

PRESS KIT

The press kit is a key to the successful promotion of a film. There is no hard and fast rule on what a press kit should contain or how it should be presented. In recent years there has been a move towards the creation of electronic press kits that contain interviews with key crew as well as participants in the film.

A basic press kit should contain the following items;

PRODUCTION STILLS

These are photographs taken during the shoot. Strong clear images that sell the film are vital because they can be used in so many different forms of publicity.

FLYER

This is usually a single A4 sheet printed front and back. Typically the flyer would contain a synopsis of the film plus credits, short reviews and some of the key still images that will engage an audience.

POSTER

The poster should use a strong and striking image that represents the film and its story.

Text should be kept to a minimum, perhaps just the title and a line description of the film.

If the film has won awards, these can be included in the poster.

DIRECTOR'S STATEMENT

A short statement by the director about why and how the film was made is usually included in the press kit.

TRAILER

A DVD of the film's trailer can be included in the press kit. In some cases, the entire film maybe included.

WEBLINK

If the film has a website, it is important that the press kit contains a prominent link to the site.