

2019 Marketing Recap

— 23RD ANNUAL —



**AMERICAN
BLACK MIAMI
FILM BEACH
FESTIVAL®** JUNE 12-16, 2019

THE NATION'S LARGEST GATHERING OF BLACK FILM & TV ENTHUSIASTS



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Outdoor



Estimated impressions: 1,817,044

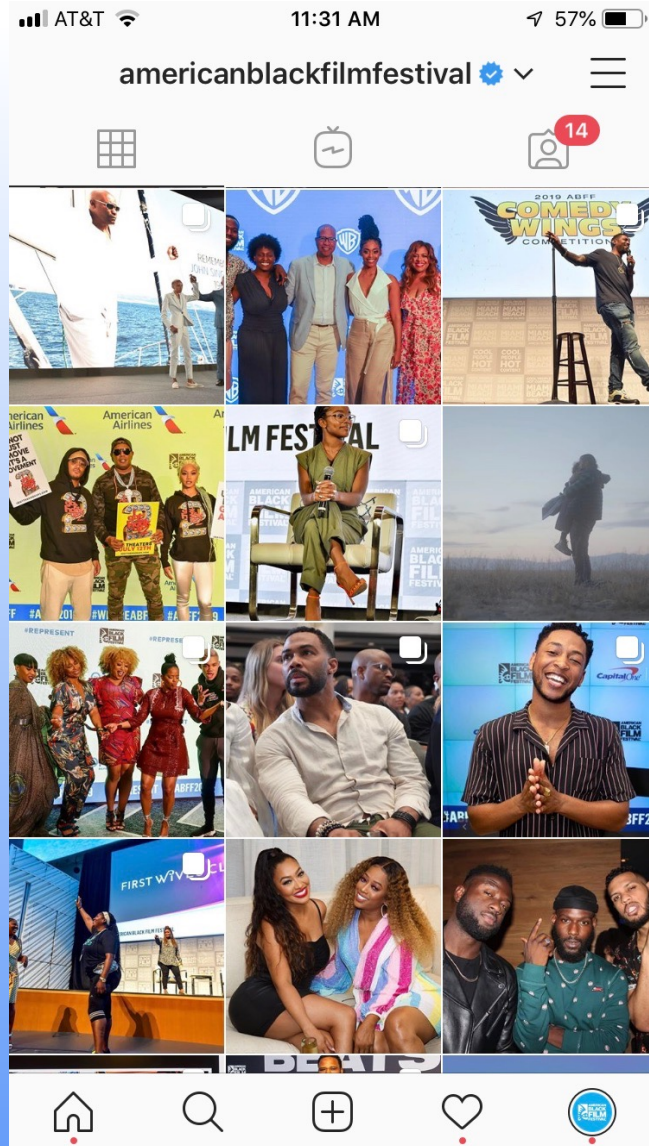
Market: Los Angeles

Timing: Jan- Feb

Campaign Overview:

Ads were placed in seven key locations in Los Angeles county targeting affluent African Americans (Ladera Heights), Industry insiders (Study City), and trendsetters in the millennial + gen X generations (Hollywood; Beverly Hills).

Social Media



Number of followers: 284,300
(Instagram, Twitter, & Facebook)

Estimated Monthly Impressions: 3.5 million
(Instagram, Twitter, & Facebook)

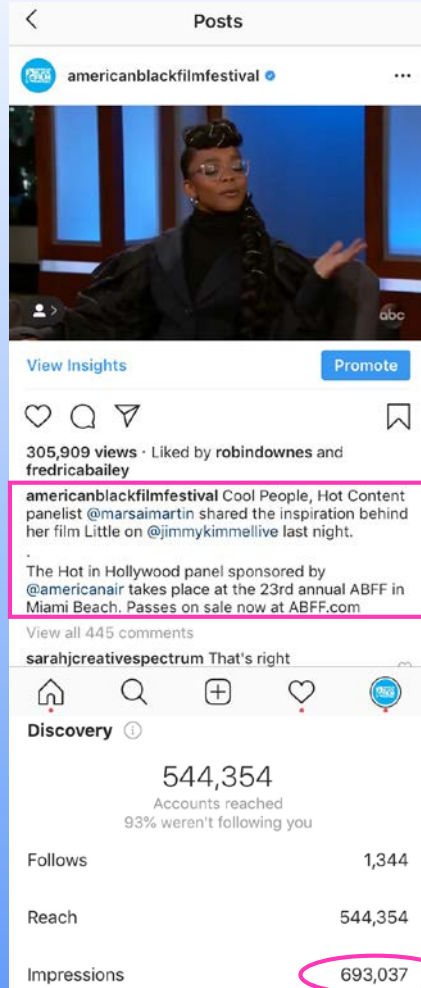
Markets: US, UK, Nigeria

Timing: Nov- July

Campaign Overview:
ABFF regularly posts content across its social media platforms and integrate our sponsors where possible.

Performance

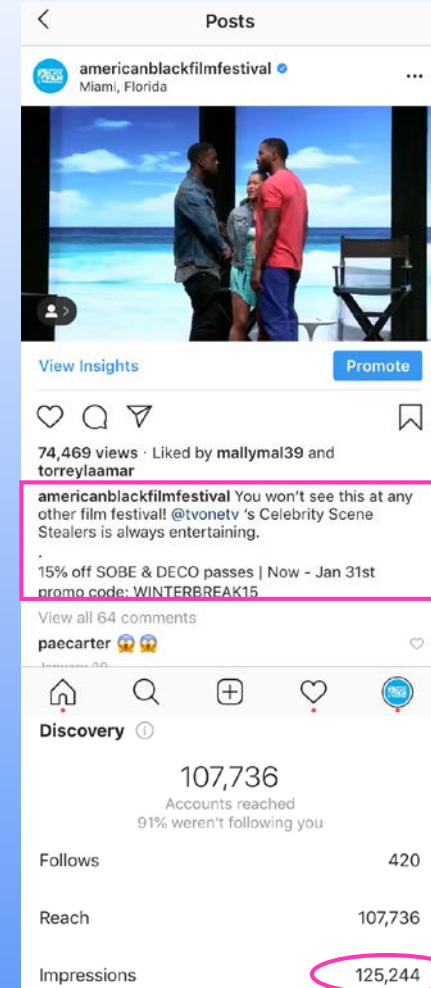
Sharing talent appearances to promote panels.



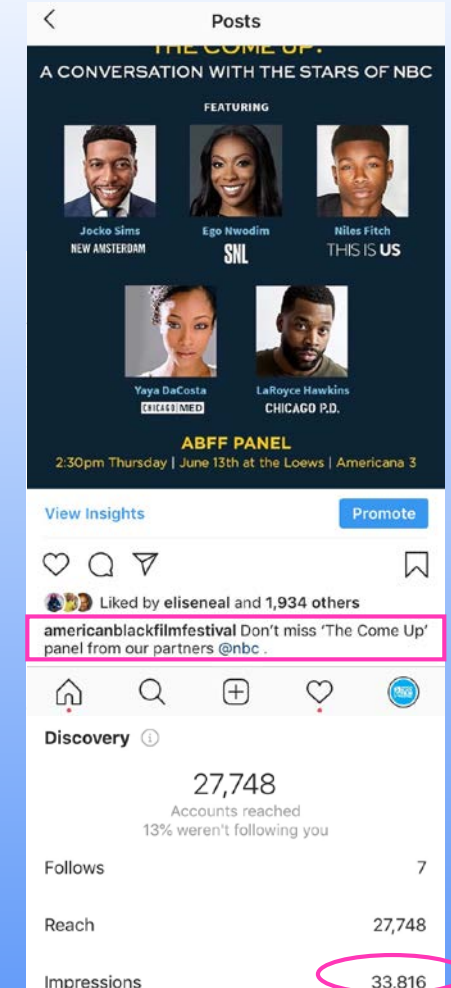
Leveraging current events to reach new audiences.



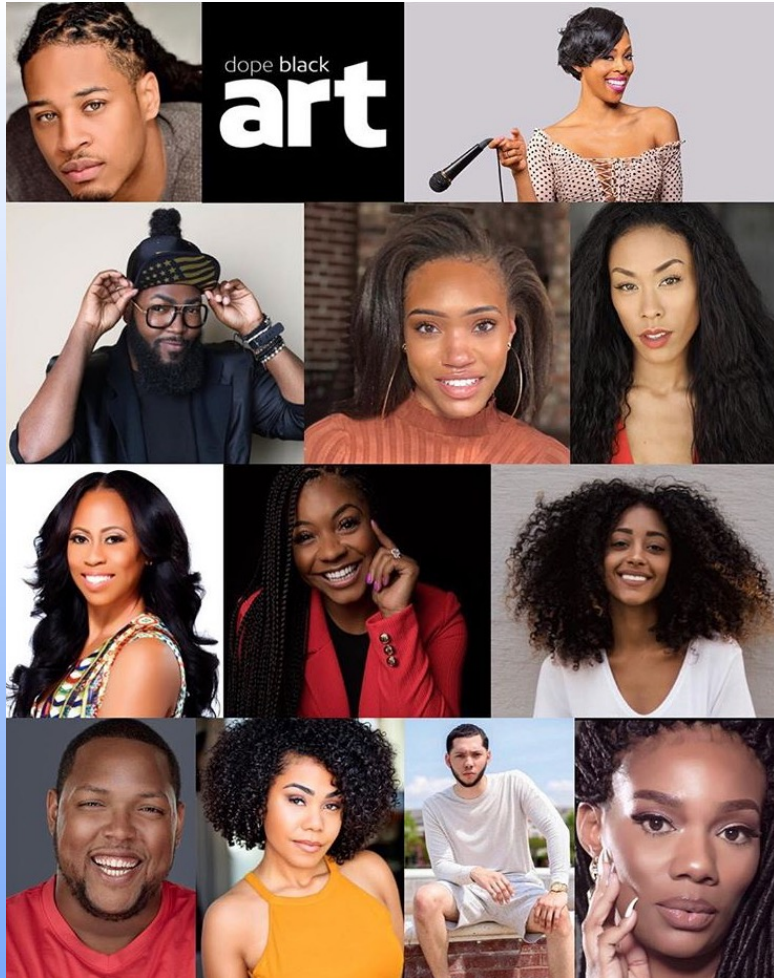
Utilizing past panels to promote upcoming panels.



Socializing sponsor-provided memes.



Social Media Ambassadors



Combined Instagram Followers: 2,211,400

Market: Worldwide

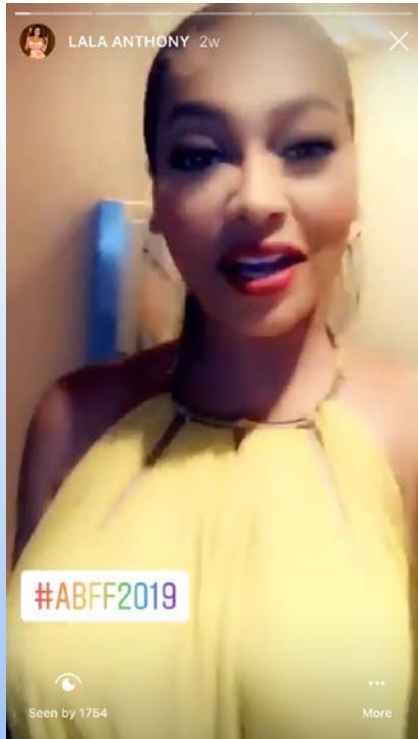
Timing: Jan- Mar

Campaign Overview:

Thirteen social media influencers whose platforms cover various niches including film, entertainment, lifestyle, comedy, and travel were enlisted to serve as our 2019 Social Media Ambassadors. The goal of the campaign was to organically engage new audiences throughout the US and in UK.

Instagram Takeover

LaLa Anthony



Meagan Good



Jacob Latimore



Combined Instagram audience:

14.5 million

Total posts:

36

Markets:

Worldwide

Timing:

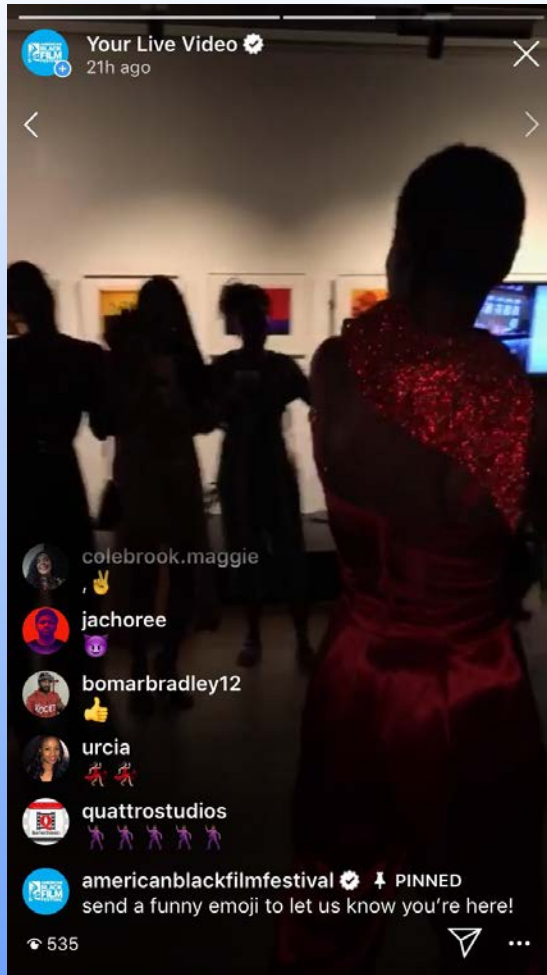
June 12-14

Campaign Overview:

Three celebrity influencers hosted an Instagram Takeover on Wednesday, Thursday, and Friday of the festival. Each celebrity posted first on their own platforms to urge their audience to follow their ABFF experience by viewing the Instagram stories @americanblackfilmfestival. They then made several posts on ABFF's platform in their own voice to create an authentic experience for viewers.

Live Streaming

V. Bozeman at the Dream In Black 29 Below Mixer



Potential audience:

182,000

Market:

Miami Beach, Florida

Timing:

June 12-15

Campaign Overview:

Select moments including live performances and red carpets were streamed on Instagram Live. Note: in previous years Facebook Live was used to live stream events; however, we discovered that views and engagement on Instagram Live are at least 50 times greater than that of Facebook Live and therefore converted our live streaming to Instagram delivering more eyeballs per event.

E-Blasts



AMERICAN BLACK FILM FESTIVAL

MIAMI BEACH, JUNE 12-16, 2019

Experience Miami With the ABFF

Already claimed your passes for the 2019 ABFF?
Book your air and hotel accommodations through [ABFF](#) to receive discounts from our partners.



Loews Miami Beach Hotel

Stay at the ABFF host hotel, a luxury oceanfront property, newly redesigned. Discounted room rates for ABFF attendees start at \$279 using promo code: **ABFF612**.

[Book Now](#)



American Airlines

The official airline of the ABFF offers attendees a 5% discount on American and American Eagle air travel anytime between June 8, 2019 - June 20, 2019 using promo code: **1169EA**.

[Book Now](#)

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PREMIER

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Estimated impressions:

2,560,000

Market:

Nationwide

Timing:

Nov- July

Campaign Overview:

E-blasts regarding festival programming and promotions are regularly sent to our email database on an ongoing basis.

Radio Advertising



Total impressions:

1,571,300

Markets:

**Atlanta, DMV, Houston,
New York**

Timing:

Jan 28 – Feb 17

Campaign Overview:

A total of 233 thirty-second spots ran across five stations in four target markets. Each radio spot identified Miami Beach as the location of ABFF and highlighted festival programming relevant to its audience and promotional giveaways. The goal of the campaign was to target listeners in African-American dense communities who express interest in Black content via their choice of radio station.



Theatrical Advertising



Estimated Impressions: 6,124,449

Market: Nationwide
(*Except NY, LA, & STL*)

Timing: Feb 14-28

Campaign Overview:

As part of the festival's partnership with AMC Theaters, 30-second spots were shown prior to film trailers at AMC theaters nationwide, with the exception of 3 markets (NY, LA, St. Louis). The image shown is taken from the 30-second spot that played in AMC theaters nationwide.

Print Advertising



Sept 2018

Estimated impressions: 2,133,000

Market: Nationwide

Timing: Sept - Feb

Campaign Overview:
Ads were placed in Variety Magazine and Black Enterprise Magazine.

Print Advertising Artwork



Dec 2018



Feb 2019

Direct Mail



Estimated impressions: 10,000

Market: Nationwide

Timing: Sept - Jan

Campaign Overview:
Postcards were mailed out to ABFF's mailing list and are distributed at partner events.

Digital Advertising



Estimated impressions: 1,866,665

Market: Nationwide

Timing: Jan - Feb

Campaign Overview:

Paid advertisement across digital networks, including Google Display Network, Facebook, and Instagram, ran mid-January through February targeting individuals who are interested in entertainment, media, TV, film, black culture, and travel.

Digital Advertising Sample Images



Street Team



Estimated impressions:

130,000

Market:

Miami Beach, Florida

Timing:

Jan 11-14

Campaign Overview:

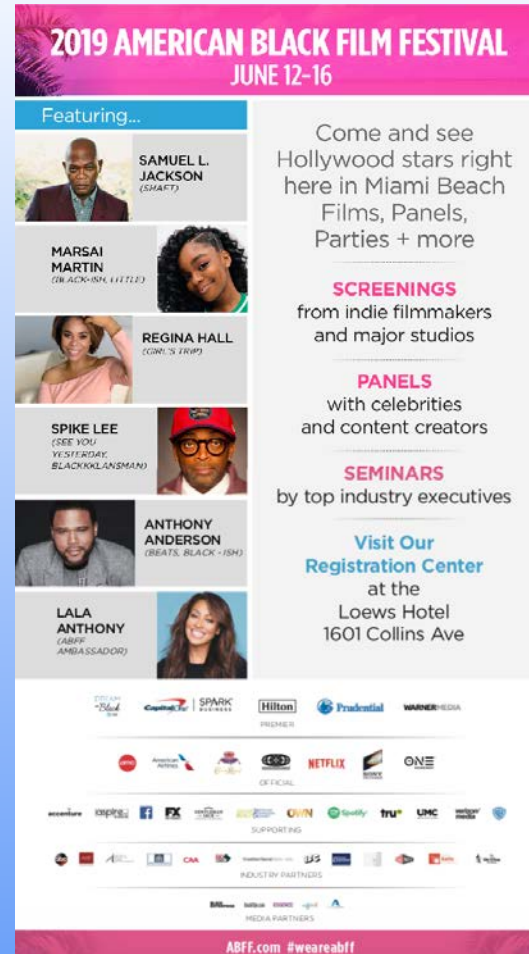
A street team of four brand ambassadors spent four days engaging with tourists and Miami locals to bring awareness to the American Black Film Festival and encourage people to attend ABFF events.

Concierge Cards

Front



Back



Estimated reach:

7,500

Market:

Miami Beach, Florida

Timing:

June 11-15

Campaign Overview:

The concierge service at dozens of South Beach hotels agreed to recommend that visitors attend the American Black Film Festival as a way to experience Miami and distributed “concierge cards” for guests to be able to carry the information with them. The cards highlighted festival programming, top stars appearing at ABFF, and sponsor logos.

Summary

MEDIUM	MARKET	RUN DATE(S)	CIRCULATION/IMPRESSIONS
Outdoor	Los Angeles, CA	Jan-Feb	1,817,044
Social Media	Global (US, UK, Nigeria)	Nov-July	31,500,000
Email	National	Nov-June	2,560,000
Radio	NY, DMV, Houston, ATL	Jan 28 – Feb 17	1,571,300
Theatrical	National	Feb 14-28	6,124,449
Print	National	Sept-Feb	2,133,000
Direct Mail	National	Sept-Jan	10,000
Digital	National	Jan-Feb	1,866,665
Grassroots Marketing	Miami Beach, FL	June 10-15	137,500

Total

47,719,958

THANK YOU AGAIN FOR YOUR SUPPORT!



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MEDIA PARTNERS