

GOOD DEED ENTERTAINMENT:

**SUMMERTIME**

**FINAL PRESENTATION**

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# GOOD DEED ENTERTAINMENT

Good Deed Entertainment (GDE) is **an independent studio dedicated to producing, financing and distributing quality entertainment.** In 2018, GDE attended Sundance, America's largest independent film festival. Here, they fell in love with the innovative and groundbreaking film, **"Summertime"**. **The film is described as a 'love letter to Los Angeles' through spoken word poetry.** It gives a snapshot of many of the city's areas of discussion, including gentrification, legal marijuana, illicit graffiti, Uber drivers, and ridiculously priced avocado toast. GDE picked up the rights to produce and distribute the inspirational "Summertime", which will premiere this upcoming spring.

Good Deed Entertainment presented us with the Summertime film and needed **to find a way to effectively market it to a younger audience.** Being that the movie is mainly focused on spoken word poetry and rap, they weren't sure how to market it in a way that would grab the attention of their target audience and turn them into engaged fans.

# THE CHALLENGE

# OBJECTIVE

To create an immersive campaign that draws in engaged viewers for the release of the film, thus resulting in a dedicated fan base.

# TARGET AUDIENCE

## DEMOGRAPHICS

**AGE** 18 - 30 years old

**EDUCATION** university student

**LOCATION** global / U.S.

## PSYCHOGRAPHICS

**FANS OF** Hamilton, La La Land, Loving Vincent, poetry, Get Lit and other literary organizations, other GDE films

**PEERS OF** the cast, Get Lit members

The image features a dynamic, abstract background composed of various geometric shapes and colors, including shades of pink, purple, yellow, and green. In the lower-left corner, a black silhouette of a hand is shown holding a microphone. The word "PROCESS" is prominently displayed in the center, rendered in a bold, black, sans-serif font within a yellow rectangular box that has a slight perspective tilt. The overall aesthetic is modern and energetic.

**PROCESS**

# RESEARCH — TikTok Demographics and Virality

- According to Katie Sehl at Hootsuite, the TikTok user base is broken down as follows:
  - Age 13-17: 27%
  - Age 18-24: 42%
  - Age 25-34: 16%
  - Age 35-44: 8%
  - Age 45-54: 3%
  - Age 55+: 4%
  - Female: 60%; Male: 40%
    - About 69% of the user base was within the age range demographics of our desired viewers
- Sehl also states:
  - “According to TikTok, **16%** of all videos on its platform are tied to hashtag challenges, and more than one-third of its users have tried them.
  - “64% of TikTok users have tried face filters or lenses”
- This Business Insider Infographic breaks down what makes things go viral, but the biggest point we focused on was that the primary emotions triggering virality are all positive emotions’ what makes your viewer feel amused, happy, delighted, surprised, or affectionate?

# BRAINSTORMING IDEAS

## VIRTUAL EVENTS

Host virtual events for college students around the country



## LYRIC VIDEOS

Create engaging lyric videos of poems used in movie.



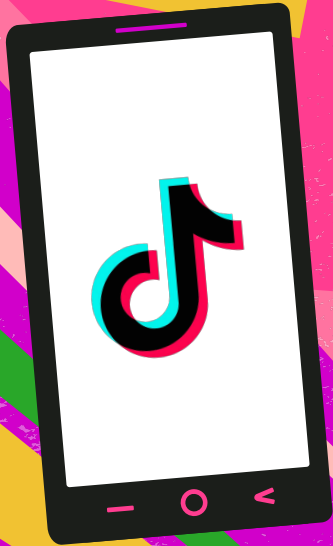
## TIKTOK CAMPAIGN

Post scenes of the movie and current trends featuring the talent.





# TIKTOK CAMPAIGN



## **Content**

Two scenarios – with actors/without actors

Snippets of the songs/poems

Clips from movie

## **Fan Interaction**

Fans using audio over other videos

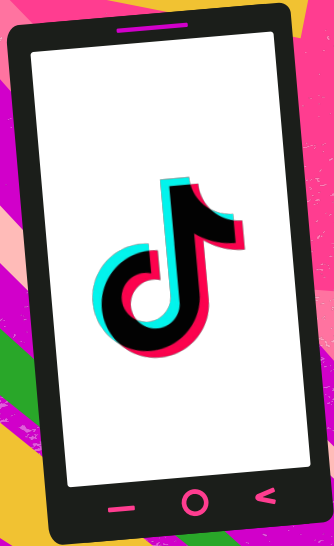
Fans dueting content

## **Campaign Calendar**

Schedule for posting

Create content to be posted

# TIKTOK CONCEPTS



- **#CrucialCatch**
  - Clip of Tyris catching burger in Smiley's
  - Tyris can duet the video while he's eating a burger
- **#ILoveMyMama**
  - Share clip from movie with audio on Summertime account
  - UConn team creates content on their own accounts using this audio with pictures/videos of our moms and share it on TikTok
    - (goal of sparking a trend using this audio)
  - Can share them to GDE and Summertime TikToks
- **#PutAFingerDown Story**
  - Video of Marquesha sharing a personal story, then putting her finger down at the end
- **#PutAFingerDown**
  - Video of Bene't creating a #PutAFingerDown video that is relevant to the film
  - Other cast members can duet the original post to create a duet chain
- **#YouHaveTo**
  - Video of Tyris saying "You have to stop charging \$15 for avocado toast...etc."
- **#ToMyBestFriend**
  - Clips of Anewbyss and Rah together in film
- **"When you finally see the homies after quarantine"**
  - Clip of Anewbyss and Rah coming out of the limo in front of their event venue
- **#YouThinkYouCanHurtMe/ #HurtMyFeelings**
  - Video of Gordon with text on the screen "You think you can hurt me? I work at Smiley's.", then cut to scene of everyone yelling at him in Smiley's
- **#OutfitChange**
  - Lee to show outfit from Summertime film versus what they actually wear in real life
- **#MotivationMonday**
  - Mila will create a motivational poem that relates to her inspirational bus scene spoken poem about gay pride
  - Also post clip from bus scene of her gay pride poem



# TEAM ROLES

## **Tiffany: Project Manager and Point of Contact**

Communicated with client and actors through email to discuss concepts, schedule meetings, receive deliverables, and gain approval before posting videos

## **Liam: Video Editor**

Cut and edited clips from movie file for each different TikTok

## **Jenny: TikTok Manager**

Edited clips on TikTok for posting, posted videos at appropriate time, followed talent and relevant influencers on TikTok, reached out to influencers to promote content and channel

## **Rose: Secretary**

Took notes during meetings with client and talent for future reference

# PROJECT WORK



# 09

## SEPTEMBER

### Summertime TikTok Content Posting Calendar

S	M	T	W	T	F	S
		1	2	3	4	5
6	7 Received client assignment	8	9	10	11	12
13	14	15 10:00 am First meeting with GDE	16 UConn team signed NDA for exclusive viewing of film	17 UConn team watch the film	18	19
20	21	22	23	24	25	26
27	28	29 9:30 am Client Pitch Presentation	30			

# 10 OCTOBER

## Summertime TikTok Content Posting Calendar

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8 10:00 am meeting with GDE	9	10
11	12	13	14	15 Received TikTok login info	16	17
18	19	20 10:00 am Meeting with Marquesha 10:30 am #CrucialCatch	21 4:30 pm Meeting with Get Lit	22 2:30 pm Meeting with Bene't	23 2:30 pm Meeting with Tyris	24
25	26 5:00 pm Meeting with Lee	27 11:00 am Meeting with Austin	28 7:00 pm "Love My Mama"	29 11:00 am Meeting with Bryce	30	31

# 11

## NOVEMBER

### Summertime TikTok Content Posting Calendar

S	M	T	W	T	F	S
1	2	3 10:30 am #PutAFinger Down story (Marquesha)	4 Post "love my mama" videos on personal accounts	5 10:30 am "When you finally see the homies after quarantine"	6	7
8	9	10 11:00 am Meeting with Mila	11	12 1:00 pm Meeting with Gordon 3:00 pm #ToMy BestFriend	13	14
15	16	17	18	19	20	21
22	23 10:30 am #MotivationMo nday Part 1	24	25	26	27	28
29	30 10:30 am #MotivationMo nday Part 2					

# 12

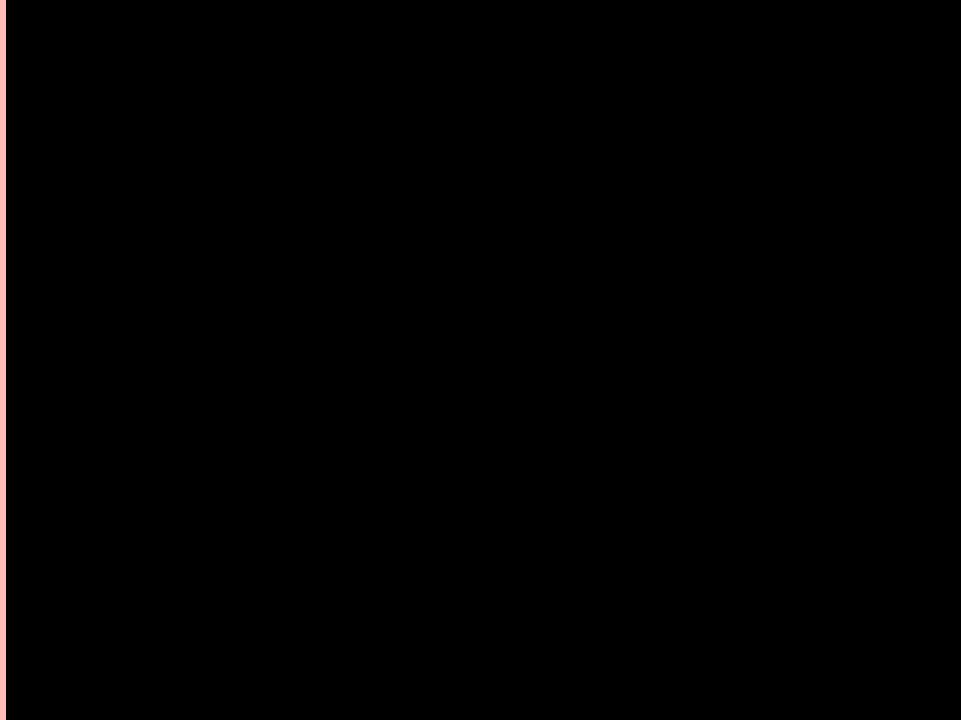
## DECEMBER

### Summertime TikTok Content Posting Calendar

S	M	T	W	T	F	S
		1	2 10:30 am #YouThinkYou CanHurtMe (Gordon)	3 10:10 am final presentation	4	5
6	7 10:30 am outfit change (LEE)	8 End of UConn team work	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



**TIKTOKS**



# HOW WE MET THE OBJECTIVE:

- Grew the TikTok account's followers, likes, comments, and views
- Created content for audience to engage with
  - One of our videos went viral!
  - Many of the viewers asked when the movie was coming out and said they "need to see it"
- Reached out to some micro influencers in the TikTok poetry realm
  - One influencer said she loved our content and was extremely excited for the film to come out
- Successfully met with each of the actors and posted content uniquely tailored to them
- Collaborated with GDE to ensure we met their expectations



# GROWTH AFTER VIRAL VIDEO

5135%

Percent follower growth

9938%

Percent likes growth

4291%

Percent views growth



4:13

LTE



Summertime Movie



10/15/20

@summertimemovie

0 Following 0 Followers 0 Likes

Message

Hittin the streets Spring 2021 ✨



9:35

WiFi



Summertime Movie



12/3/20

@summertimemovie

23 Following 1547 Followers 46.5K Likes

Message

The Sundance spoken word poetry film  
Hittin the streets Spring 2021 ✨



my feelings I worked as Smiley's

1749 693 152.3K

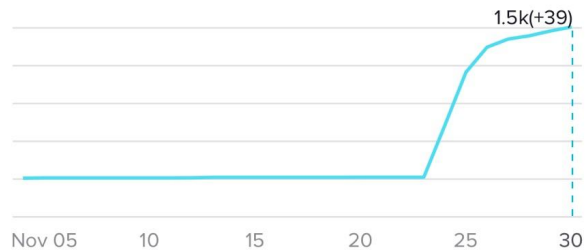
SEE THE HOMIES AFTER QUARANTINE

## Followers ⓘ

7 days 28 days

# 1,518

As of today

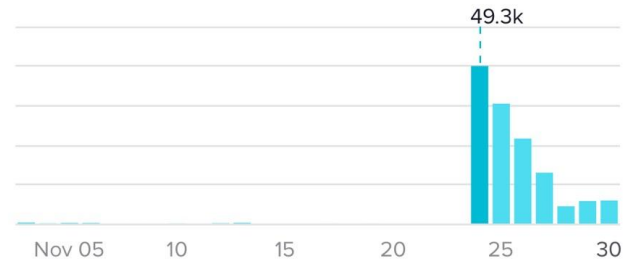


## Video Views ⓘ

7 days 28 days

# 150,361

Last 28 days

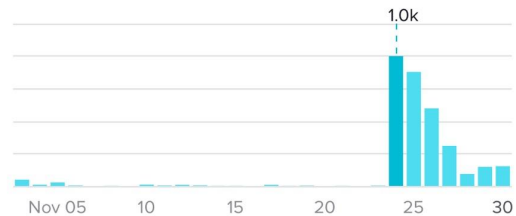


## Profile Views ⓘ

7 days 28 days

# 3,441

Last 28 days



Data displays in UTC time zone



## SKILLS USED

- Video editing
- Communication
- Organization
- Time management
- Social media
- Research

## WHAT WE LEARNED

- Learned what it is like to work in the entertainment industry
  - Coordinating between the talent and the executives
  - How to communicate professionally
  - Practices for executing an effective social media campaign
- 



# CHALLENGES

- Scheduling meetings with talent
  - Talent is all located in California, navigating the time zone differences was a little confusing
  - Sometimes the Talent would be late or forget about a meeting and we would have to reschedule, delaying their deliverables
- Getting deliverables from talent
  - Had to be on top of reminding them when something was due, but even with this the deliverables were usually late
- Rearranging the posting schedule depending on when we receive deliverables from talent
  - We still wanted to be able to post once a week
- Starting the account from scratch
  - Building the audience and trying to get engagement with our content is hard when you have a small amount of followers

## What Worked....

- Focusing our efforts on TikTok to reach the target audience
- Using relevant hashtags to increase views
- Posting Mila's bus scene
  - The jarring discriminatory opening line caught viewers attention and kept them engaged

## What Didn't Work...

- The #ILoveMyMama challenge
  - No one outside of Summertime participated in the challenge
- Chasing the talent for content was not the most efficient use of time
  - Often the videos were done wrong, took longer to get, or never got to us at all





# MOVING FORWARD...

- GDE can takeover the TikTok account and continue creating content for the growing audience to engage with
  - Post at least once a week
  - Emphasize where/when the movie is released for audience to find it
  - Continue collaborating with talent for more content
  - Reach out to bigger influencers to promote content
  - Curate TikToks around new trends
  - Post clips from the trailer
- Put money behind the videos on other platforms and share the content to the Summertime Film Instagram reels
- Hire experienced freelancer to create lyric video as more marketing content
- Hold virtual event closer to premiere of film

