

## FILMLADEN

### GIRLS & GODS - RELEASE CAMPAIGN

V4 - 26 JUNE 2025

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#### Digital asset package (Austria):

- Creation of a package of social media assets (static and video) in line with the visual identity and positioning of the film:
  - 3 static visuals for Meta (4:5)
  - 7 videos for Meta/TikTok (9:16, less than 60'')
  - 2 versions: *Ab xx. xx im Kino / Jetzt im Kino*
- The package includes:
  - Adaptation of the trailer to social media (9:16)
  - Adaptation of selected existing teasers and social media clips to German
  - Creation of extra assets including classic deliverables ("in cinemas" visuals, review visuals) as well as more creative items (to be defined on the basis of the agreed strategy)
- The final assets created can be shared with Austrian exhibitors and partners.
- The files are delivered along with open files for Photoshop and Premiere, for further adaptation
- The package and open files are usable for one territory (Austria) and they can be shared with distributors from other territories for an additional fee (10% of the fee for each extra territory)

## BUDGET

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Digital asset package	€	3,500
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Prices don't include VAT. Payment of the fee 50% upfront and 50% after completion. Payment terms: 10 days for the first invoice and 30 days for the second invoice.

## ALPHAPANDA

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Alphapanda is a film marketing agency based in Berlin, Warsaw, and Lausanne. Our clients include The Match Factory, Bankside Films, Beta Film, Break Out Pictures, BFI, and several independent production, distribution and sales companies. Some of the recent films we've worked on are *Köln 75* (Berlinale '25), *The Girl With The Needle* (Cannes '24), *Crossing* (Berlinale '24), *From Hilde, with Love* (Berlinale '24), *Meanwhile on Earth* (Berlinale '24), *Reinas* (Sundance & Berlinale '24), *Evil Does Not Exist* (Venice '23), *Woman Of* (Venice '23), *Smoke Sauna Sisterhood* (Sundance '23), *The Quiet Girl* (Berlinale '22).

<http://alphapanda.com>

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