning Statement

Filmmaker Kanika Vora brings to life the story of a young girl whose life is at risk due to religious persecution. An inspiring story of perseverance, strength, and compassion, *The Pomegranate Tree* paints the history of the partition of India in 1947.

Primary Audience

- People who have been affected by the partition in India either directly or indirectly**
 - 25 - 45 year old
 - 60% Female | 40%
 - Children of Hindus and Muslims who have experienced this divide and traumatic point in history
 - Hindus and Muslims who have a knowledge of this historical event and feel a sense of representation on screen
-

Secondary Audience

- **15- 25 year old women who can identify with the girls portrayed on screen**
 - South Asians as well as Caucasians
 - Hindus and Muslims who have a knowledge of this historical event and feel a sense of representation on screen
 - High school or college education
 - People who are curious about the film's historical event and have an idea of its story
-

Tertiary Audience

- People interested in historical events
- Empaths who want to hear someone's story and learn more about different world views
- Viewers who prefer to watch dramas and foreign language films
- Curious moviegoers who have disposable income to watch screenings despite no prior knowledge of the plot or historical retelling



Marketing Opportunities

The filmmaker's goal is to raise awareness in Western media and educate viewers on the actual events that happened in 1947.

The story is based on the filmmaker's grandmothers' experiences, so there is a close connection to the story that will add to its integrity.

The cinematography and visuals are also a marketing opportunity because it will help in producing the marketing materials and human interest if it looks authentic

Marketing Obstacles

Accurately depicting the streets and homes without physically traveling to India and fabricating an authentic set design with appropriate costume, hair, and makeup

This will be a foreign language film in Hindi so the marketing plan will have to consider how to market this film to Western and predominantly English-speaking audience

Portraying the story and the story authentically to make an impact on the viewer's understanding of the country's violent and dividing partition



Phase 2

Film Festival Strategy



- FILM FESTIVALS
- PITCH LETTER
- PRESS RELEASE
- CREW BIOGRAPHIES
- KEY ART
- GUERRILLA TACTIC

Throughout 2021, the goal is to submit *The Pomegranate Tree* to six film festivals on a national and international level to target our primary, secondary, and tertiary audiences and broaden our chance of exposure and secure distributors.

Each film festival submission will be promoted in conjunction with promotional materials, private events, press, and social media marketing.

Target Festivals: Regional & National



Atlanta Film Festival

Atlanta, GA | April 22 - May 2, 2021

This 11-day festival based in Atlanta, Georgia has impressive distributors including Paramount, Netflix, Lionsgate, and Focus Features which will generate higher chances of signing with a studio. This festival also seeks **inclusivity** in on-screen representation with 70% of the 2020 program featuring a **woman and/or person of color** in a leading role which is perfect for *The Pomegranate Tree's* storyline and casting.

LA Femme Film Festival

Los Angeles, CA | 2021 dates TBA

Since 2005, La Femme International Film Festival has supported and nurtured the artistic entertainment productions of women for the benefit of distribution to an international and domestic audience. This festival focuses on platforming women filmmakers **"by women, for everyone"** which applies to the film as it was written, directed, and produced by women who want to tell a story from a perspective often ignored: that of a sixteen-year-old Muslim girl.

Indie Short Film Festival

Los Angeles, CA | 2021 dates TBA

ISF-LA is an international film competition with bimonthly live screenings at Raleigh Studios in Hollywood, CA, and a major annual awards event at the same venue. This film festival consistently seeks **traditionally underrepresented stories** and films in the global film industry, which is precisely the kind of story *The Pomegranate Tree* tells. All submitted projects are featured in ISF-LA site and social media which increases exposure to the film.

NFFTY Film Festival

Seattle, WA | 2021 dates TBA

This four-day festival offers film screenings to a 10,000 person audience, private parties, networking events and panels. Known as the **premier film festival for emerging filmmakers**, NFFTY will generate the exposure necessary to reach a young audience and allow the crew to network with their seasoned board of directors and NFFTY alumni.

NFFTY Film Festival
Seattle, WA

Indie Short Fest
Los Angeles, CA

LA Femme Film Festival
Los Angeles, CA

Atlanta Film Festival
Atlanta, GA



Target Festivals: International



International Film Festival of India, Goa

Goa, India | January 14 - 24, 2021

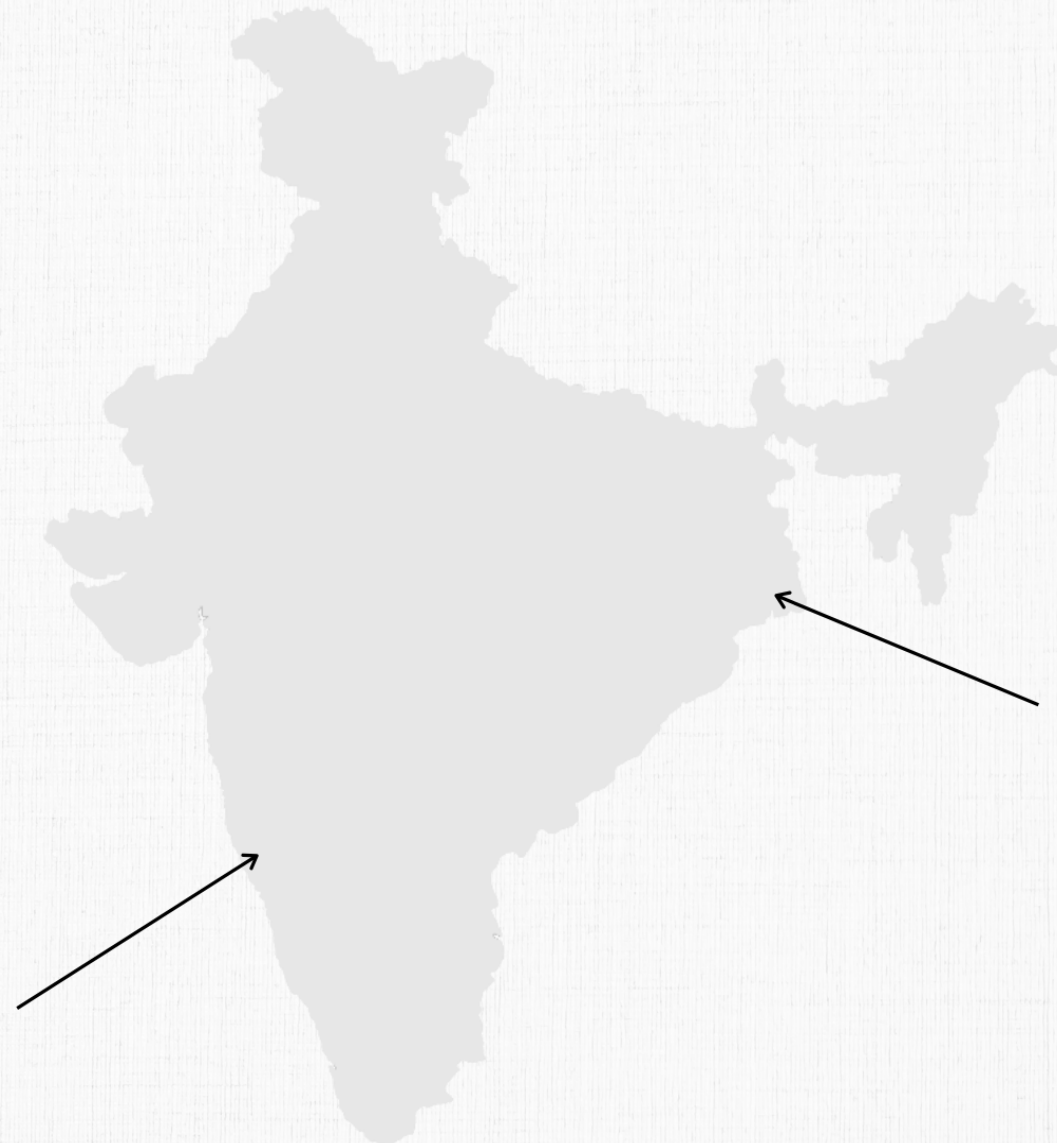
This international film festival in Goa, India is the **country's most prestigious festival** having showcased critically acclaimed films such as *Life of Pi* (2012). This festival will give *The Pomegranate Tree* access to the most renowned Indian investors and distributors, as well as target an audience that is familiar with the film's historical storyline.



L'Age d'Or International Arthouse Film Festival

Kolkata, India | 2021 dates TBA

Hosted in the cultural capital of India, LIAFF aims to inspire and "**bring together cross-cultural innovations that enrich people lives with entertainment** and services that inform, educate and entertain." This film festival offers promotional coverage on their sites which allows for the opportunity to elevate the film with international distribution opportunities.



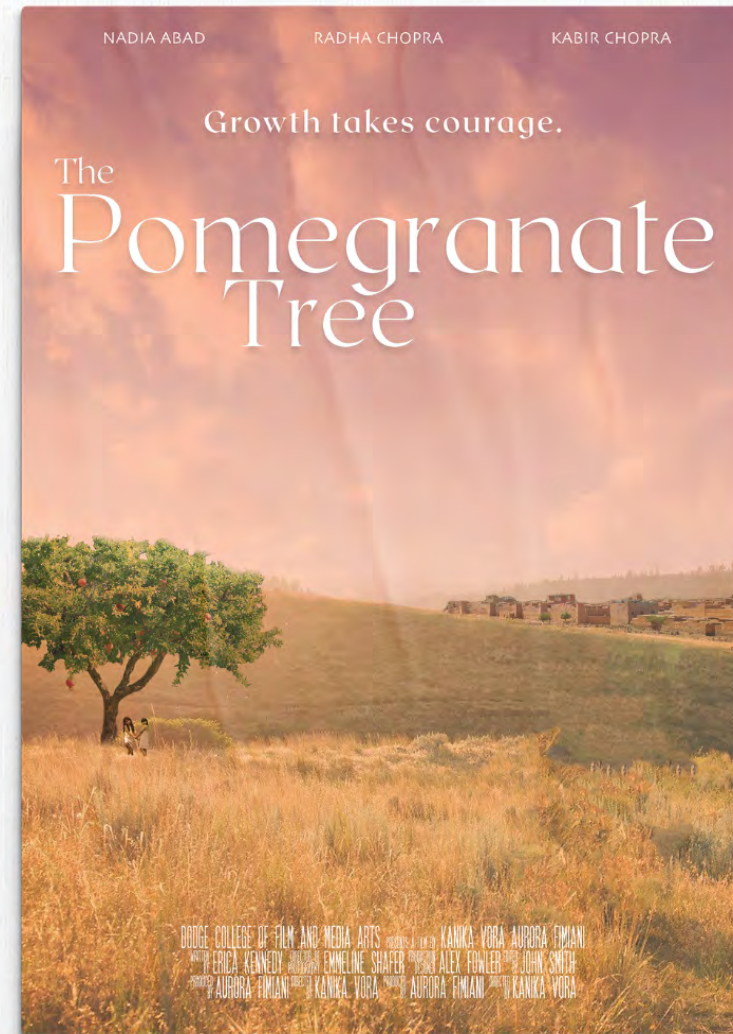
International Film Festival of India, Goa
Goa, India

L'Age d'Or International Arthouse Film Festival
Kolkata, India

Festival Kit



A **press kit** will be sent to targeted media contacts in local regional, and trade publications to provide all the necessary information to help with their post-event coverage when they attend a private screening or panel.



Press Release & Pitch

The Pomegranate Tree

MEDIA CONTACT
IVANNA REA
(714) 123 7819
IVANNAREA@GMAIL.COM

FOR IMMEDIATE RELEASE

DODGE COLLEGE OF FILM AND MEDIA ARTS RELEASES SHORT FILM: THE POMEGRANATE TREE

LOS ANGELES (April 5, 2021) -- Filmmaker Kanika Vora brings to life the true story of a young girl whose life is at risk through religious persecution. *The Pomegranate Tree*, a 20-minute short written by Erica Kennedy and produced by Aurora Fiminani at Chapman University's Dodge College of Film and Media Arts, follows Manjula, a 16-year-old Muslim girl, as she tries to convince her Hindu neighbors to provide refuge during one violent night.

The Pomegranate Tree's mission is to shed light on ideologies brought forth during the partitioning of India from a perspective often ignored: that of young Muslim girl. While this historical conflict that resulted in the death of approximately one million people is often ignored by western civilization, the perspective of a young Muslim girl is rarely explored at all. *The Pomegranate Tree* gives that girl a voice.

"I'm passionate about telling stories that leaves the audience thinking long after the credits roll," Vora said. "I'm drawn to stories that touch on social issues, past or present, through narrative and connections to the characters."

For more information and find a screening near you, visit www.thepomegranatetreefilm.com

The Pomegranate Tree

HI JOHN,

How often do you hear a story told from an eight year old Muslim girl's perspective amid The Partition of India of 1947?

Filmmaker Kanika Vora brings to life the true story of a young girl whose life is at risk through religious persecution. *The Pomegranate Tree*, a 20-minute short, follows Manjula, a young Muslim girl, as she tries to convince her Hindu neighbors to provide refuge for one violent night.

In this press kit you can find a DVD of the film including behind-the-scenes footage, cast and crew biographies, interviews with the original figures in this story, and the original screenplay.

Would you consider including *The Pomegranate Tree* in Indie Short Fest this upcoming season? I believe this film will be a valuable contender in the festival and remain as a notable film with your audience.

Please let me know if you have any questions and I would be more than happy to be of further assistance.

REGARDS,

IVANNA REA

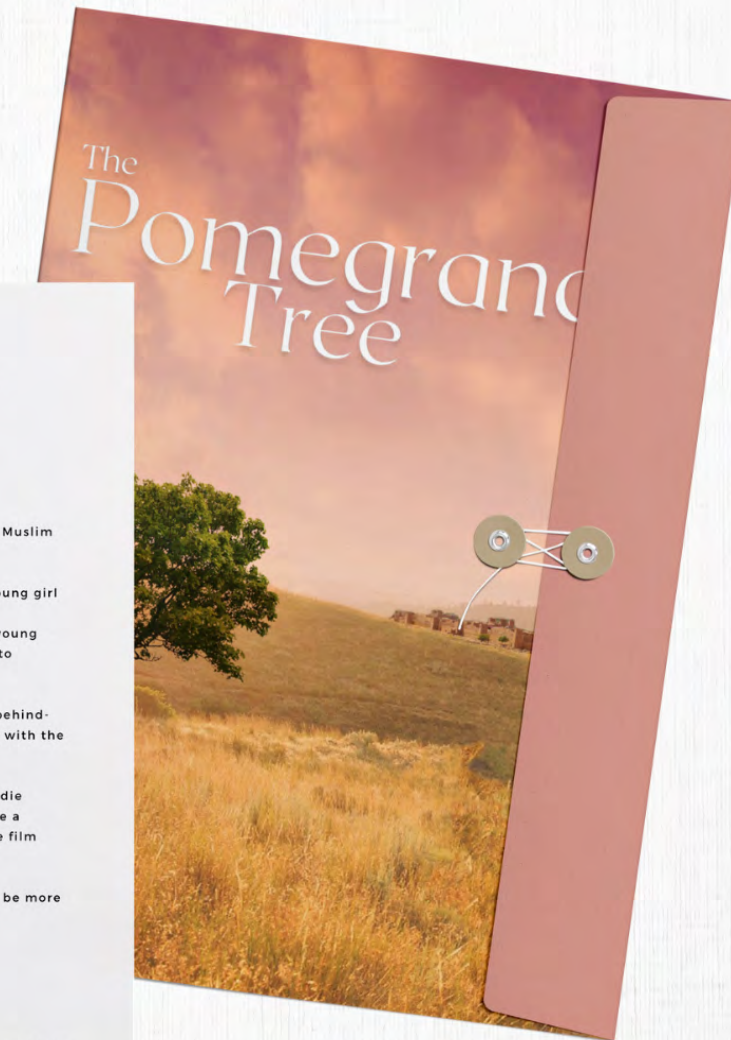
DIRECTOR: KANIKA VORA | PRODUCER: AURORA FIMIANI | WRITER: ERICA KENNEDY

IVANNA REA
VP of Publicity

ivanna@gmail.com
(714) 123 7819

18 CYPRESS GREEN TOWER
9450 INVERNESS DRIVE, LOS ANGELES, CA 90210

(310) 126 7519
THEPOMEGRANATETREE.COM



Festival Promo



Private Screenings

Invitations to view a private screening of *The Pomegranate Tree* will be sent to the media as well as potential distributors to secure coverage in trade publications and sites. The private screenings are intended to encourage negotiations and sign a deal with a film distributor.



Live Panel

A private panel will be open to guests and the press to listen the director, producer, cast, and original women from this story which this film was based on. Attendees can ask questions and interact with the panelists and receive insight on how the film adapted this true story to the big screen.



Official Website

The Pomegranate Tree's official website will be the official source for photography, press releases, trailers, and more. Any and all marketing materials will be available on the website for the press to view and download to use for their coverage.



Pomegranate Cocktails

A signature pomegranate cocktail will be offered at the open bar for guests, press, and distributor representatives to further promote the film and keep it top-of-mind at film festivals as they enjoy their drink.



Merchandise

Official *The Pomegranate Tree* merchandise will be available for purchase at every film festival: Tote bags, shirts, sweatshirts, and more will also be sold on the official website.

Guerrilla Tactic | "Tree in New Soil"



COAST TO COAST - LOS ANGELES TO NEW YORK CITY

The idea is to generate maximum exposure in major cities by "planting" a pomegranate tree in new "soil" just as Manjula did when she escaped and planted the seed of India in the soil of Pakistan. More specifically, in every film festival and in cities where there is high foot traffic, tourists and locals alike can stop to read the meaning behind the tree's existence in that location. By the tree, there will be a sign encouraging people to take a pomegranate seed packet and plant it where they consider their home to be.

Not only will this generate word-of-mouth among the film festival guests, media, and city locals, the unexpected location for each tree will provide a photo opportunity for tourists and passersby to post on social media.

"I planted the seed. The seed of India in the soil of Pakistan."

Crew Biographies



Kanika Vora | Director

Kanika Vora is a senior at Chapman University's Dodge College of Film and Media Arts. She is majoring in film production with an emphasis in directing and minoring in entrepreneurship. She was born and raised in the Bay Area.

During her time at Chapman University, Kanika has interned at ImageMovers, Karga 7, Woodstock Nation, and Taste Documentary Series where she has been exploring the different areas of production. She also worked at Dodge as a Lab Assistant where she developed an interest in postproduction as well.

Kanika has worked on many sets including directing her first short, *What We Love*. For her thesis, *The Pomegranate Tree*, she draws from her grandmother's experiences and hopes to be able to do this major historical event justice.



Aurora Fimiani | Producer

Aurora Fimiani is a senior Creative Producing student at Chapman University's Dodge College of Film and Media Arts. She is also minoring in Business Administration.

Aurora is an international student from Rome, Italy, and also lived in the U.K. before moving to Los Angeles to attend Chapman. She has always wanted to produce female-driven stories that resonate with people from all over the world.

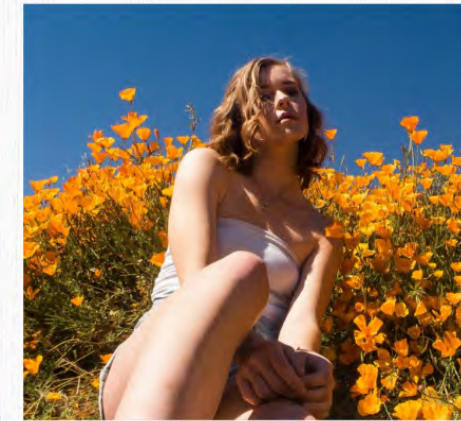
While at Chapman, Aurora has produced three short films with Dodge and two independents. She also interned every semester at various production companies, management companies and studios. Most recently, Aurora has completed an internship with Paramount Pictures and FilmNation Entertainment.



Erica Kennedy | Writer

Erica Kennedy is a Senior Screenwriting and Television Writing and Production double major. Erica has written a variety of Dodge films, but *The Pomegranate Tree* is one she feels especially passionate and inspired by due to its historical significance and unique female perspective.

Having written Kanika and Aurora's *AP Toxic*, she is honored to rejoin the crew. What excites her most about this story is that it is one seen from an all new pair of eyes, that of teenage girls. She can't wait to share her honest and poetic narrative style with the world.



Alexandra Fowler | Production Designer

Alexandra Fowler is a Production Designer and Art Director based out of Orange, California. Originally from the Bay Area, she moved to Orange County in 2017 to attend Chapman University where she will graduate in the spring of 2021.

She has designed many short films produced through Dodge College of Film and Media Arts as well as designing an array of independent films and music videos. She is well versed in the Adobe Suite and Sketch-up and has a lot of hands on experience in construction and physically building sets and props.



Emmeline Shafer | Director of Photography

Emmeline Shafer is a Film Production Major at Dodge College of Film and Media Arts originally from Northern California. Emmeline is also a freelance Cinematographer with a specialty in set lighting and prides herself on knowing the technical aspects of the craft.

Her early film career began when she started a non-profit photography company where she provided free or discounted sessions for low-income families and volunteered to create commercials for local organizations and, eventually travelled to Central America to create a feature-length documentary.



Lindsey Ellis | Sound Designer

Lindsey Ellis is a senior Film Production major with an emphasis in Sound Design. Born and raised just outside of Atlanta, Georgia, she has always had a passion for storytelling and world building. Lindsey has a passion for sound design and is very excited to build the world of *The Pomegranate Tree*.

Lindsey has sound designed countless short films in her time here at Dodge College, most recently *Le Prince Oublie* and *Unplanned Parenthood*. She is incredibly excited to work on her first foreign language film and is even more excited to work with this amazing team!

*"We're never going back
to the tree, are we?"*





Phase 3 — Distribution & Consumer Strategy

“How lucky we were when the red stains on our hands didn’t come from the blood of our neighbors.”



Overall Strategy

B-2-B DISTRIBUTOR

MEDIA PLAN

RELEASE DATE

PUBLICITY

CREATIVE ADVERTISING

PROMOTIONS

KEY ART

DIGITAL MARKETING

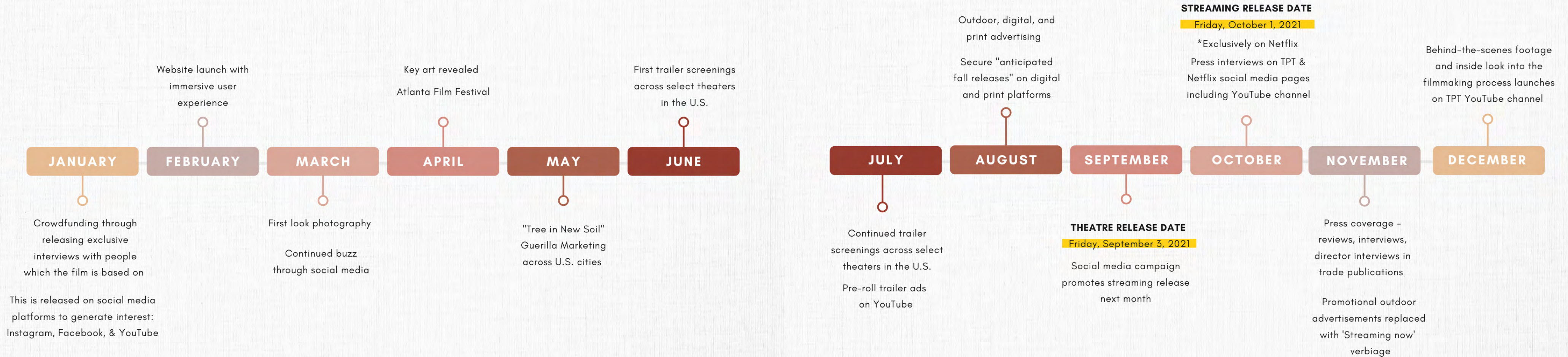
TRAILER

ADVERTISING

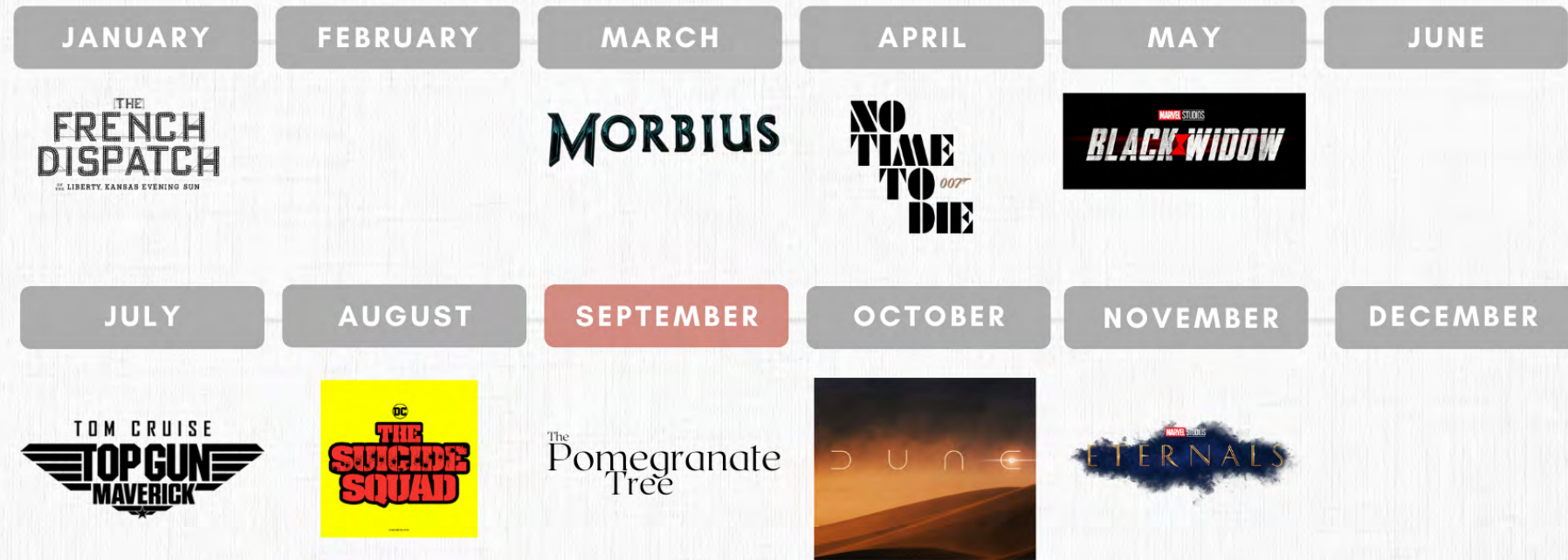
Media Strategy

Outlet	Earned	Paid	Owned
Official Website	✗	✓	✓
Media Coverage	✓	✗	✓
Social media: Instagram, Twitter, YouTube	✓	✓	✓
Outdoor Advertising	✗	✓	✓
TV Spots	✗	✓	✓
Consumer Partnerships	✓	✗	✓
Press Junkets / Interviews	✓	✗	✗
Reviews and post-screening coverage	✓	✗	✗

Simultaneous Release Strategy | Media Plan



2021 Theatre Competitive Analysis



Although *The Pomegranate Tree* will have a smooth transition to Netflix in October, there will still be some competitors in the 2021 theatrical release landscape. Marvel & DC, major releases of the year, will be debuting in Q2, Q3, & Q4. Although they do not overlap genre-wise with TPT, their promotion can easily cloud the campaign. This is why September would be the best choice as in-person theatre attendance gains traction in a post-pandemic landscape and TPT kicks off the fall season releases.

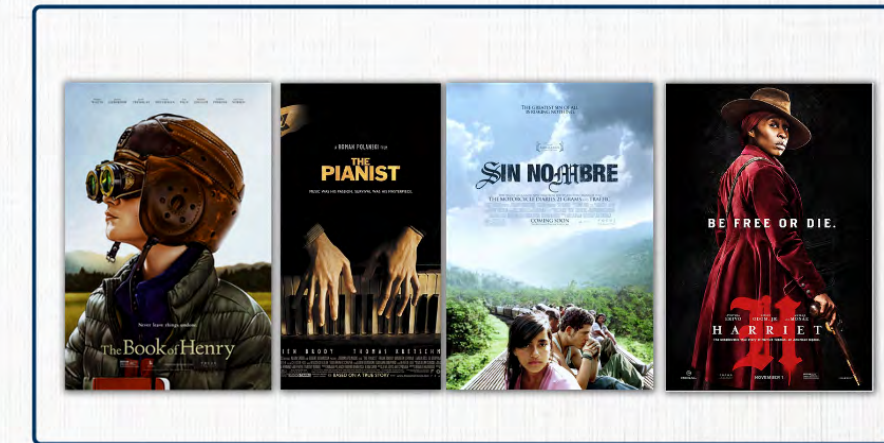
Distributor: Focus Features

Focus Features, owned by Comcast through Universal Pictures, is *The Pomegranate Tree's* primary target distributor due to its independent and foreign film emphasis both in the United States and internationally. Their mission is "to make a lasting impact on global audiences by creating the home for artists to share diverse, distinctive stories that inspire human connection." They are also known for catering to specific audiences that share a story in common, and *The Pomegranate Tree's* authentic story is guaranteed to resonate with our target audiences.

With major success in foreign language films such as *The Pianist* (2002) and *Sin Nombre* (2009) and critically-acclaimed dramas like *Harriet* (2019) and *The Book of Henry* (2017), Focus Features perfectly aligns with the untold story of *The Pomegranate Tree*.



Secondary Targets



Outdoor Advertising



City Mural Billboard



Outdoor Shopping Center Column



Bus Shelter

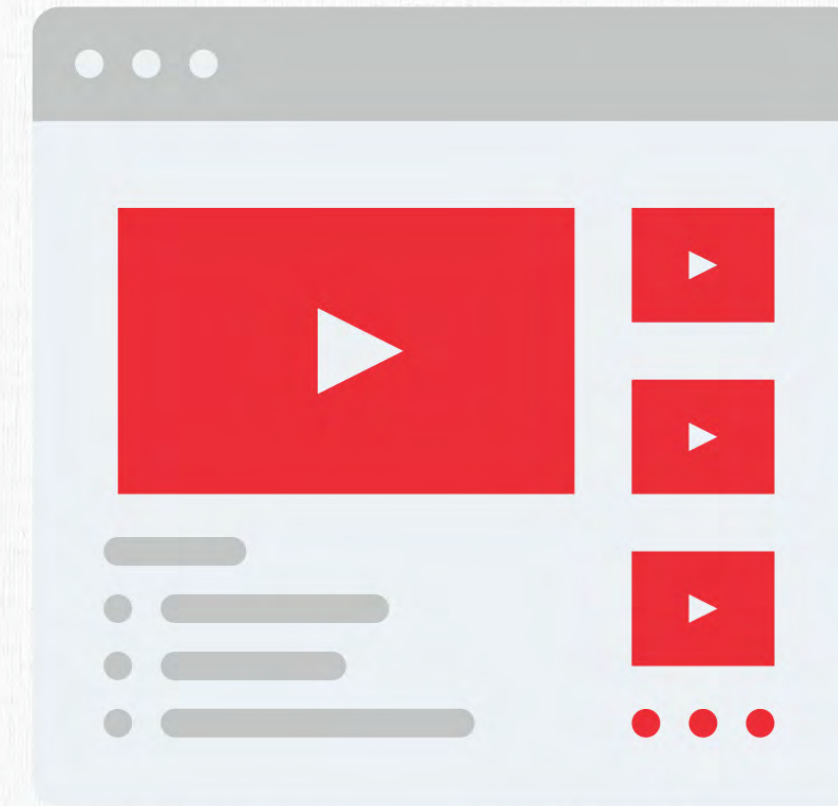
The Pomegranate Tree will strategically place outdoor advertisements in areas where there is heavy foot traffic as well as viewing access from the street in the months leading up to the theatrical release date in September. After October rolls around, the ads will be replaced with verbiage that says 'Streaming Now' and 'In Theaters Now.' Major cities such as Los Angeles, Chicago, Austin, and New York City, as well as surrounding suburb communities such as Orange County, will have access to these outdoor ads which will help further promote the film's release and establish a brand identity with the logo, brand colors, and primary image: the pomegranate tree.



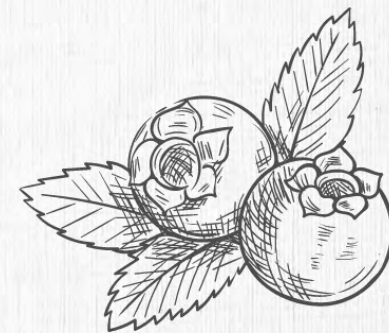
Trailer Rip-o-Matic



Promotional Video



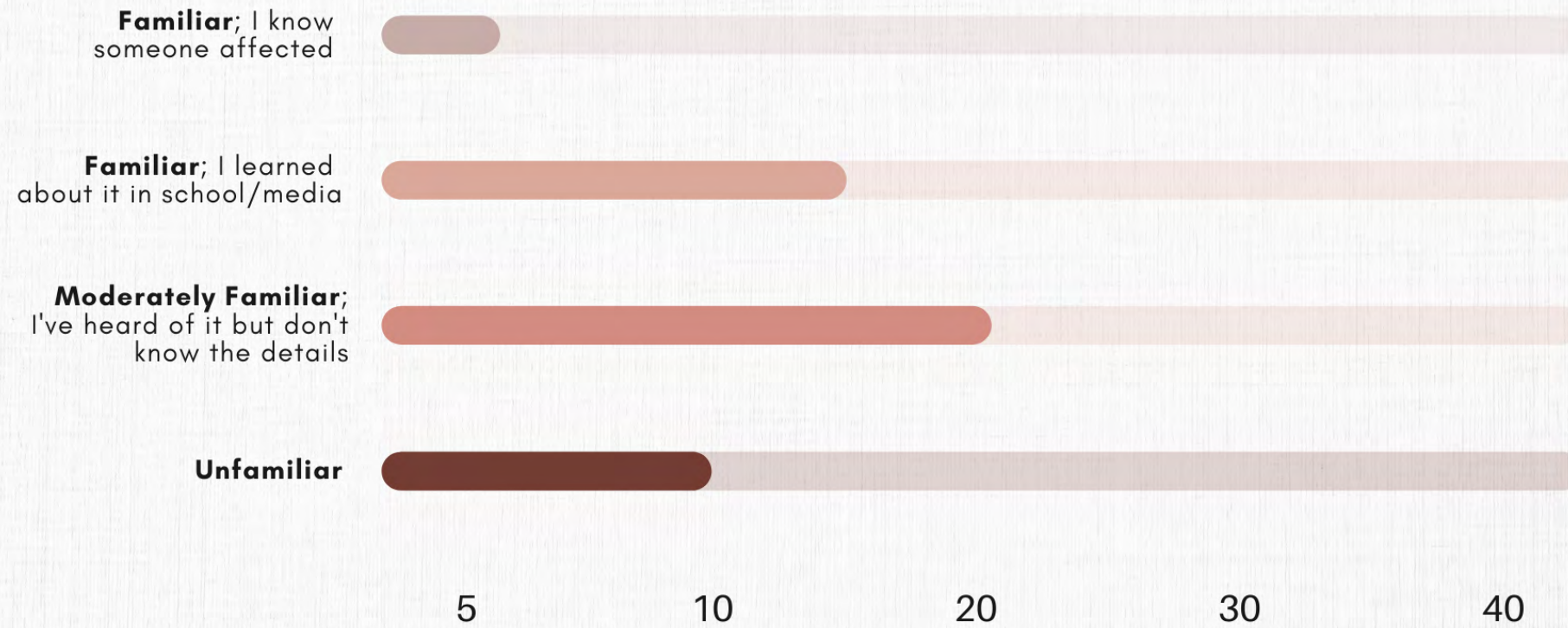
Kanika Vora, the film's director, conducted a series of interview with the women who inspired the characters in the film. Because *The Pomegranate Tree* is based on a true story, Kanika's goal was to interview the women, her grandmothers, and not only raise awareness on the historical event that took place in 1947, but also generate interest from the film's target audiences and help fund the early stages of the film's production. This marketing tool will be posted on *The Pomegranate Tree's* website, social media channels, and Dodge College of Film and Media Art's website to promote the film's production origins.



Market Research

“How Familiar Are You with This Historical Event: The Partition of India of 1947”

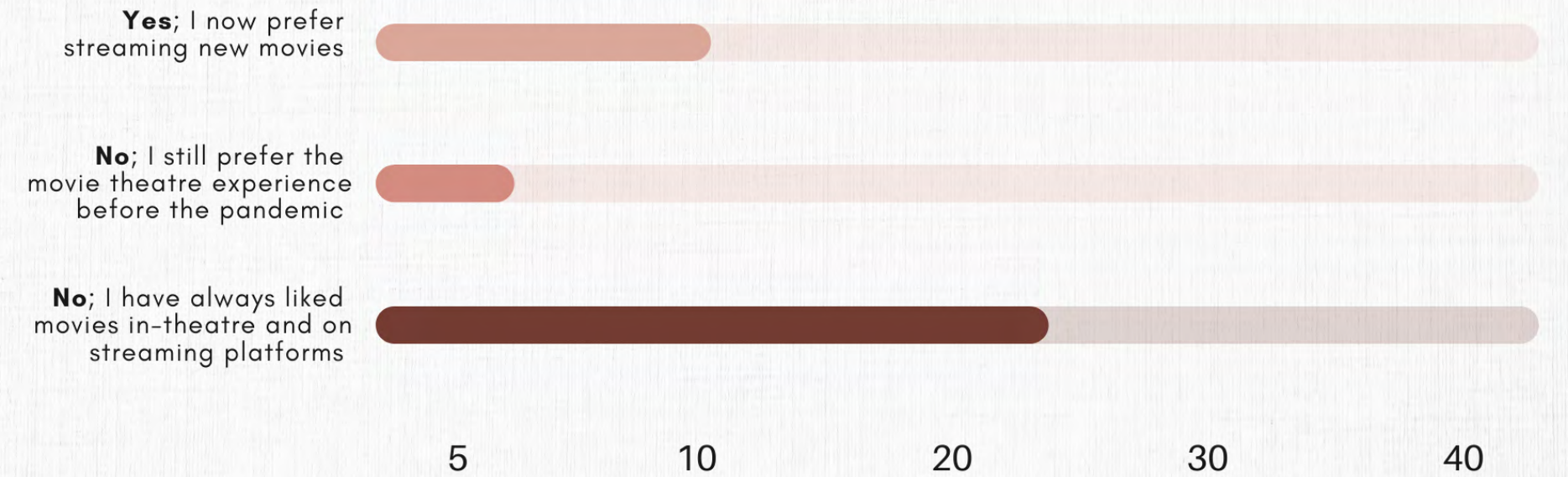
Survey of 40 people ranging from 18 - 65



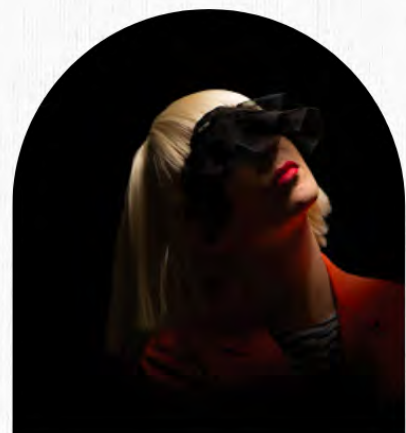
Market Research

“Has 2020-2021 changed your movie watching preferences? How?”

Survey of 40 people ranging from 18 - 65



Publicity: Partnerships & Collaborations



Original Song by Sia "Growing Hope"

In order to leverage the film in the media and expand digital and print coverage, *The Pomegranate Tree*, with help from Focus Features, will secure **Sia** as the singer for the lead single "**Growing Hope**" in the film's soundtrack album. Sia would be the perfect singer due to her empowering music, powerful voice, and recognition among our target audiences.

This song specifically will play in promotional trailers and the end credits of the film. Not only can we use this in the film's publicity plan, but Sia's team can also publicize the film with her audience on all of her social media platforms.

PANDORA



Consumer Partnership : Pandora

Just as Saba kept her father's silver pendant to give her the courage and strength to survive, our team will **partner with Pandora** will sell a collection of silver pendants to promote the film in theaters and on Netflix.

The goal with this partnership is to generate more exposure for the film's release and create an opportunity for more media coverage while still targeting the film's primary audience.



Consumer Partnership : MAC

Seeing that that a production team of women created this film to tell the story of two girls and amplify their voices, *The Pomegranate Tree* plans to partner with **MAC cosmetics** to continue to target women who can identify with the characters on-screen while elevating the promotion with a prestigious makeup brand such as MAC.

Digital & Print Coverage

**THE
Hollywood
REPORTER**

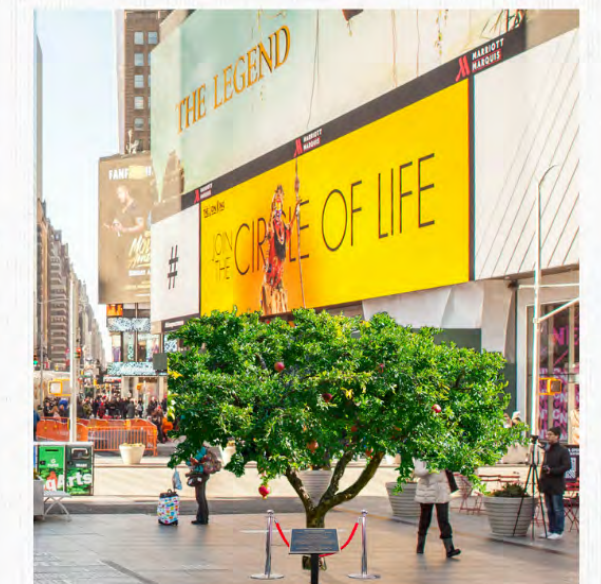
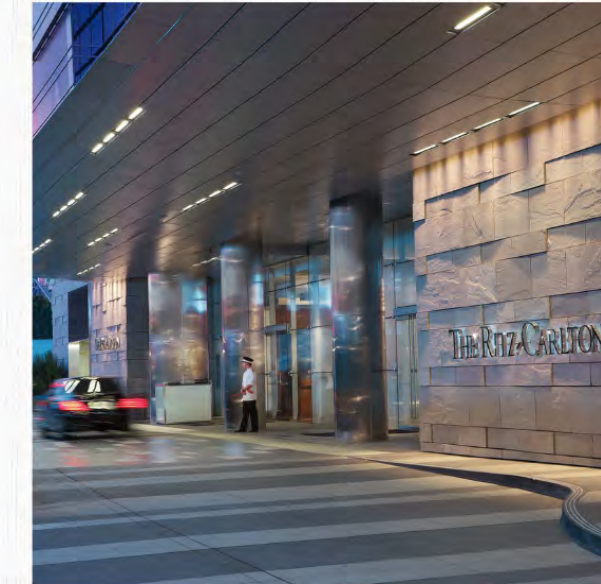
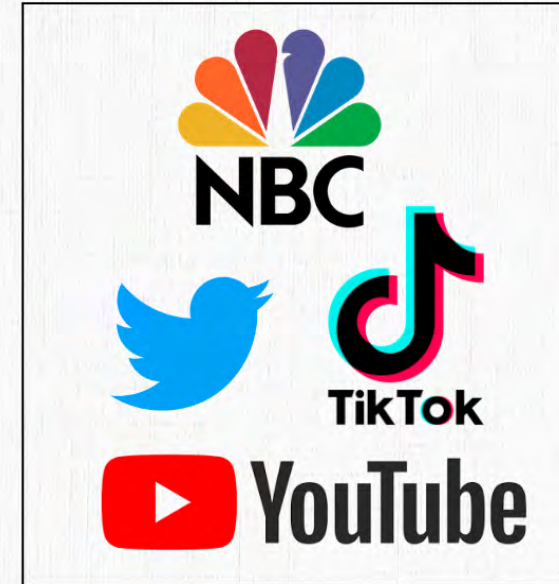
**LA
Times**

VARIETY

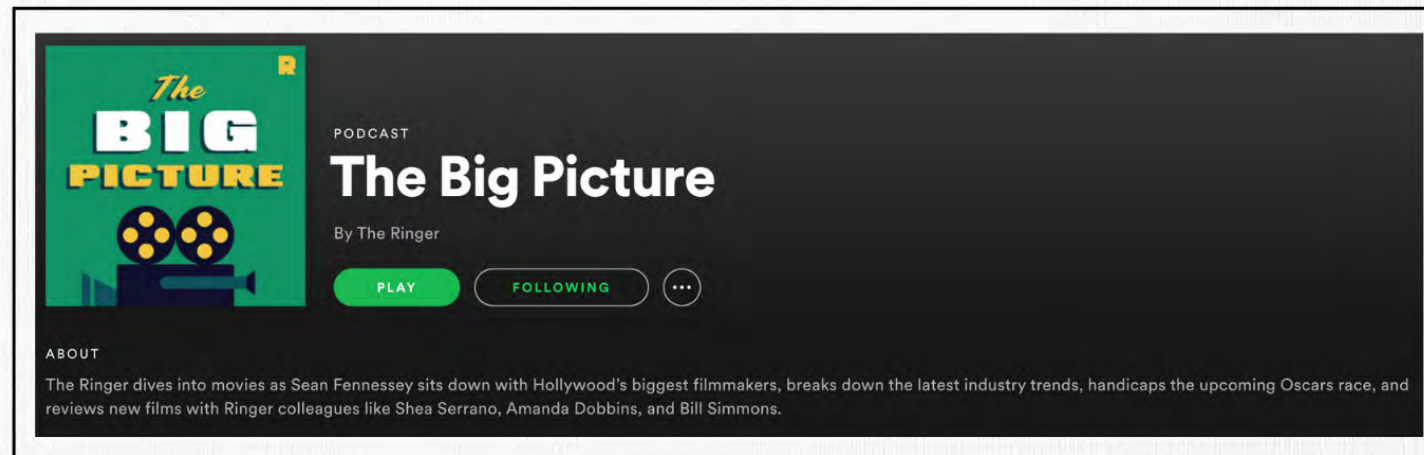
ORANGE COUNTY
REGISTER

Targeted print and digital coverage include trade publications such as *The Hollywood Reporter* and *Variety Magazine*, as well as regional and local publications such as the *Los Angeles Times* and the *Orange County Register*. Strategic placements in these publications will target film enthusiasts, our target audience, and be of interest for OC residents who are familiar with Chapman University, the original place of production for this film.

Another form of publicity would be podcasts, one of the fastest growing sources for news. *The Pomegranate Tree* would invite hosts and media experts to view the film and then review it on their podcast and social media channels. This will target our target audience who already enjoy listening to news about new movie releases and would be intrigued to see it in theaters or on Netflix.



Podcasts



Trailer Spots

Because so much advertised content is now consumed through social media and streaming platforms, the goal is to strategically show :15, :30, and :60 trailer spots in promoted tweets, pre-roll ads on YouTube, Tik Tok, and a limited selection of TV networks such as NBC during evening shows to encourage streaming downloads and ticket sales.

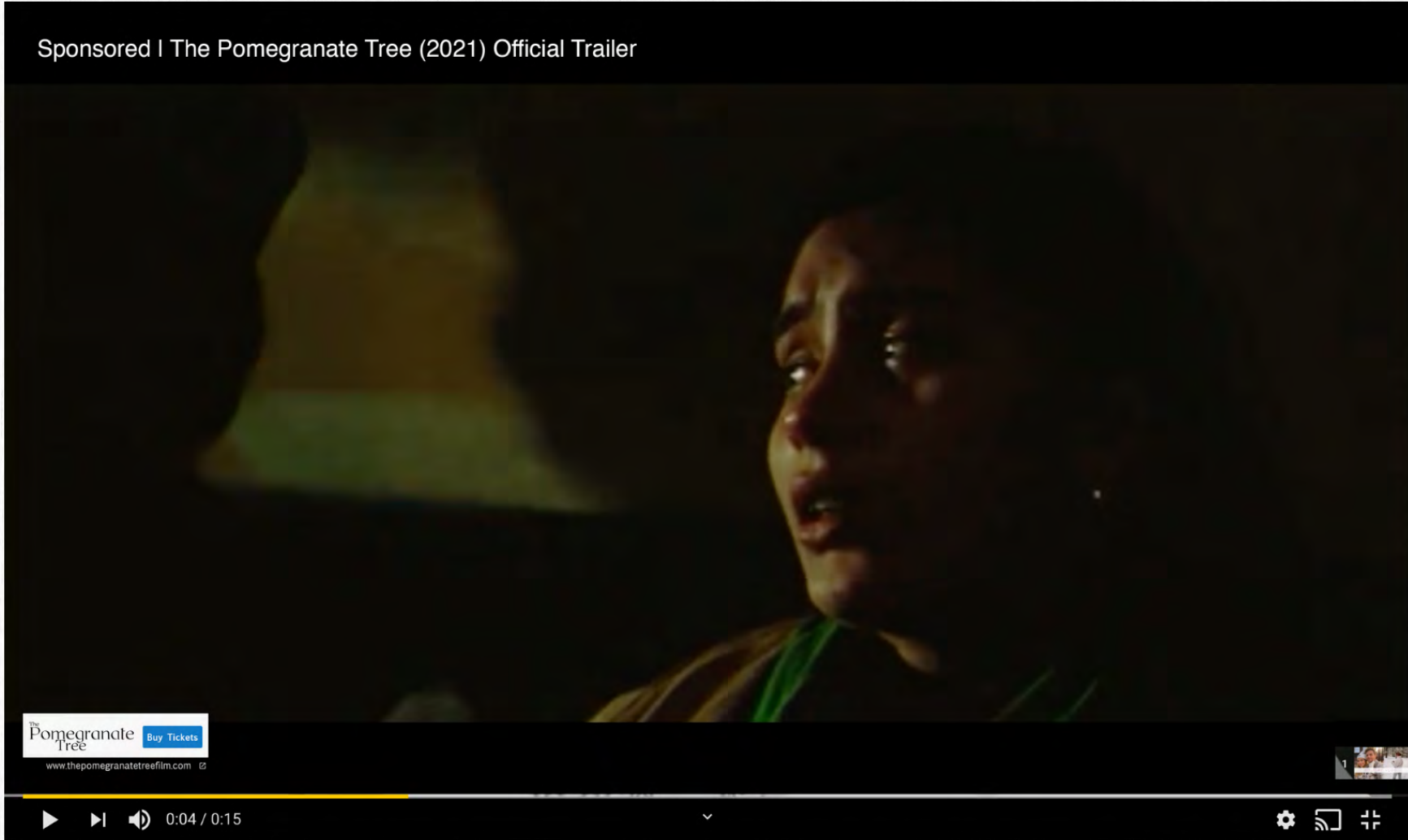
Press Junket

A press junket will consist of interviews with Kanika, Aurora, the actresses, and their interpreter will occur in August before the theatrical release in September. This will allow the media to ask questions about the movie, the filming process, and get to know the up-and-coming actresses.

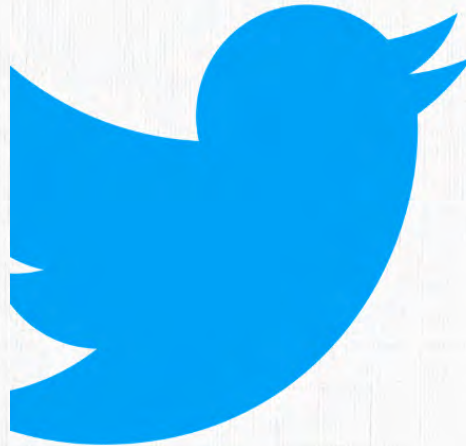
"Tree in New Soil"

Continuing with the film festival stunt, the plan is to continue to plant the seed across major U.S. cities to promote the new film and provide photo opportunities that will encourage followers on the film's social media platforms as well as generating interest in streaming the movie.

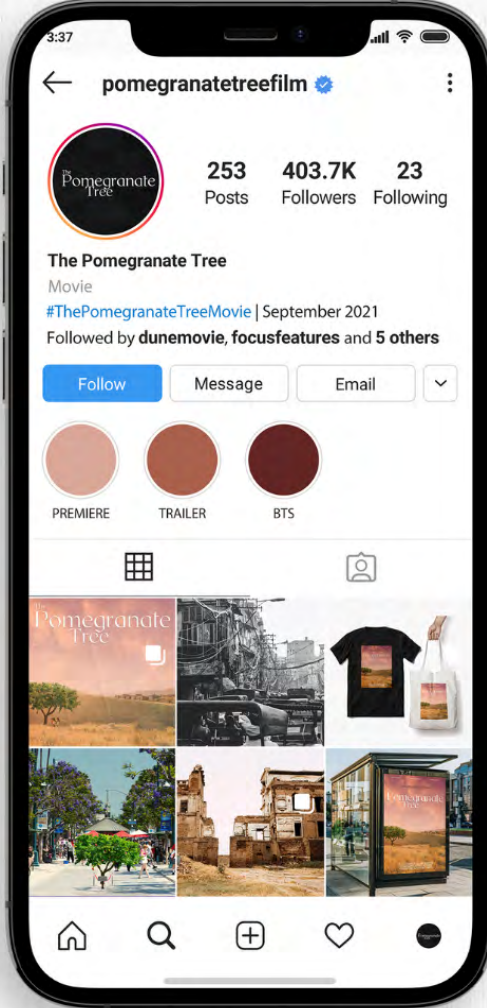
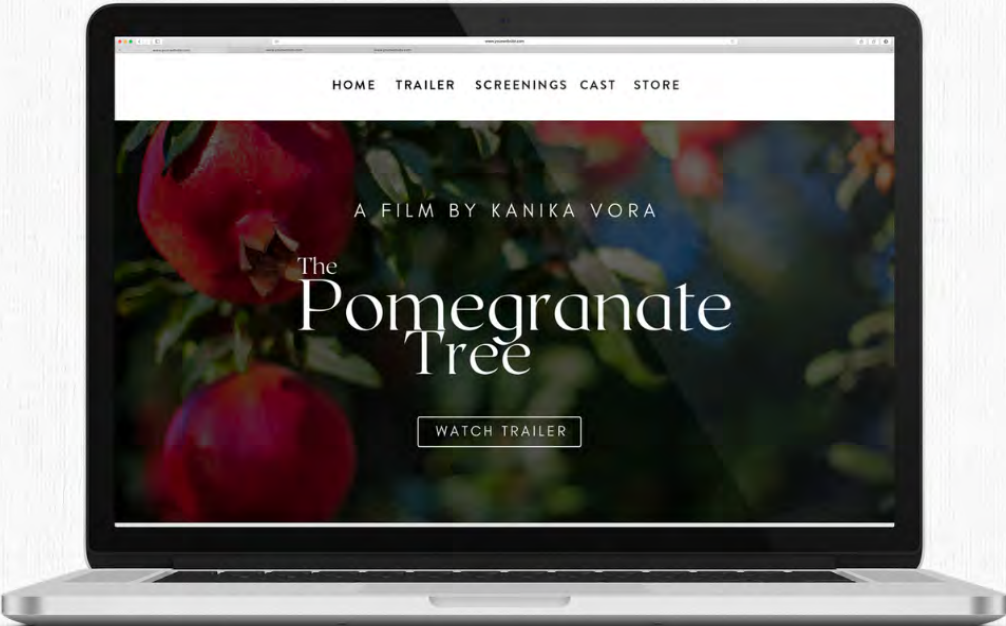
Digital Marketing | Pre-roll trailer ads on YouTube



Digital Marketing Platforms



Because *The Pomegranate Tree* is based on a true story, a multi-platform campaign titled #ShareYourStory will be hosted from August 2021 - January 2022 to inspire people to tweet their family stories based on true events and how it has impacted them and their growth as individuals.



Additionally, the official Instagram and Twitter page will constantly redirect followers to visit the official website, www.thepomegranatetreefilm.com where our audience will be able to learn about the film's story, find screenings near them, watch press clips, and more.



The End