

COP OUT

SHORT FILM - DISTRIBUTION PLAN



AN INTRO...



TAGLINE

Kids and war don't mix.

LOGLINE

A group of naive teens run into trouble with the law after their draft tickets get destroyed.

SYNOPSIS

A group of teens are hanging out for one last time before they are sent off to fight the Vietnam war. Pistol, the main character's sister secretly rips up their draft cards in a final attempt to save her brother and friends from going to war. This film follows Ringo, the main character, narrating the events leading up to their inevitable arrest.

CHARACTERS



SOME BACKGROUND

BUDGET:

\$200

DURATION:

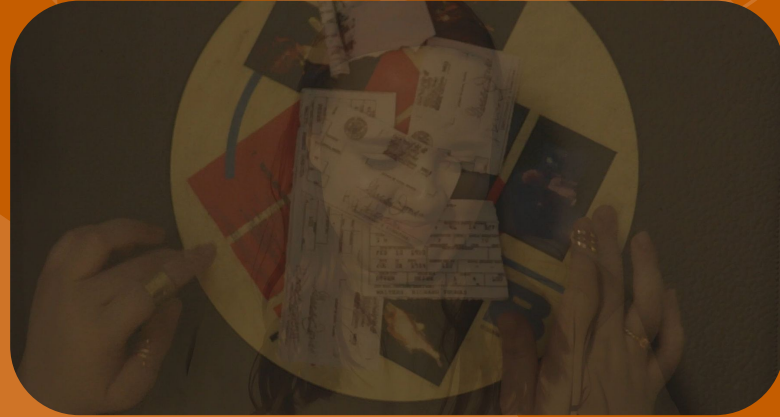
5 Minutes 17 Seconds

THEMES:

Unity. Social Struggles. Naivety.

HOW THIS FILM CAME TO BE:

This project was made in my FILM 100 class. My group and I knew we wanted to create something set in the 70s/80s focused around a group of teens. Despite setting out to create a comedy, we wanted this piece to have serious undertones. How we would get that point across successfully was our biggest question when writing the script.



HOW IS COP OUT UNIQUE?



There are many shows and movies set around the 1970's and 80's. Finding a way to set Cop Out apart from the rest was not an easy task. The most famous example would be That 70's show. This show along with many others focus mainly on the comedy aspect and don't fully acknowledge the severe social issues that were going on during the time. Cop out touches on War, the drafting of kids who have barely reached the age of 18, and the strain these hardships put on friends and family. We created a digestible film that touches on all these points while simultaneously maintaining a fairly lighthearted tone. Kids were forced to make adult, life-altering decision at such a young age and Cop Out opens up the conversation on how that affected teens in the late 70s.

DISTRIBUTION



There's a huge audience for short films on youtube.

I will look through the tags used by successful short films on the platform and use the ones that apply to Cop Out

Create engaging, colorful thumbnails to gain traction

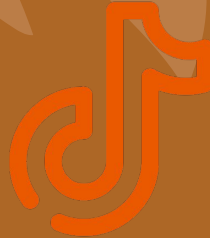
Potentially launch ads on other comparable short films



Vimeo is one of the biggest film sharing platforms with people actively looking for upcoming creators.

Cop Out is visually pleasing with an interesting plot. This is something that will definitely attract Vimeo users

I will actively interact with other users with similar work and share mine as well



Tiktok is the most popular video sharing app in the world currently. Everyone's homepage is formulated specifically for them.

That being said, uploading clips of Cop Out is bound to attract people interested in film or even just the arts in general.

Starting off, I would mainly focus on web platforms and maybe submit to a couple of short film festivals. Since this is a very short film made with only \$200, getting the video shared around online would be the most realistic goal before investing hundreds of dollars into festival submissions right away.

AUDIENCE BREAKDOWN + TARGETING



1. Siblings. Particularly brothers and sisters that don't always see eye to eye

Everyone I know with siblings constantly sends their brothers/sisters relatable posts. I will use instagram and tiktok to share clips from the film that accurately show the ups and downs of a sibling relationship

2. Young adults along with older generations. 17>

Facebook ads will definitely reach this audience. Older people are constantly sharing anything they relate to or find interesting on facebook. Emphasizing the time this film takes place in will reach a wide audience

3. Comedy fans.
Clipping funny moments from the film and compiling them into one video to post on social media

4. Fans of period pieces/History buffs.
Similar approach to the young adults/older generation segment

POSITIONING + OUTREACH

We will be hosting events not only to get the film out there, but to raise money to make Cop Out into a full feature length film.

More detail about this on the next page...

TEAMING UP WITH SCHOOLS: Despite being more on the lighthearted side, this short film does center around war and an important part of American history. I would position this as a fun film that teaches kids about this topic. I would focus on high schools and colleges in the area

HOSTING EVENTS AT LOCAL RECORD STORES: I will emphasize when this film takes place and all the fun references to 70's culture. Graveface is a great local record shop that we could team up with. This will appeal to both our young and old audience.



DEFINING SUCCESS



SXSW ↙

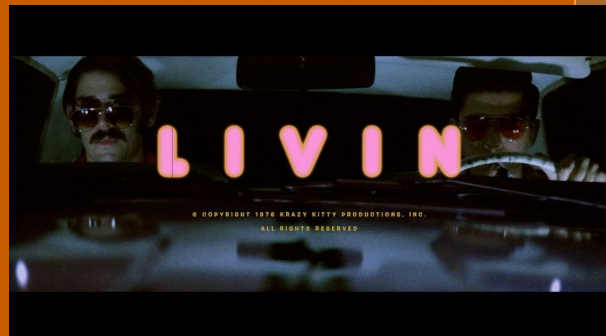


Success for me would be getting people to come to events made to promote Cop Out.

My hope from these fundraising events and showings at schools would be to raise both money and awareness to the film. With the funds and new audience gathered, we want to make cop out into a full feature length film.

We will then submit to film festival, but success for us would just be having the ability and funds to make this into a feature film.

COMPARABLE TITLES



Livin

Length: 5 mins

Budget: >1k

Themes: love/hate, goofy

Success: 2k youtube views

Summary: Two criminals drive through country road to ditch a stiff. A job well done. However, they're not thinking of the legal consequences.



The Fence

Length: 20 mins

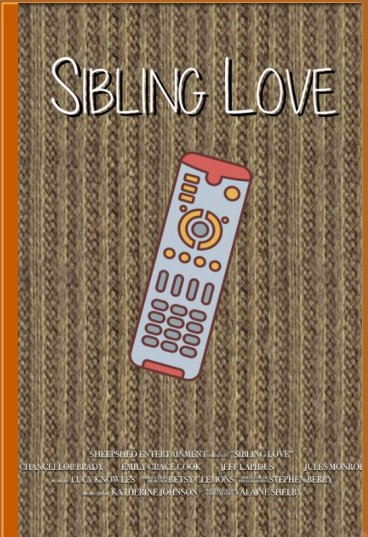
Budget: >3k

Themes: Unity, Trouble

Success: 4.5mil Youtube Views.

Radiance Discovery Award

Summary: Set on the rough and ready streets of 1980's Bristol. This Short follows a boy and his friends as they rip through the estates. Motorcycles, Cars and punch ups to be expected!



Sibling Love

Length: 5 min

Budget: >1k

Themes: Sibling bond, trust

Success: 500k youtube views

Summary: When the TV remote is the center of their sibling rivalry, one eldest brother must decide what he values more: his TV show or his baby sister.



THANK YOU