

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

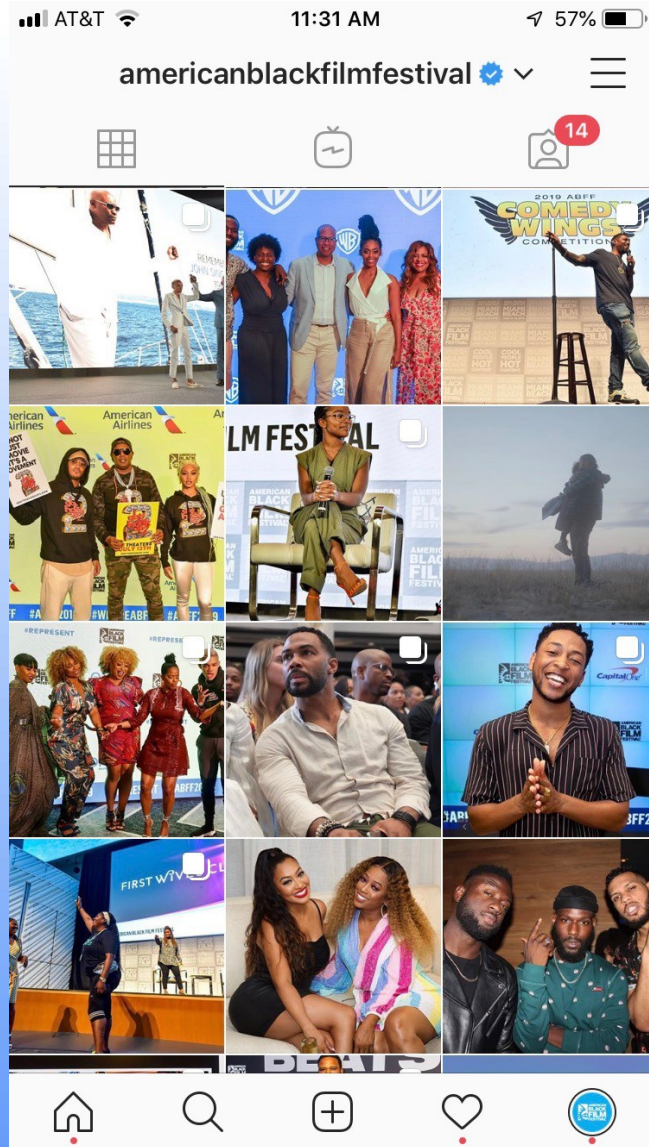
Market: Los Angeles

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.

View Insights Promote

305,909 views · Liked by robindownes and fredricabailey

americanblackfilmfestival Cool People, Hot Content panelist @marsaimartin shared the inspiration behind her film Little on @jimmykimmellive last night.

The Hot in Hollywood panel sponsored by @americanair takes place at the 23rd annual ABFF in Miami Beach. Passes on sale now at ABFF.com

View all 445 comments

sarahjcreativespectrum That's right

Discovery	Accounts reached
544,354	93% weren't following you
Follows	1,344
Reach	544,354
Impressions	693,037

Leveraging current events to reach new audiences.

View Insights Promote

395,130 views · Liked by fredricabailey and eliseneal

americanblackfilmfestival Just one short year ago, @sterlingkbrown made history when he became the 1st African American to win outstanding performance by a male actor in a drama series at the @sagawards

View all 632 comments

americanblackfilmfestival @l_am_franquita see you in Miami

sterlingkbrown

Discovery	Accounts reached
826,206	97% weren't following you
Follows	1,079
Reach	826,206
Impressions	1,142,836

Utilizing past panels to promote upcoming panels.

View Insights Promote

74,469 views · Liked by mallymal39 and torreylaamar

americanblackfilmfestival You won't see this at any other film festival! @tvonetv 's Celebrity Scene Stealers is always entertaining.

15% off SOBE & DECO passes | Now - Jan 31st promo code: WINTERBREAK15

View all 64 comments

paecarter 🤔🤔

Discovery	Accounts reached
107,736	91% weren't following you
Follows	420
Reach	107,736
Impressions	125,244

Socializing sponsor-provided memes.

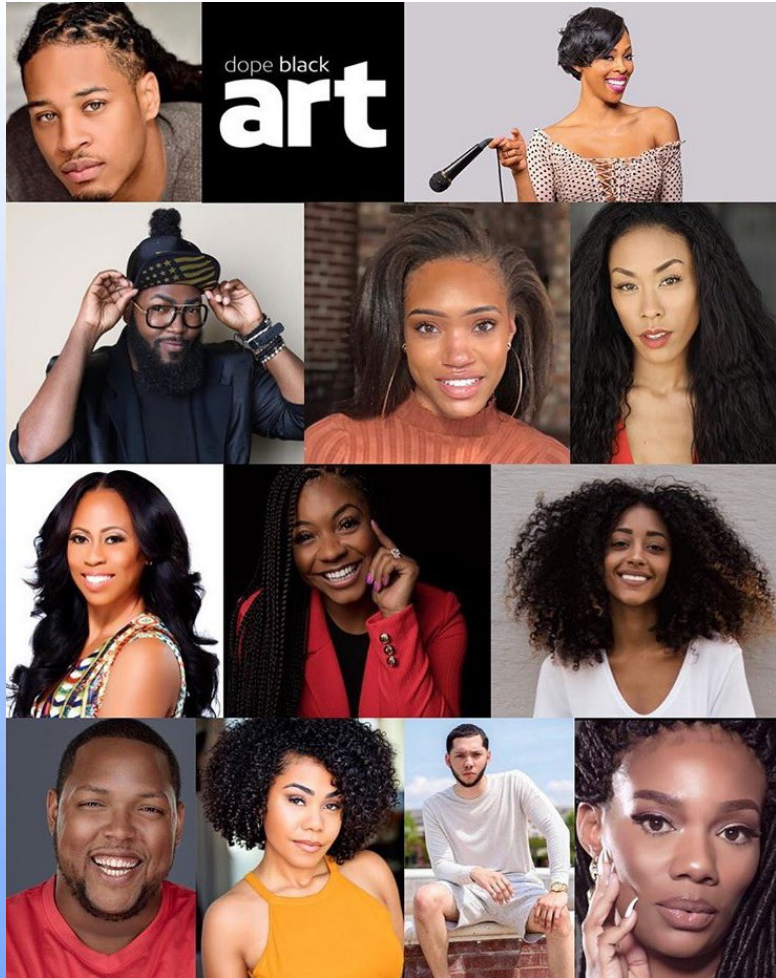
View Insights Promote

Liked by eliseneal and 1,934 others

americanblackfilmfestival Don't miss 'The Come Up' panel from our partners @nbc .

Discovery	Accounts reached
27,748	13% weren't following you
Follows	7
Reach	27,748
Impressions	33,816

Social Media Ambassadors



Combined Instagram Followers: 2,211,400

Market: Worldwide

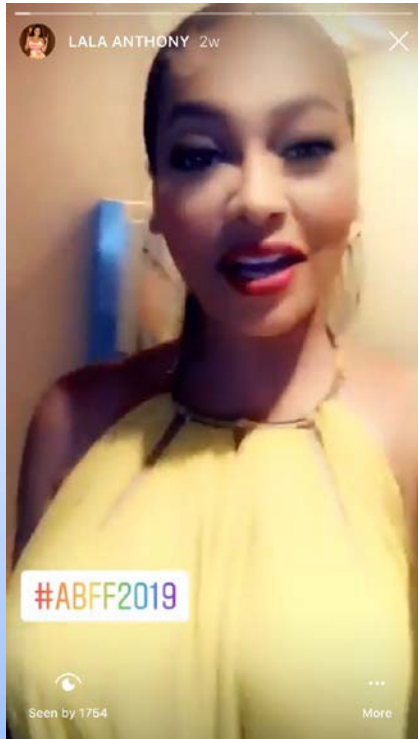
Timing: Jan- Mar

Campaign Overview:

Thirteen social media influencers who's 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

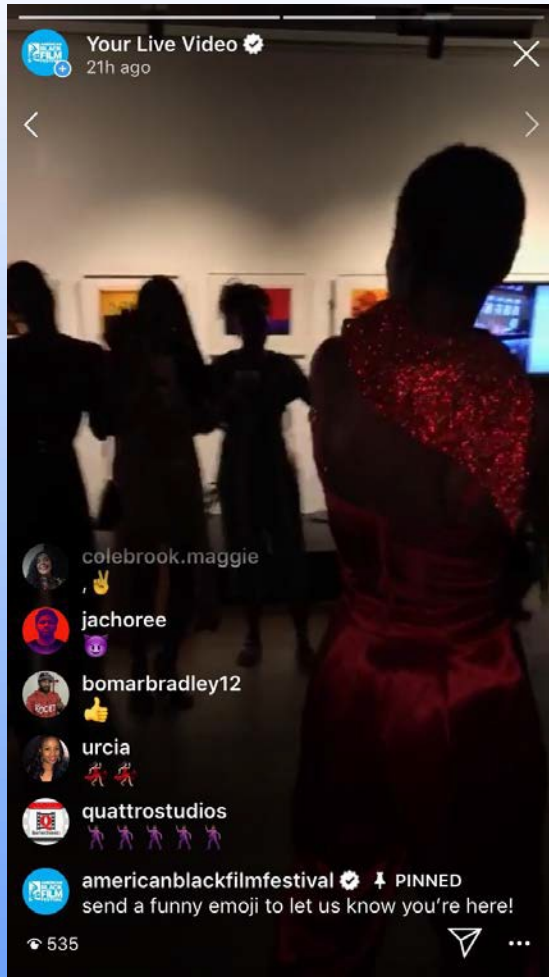
Timing: June 12-14

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



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](#)

ABFF.com

Follow us @abff



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:

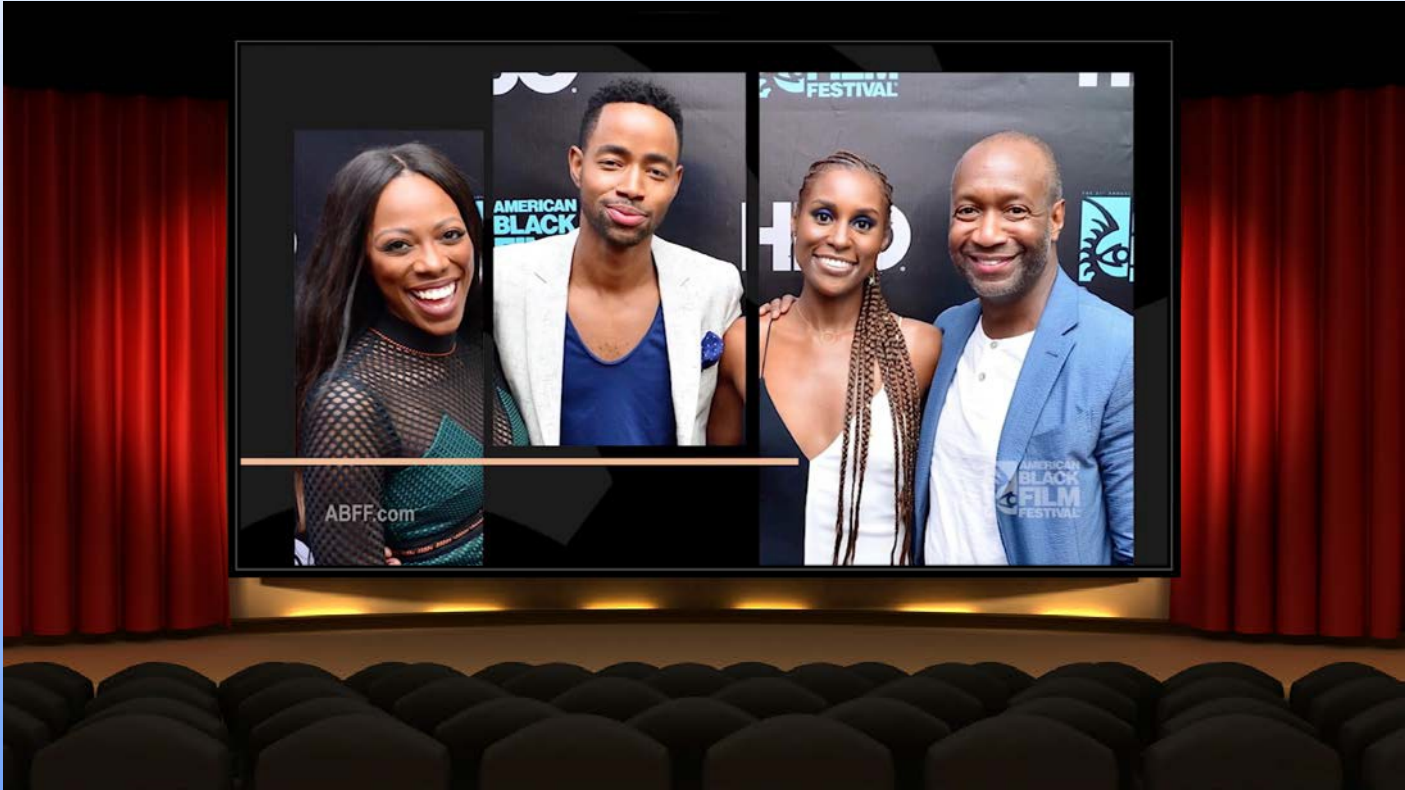
Jan 28 - Feb 17

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 nationally, 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



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BEACH**
JUNE 12 - 16, 2019

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OF BLACK FILM & TV ENTHUSIASTS

Javicia Leslie
ACTRESS, GOD FRIENDED ME
ABFF ALUM - 2011
ABFF.com

COOL PEOPLE HOT CONTENT

Unleashed Creativity. Undiscovered Talent. Unparalleled Networking.
The Best in Black Film, Television and Digital.
Come see for yourself!

PASSES ON SALE . SUBMISSIONS NOW OPEN

HBO FOUNDING
MAMA PRESENTING
Capital One BUSINESS PREMIER
turner OFFICIAL
American Airlines SUPPORTING
tru

Dec 2018

COME SEE FOR YOURSELF!



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FILMS,
PANELS,
PARTIES...
AND MORE.

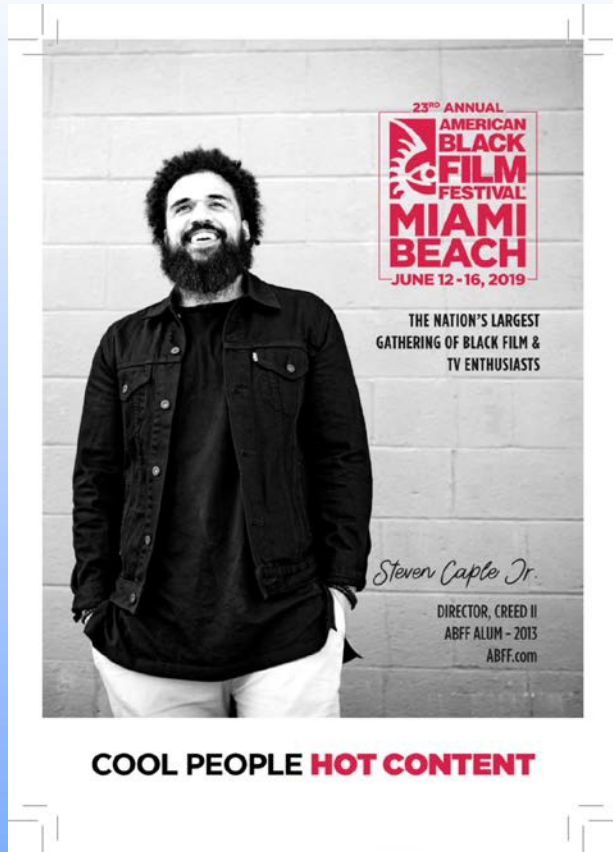
REGISTER TODAY ABFF.COM

FOLLOW US    #ABFF2019

HBO FOUNDING
MAMA PRESENTING
NBCUNIVERSAL PREMIER
Capital One BUSINESS PREMIER
turner OFFICIAL
American Airlines SUPPORTING
tru

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

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2019 FESTIVAL AMBASSADOR **LA LA ANTHONY**

COOL PEOPLE **HOT CONTENT**

ABFF.com

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JUNE 12-16, 2019

NOW ACCEPTING SUBMISSIONS
FOR OUR COMPETITIVE AND
SHOWCASE SECTIONS

- NARRATIVE FEATURES
- DOCUMENTARIES
- HBO SHORT FILM COMPETITION
- WEB SERIES

\$50,000 + IN PRIZE MONIES
SUBMIT NOW!

VISIT ABFF.com
FOR FULL ELIGIBILITY & SUBMISSION DETAILS.
THE NATION'S LARGEST GATHERING OF BLACK FILM & TV ENTHUSIASTS

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OF BLACK FILM & TV ENTHUSIASTS

Steven Caple Jr.
DIRECTOR, CREED II
ABFF ALUM - 2013

COOL PEOPLE **HOT CONTENT**

ABFF.com

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COOL PEOPLE **HOT CONTENT**

#WEAREABFF | #ABFF2019 | ABFF.COM

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COOL PEOPLE **HOT CONTENT**

#WEAREABFF | #ABFF2019 | ABFF.COM

Street Team



Estimated impressions:

130,000

Market:

Miami Beach, Florida

Timing:

Jan 11-14

Campaign Overview:

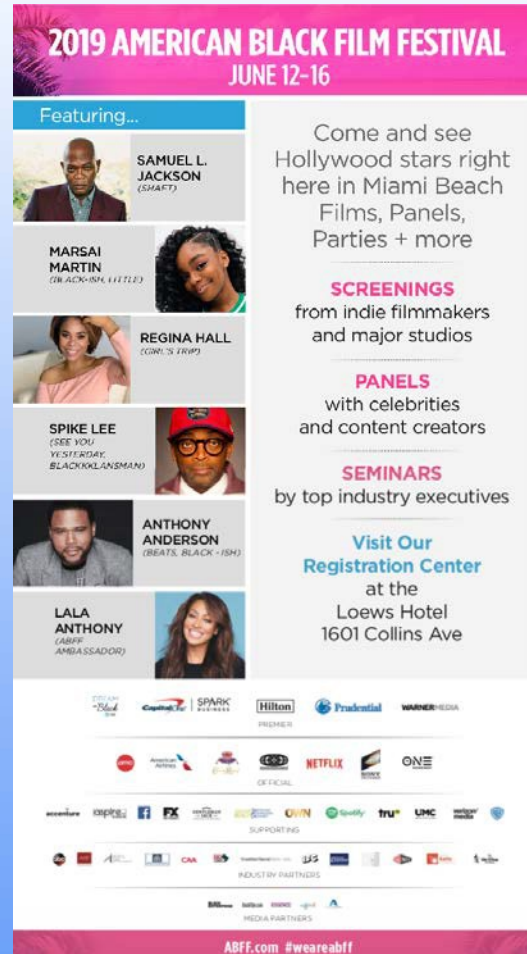
A street team of four brand ambassadors spent four days engaging with tourists and Miami locals to bring awareness to the American Black Film Festival and encourage people to attend ABFF events.

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	VALUE
Outdoor	Los Angeles, CA	Jan-Feb	1,817,044	\$11,650
Social Media	Global (US, UK, Nigeria)	Nov-July	31,500,000	\$59,850
Email	National	Nov-June	2,560,000	\$8,000
Radio	NY, DMV, Houston, ATL	Jan 28 - Feb 17	1,571,300	\$27,000
Theatrical	National	Feb 14-28	6,124,449	\$75,000
Print	National	Sept-Feb	2,133,000	\$50,000
Direct Mail	National	Sept-Jan	10,000	\$3,500
Digital	National	Jan-Feb	1,866,665	\$7,500
Grassroots Marketing	Miami Beach, FL	June 10-15	137,500	\$1,500

Total Impressions: 47,719,958

Total Value: \$ 244,000

THANK YOU AGAIN FOR YOUR SUPPORT!



PRESENTING



PREMIER



OFFICIAL



SUPPORTING



INDUSTRY PARTNERS



MEDIA PARTNERS