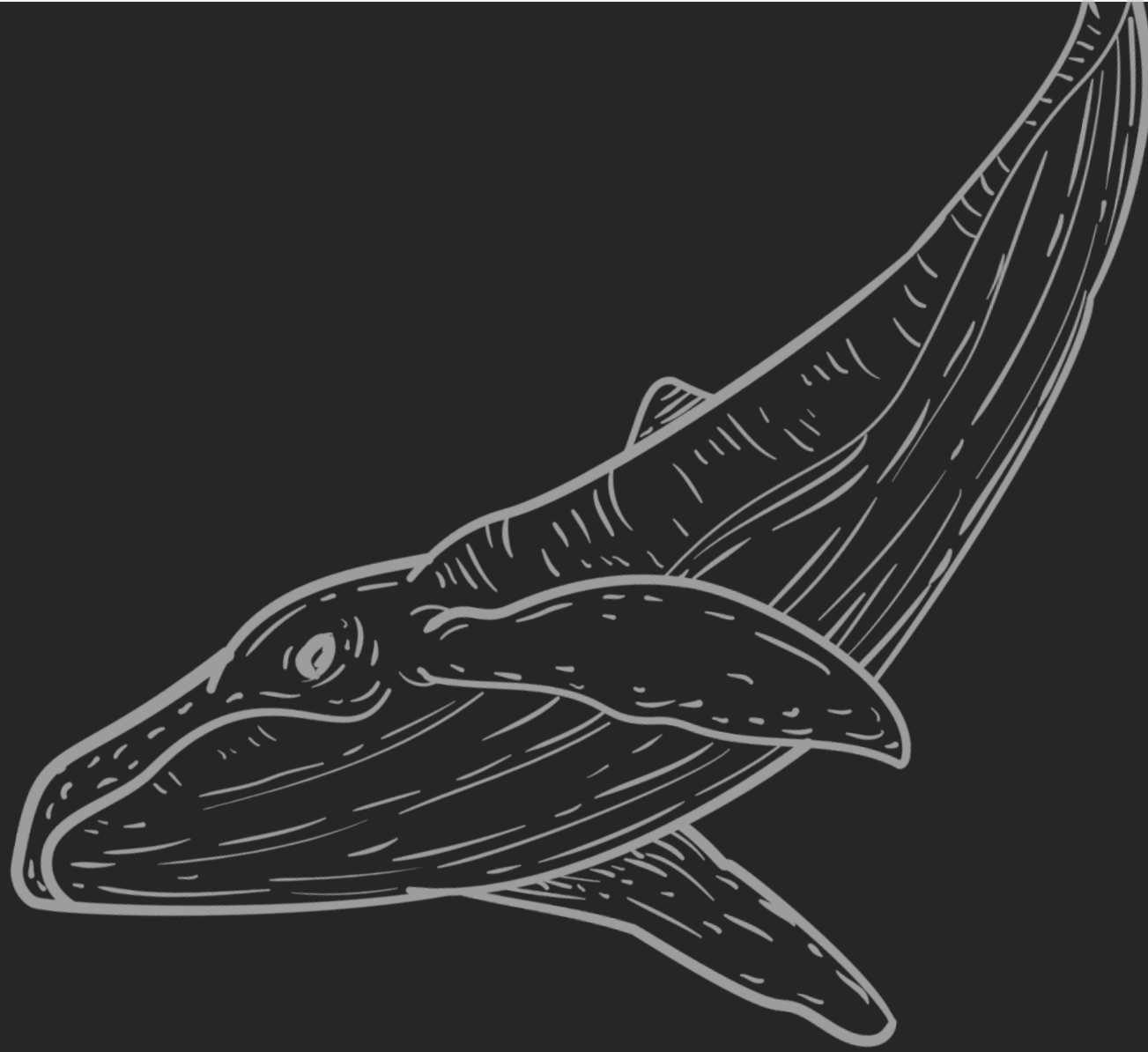
LA BALEINE.

MARKETING STRATEGY



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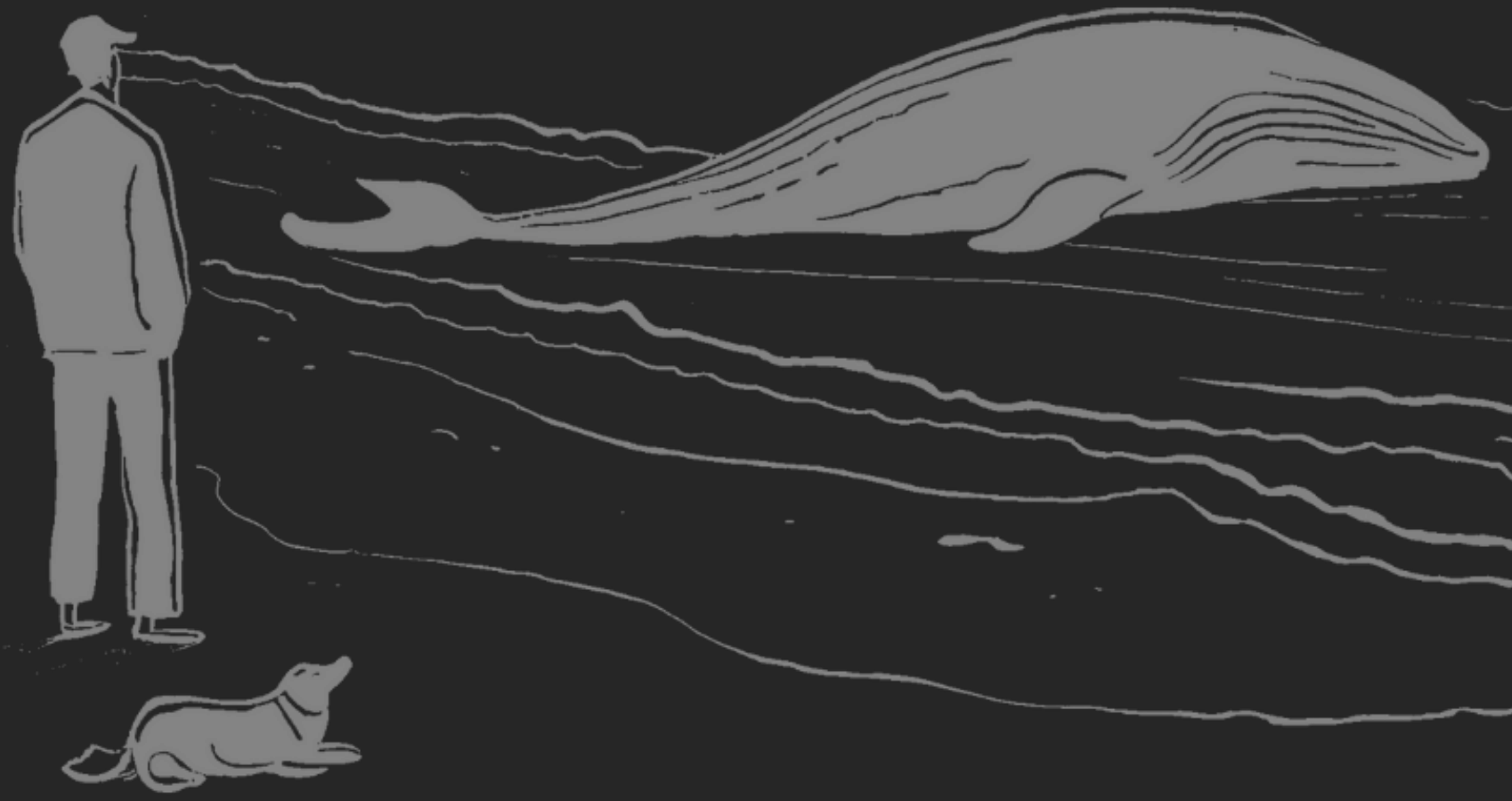
THEFILMAGENCY

INDEX.

POSITIONING.



THEFILMAGENCY

SYNOPSIS.

AUTUMN, 1985. AFTER A STORM DEVASTATES A MEDITERRANEAN VILLAGE, A DEAD WHALE WASHES ASHORE. THE AUTHORITIES PLAN TO DYNAMITE IT, CLAIMING IT CARRIES DISEASES, BUT CORBAC, A WINEMAKER AHEAD OF ITS TIME AND IN LOVE WITH THE WORLD OF THE LIVING THINGS IS DETERMINED TO SAVE ITS SKELETON. AS HE CUTS THE WHALE APART, TENSIONS RISE AMONG THE FEARFUL VILLAGERS, WHO RESORT TO HIS PUNK DAUGHTER, MATHILDE, IN A DESPERATE ATTEMPT TO STOP HIM.

POSITIONING.

OPTION A

LA BALEINE IS POSITIONED WITHIN THE REALM OF MAGICAL REALISM, BLENDING THE FANTASTICAL WITH THE EVERYDAY. THE SUDDEN APPEARANCE OF A WHALE ON THE FRENCH COAST TRANSFORMS CORBAC'S MUNDANE AND DECAYING EXISTENCE INTO A PROFOUND EXPLORATION OF LIFE'S MYSTERIES. THE FILM BLURS THE LINES BETWEEN REALITY AND THE EXTRAORDINARY, WHILE CONTINUOUSLY HIGHLIGHTING HUMANITY'S VITAL CONNECTION TO NATURE AND THE CONSEQUENCES OF NEGLECTING IT.

OPTION B

LA BALEINE IS A POETIC DRAMA THAT EXPLORES THE INTRICATE RELATIONSHIP BETWEEN HUMANS AND NATURE THROUGH A MEDITATIVE LENS. CORBAC'S BATTLE TO PRESERVE A WHALE'S REMAINS SERVES AS A REFLECTION ON MORTALITY, MEMORY, AND THE FRAGILE BOND BETWEEN HUMANKIND AND THE ENVIRONMENT. THE FILM'S SIMPLE YET POWERFUL VISUAL STYLE INVITES VIEWERS TO RECONNECT WITH THE NATURAL WORLD ON AN EMOTIONAL LEVEL, WHILE CONTEMPLATING THE EXISTENTIAL QUESTIONS OF LIFE AND DEATH.

POSITIONING.

OPTION C [SELECTED OPTION]

LA BALEINE IS A POETIC THRILLER THAT EXPLORES THE INTRICATE RELATIONSHIPS IN THE LIVING WORLD THROUGH A MEDITATIVE BUT DRAMATIC LENS. CORBAC'S BATTLE TO PRESERVE A WHALE'S MEMORY SERVES AS A REFLECTION ON REGENERATION, TRANSMISSION AND THE INTERDEPENDENCE OF LIVING THINGS. THE FILM'S CINEMATIC AND WESTERN STYLE INVITES VIEWERS TO RECONNECT WITH THE NATURAL WORLD ON AN EMOTIONAL LEVEL, WHILE CONTEMPLATING THE EXISTENTIAL QUESTION OF THE CYCLE OF LIFE.

OPTION D

LA BALEINE MASTERFULLY BLENDS HORROR ELEMENTS WITH ENVIRONMENTAL THEMES, POSITIONING ITSELF WITHIN THE GROWING GENRE OF ECOLOGICAL HORROR. HERE, THE TRUE TERROR COMES FROM THE VERY REAL CONSEQUENCES OF HUMANITY'S DESTRUCTIVE RELATIONSHIP WITH NATURE. CORBAC'S QUEST TO PRESERVE A WHALE'S SKELETON REFLECTS A POIGNANT ATTEMPT TO RECONNECT WITH NATURE THROUGH A CHILDLIKE INNOCENCE, SET AGAINST THE UNSETTLING BACKDROP OF OUR INCREASING DISCONNECTION FROM THE NATURAL WORLD.

WORDCLOUD.

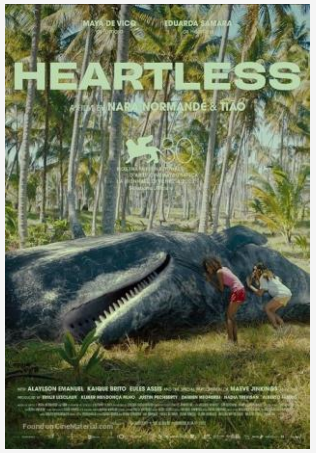

SKELETON
LA BALEINE
ECOLOGICAL
PRESERVATION QUEST
SEA
CYCLE OF LIFE
FAMILY
TRANSMISSION
NATURE
VISCERAL
DEATH
WESTERN
LONER
MEMORY
FABRIC OF LIFE
MELANCHOLY
SERGI LOPEZ
MISANTHROPE
YOUNG EXPLORER
CORBAC
1980'S
MEDITERRANEAN VILLAGE
OUTCAST
STORM
REAL EVENTS
RESPECT
WHALE
WINEYARDS
REGENERATION

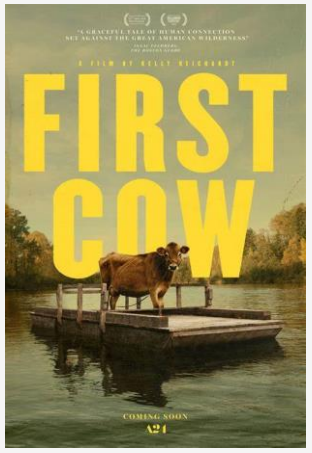
BENCHMARKING.

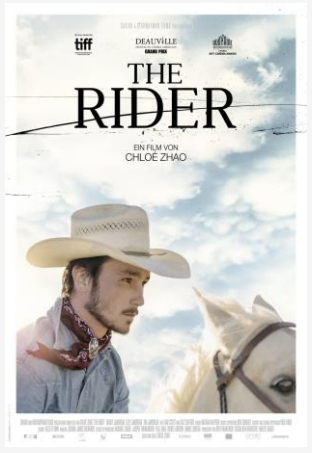
THEFILMAGENCY

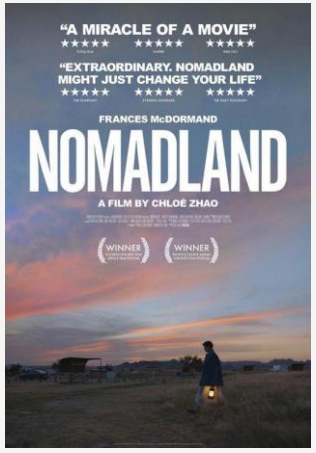
BENCHMARKING.

CAPTIVATING VISUAL STYLE | CONNECTION WITH NATURE | SOCIAL DRAMA | ECOLOGY | HUMAN AGAINST THE SYSTEM | LONER





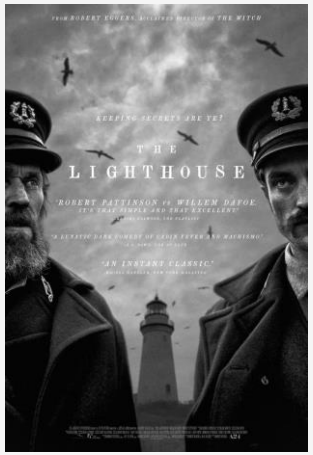


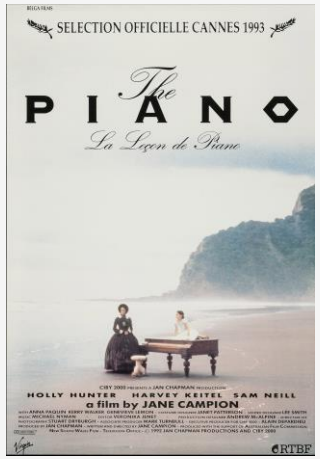


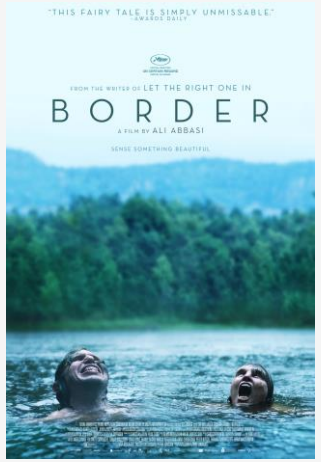
SENSORIAL FILMS

BENCHMARKING.

SURVIVAL FILM | CAPTIVATING VISUAL STYLE | EXTREME NATURE | SURREALISM TOUCH

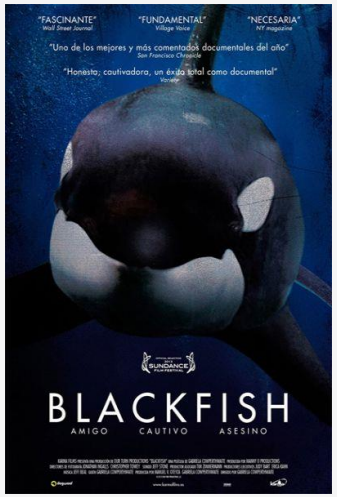


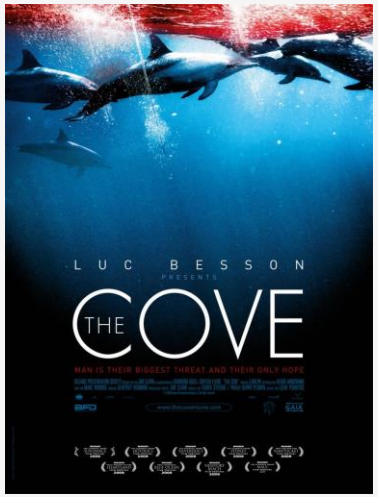


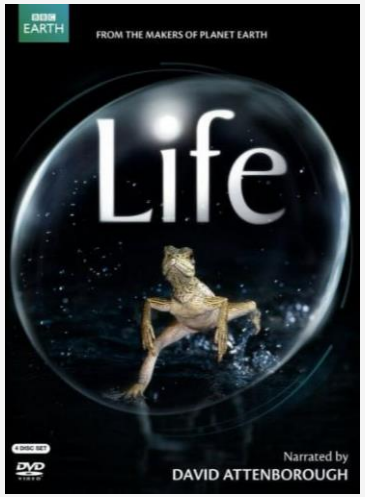


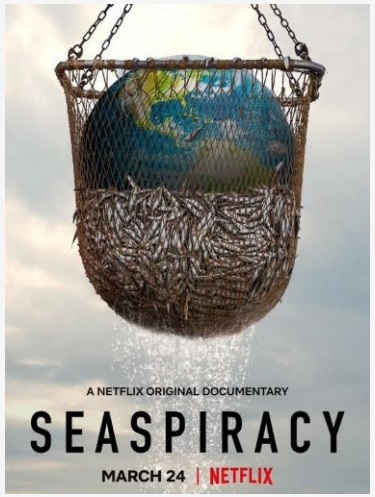
BENCHMARKING.

EXTREME NATURE PORTRAIT | SHOCKING APPROACH TO ECOLOGY | SURPRISING SEALIFE STORIES | AUDIENCE COULD ASSOCIATE THIS “TAG”









BENCHMARKING ANALYSIS.

Movie	Year	IMDB Rating	Budget	WW BO	Awards & Achievements	Key Film Festivals	Sales Agent	TOP Markets	BO Markets	Distributor
AS BESTAS	2022	7.5	$3.900.000	$10.067.896	57 wins & 39 nominations	San Sebastian International Film Festival | Tokyo International Film Festival	Latido Films	Spain	$7.276.891	A Contracorriente
								France	$2.099.000	Le Pacte
								Italy	$232.998	Movies Inspired & Lucky Red
								Netherlands	$185.641	IMG Films
								United Kingdom	$42.439	Curzon Film Distributors
BORDER	2018	7.0		$2.177.678	20 wins & 30 nominations, including 1 Oscar nomination	Cannes Film Festival | San Sebastian Horror and Fantasy Film Festival | Munich Film Festival | Palm Springs International Film Festival	Films Boutique	USA	$771.930	Neon
								France	$516.277	Metropolitan Filmexport
								Italy	$229.314	Valmyn, Wanted
								Spain	$123.138	Karma Films
								South Korea	$114.407	
GODLAND	2022	7.1	$5.000.000	$1.560.518	18 wins & 41 nominations	Cannes Film Festival | Palm Springs International Film Festival | San Sebastian International Film Festival	New Europe Film Sales	France	$582.938	Jour2Fête
								Australia	$209.108	Palace Films
								Netherlands	$189.561	IMG Films
								Spain	$188.228	A Contracorriente
								Italy	$148.289	Movies Inspired
La Chimera	2023	7.3	$9.600.000	$5.128.487	12 wins & 33 nominations	Cannes Film Festival | Chicago International Film Festival | Valladolid International Film Festival	The Match Factory	Italy	$1.380.545	01 Distribution
								USA	$1.004.503	Neon
								United Kingdom	$879.790	Curzon Film Distributors
								The Netherlands	$466.710	September Film
								Spain	$348.819	Elastica
LEVIATHAN	2014	7.6		$4.439.481	38 wins & 52 nominations, including 1 Oscar nomination	Cannes Film Festival | Palm Springs International Film Festival	Pyramide International	Russia / CIS	$1.471.773	20th Century Fox International
								USA	$1.092.800	Sony Pictures Classics
								Spain	$421.546	Golem Distribución
								Australia	$385.644	Palace Films
								Sweden	$170.028	NonStop Entertainment

SWOT ANALYSIS.

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SELLING POINTS: INTERNAL

STRENGTHS.

- Based on a true event, which can spark curiosity among the target audience.
- The film's controversial and unconventional approach has the potential to generate strong interest from viewers.
- Known actors such as Sergi López (“Lazzaro Felice”), Bernard Blancan (“Le Comte de Monte-Cristo”), and Moussa Maaskri (“Les Infaillibles”) among European arthouse audiences.
- The project is in the final stages of securing financing, indicating it is nearly ready to begin production.
- Backed by multiple partners, such as the Muséum National D’Histoire Naturelle, reinforcing the trust and potential of the project.
- As a co-production with Spain, it has significant transnational potential, particularly in Spanish, Italian, and Portuguese-speaking markets (Latin markets).
- The film addresses universal themes such as legacy and resilience, which are likely to resonate with audiences worldwide. Innovative sub-themes such as regeneration and the cycle of life might resonate with younger adults.
- Potential to ignite discussions on pressing ecological issues, including pollution and environmental crises.
- Corbac family (Blanche the owl, Lazare the crow and Couille Molle the dog) will be appealing to animal lovers.

WEAKNESSES.

- The film’s visceral and bloody visuals and premise may turn away some viewers.
- The protagonist might be perceived as an outcast, which could lead audiences to not empathize with him.
- Subjects such as alcoholism and violence combined with the film’s living matter realism style, will limit its appeal to a broader audience.
- The director is relatively unknown internationally, and this is their first fictional feature film, which may affect the film's marketability.
- Highly sensorial and dreamlike sequences could be seen as unappealing or slow-paced by wider audiences.
- The film’s complex subject might make it fall into a more intellectual category, narrowing its audience.

SELLING POINTS: EXTERNAL

OPPORTUNITIES.

- The film's thematic depth and visual proposal make it a strong contender for selection in prestigious Class-A festivals.
- There is potential for powerful performances that could generate both national and international awards recognition.
- The decision to film with a real dead whale and have scientists study it on-site for a week is unprecedented, providing a unique opportunity for scientific documentation. This aspect can generate media attention and even educational interest, as no whale has been studied on a beach for such an extended period.
- The film's ecological focus could open up opportunities for its inclusion in educational settings, promoting environmental awareness.
- The presence of a charming animal character, such as Couille Molle, may create a phenomenon similar to that of the dog in Anatomy of a Fall.
- Benchmark titles like La Chimera and As Bestas have seen considerable success at the box office, receiving critical acclaim and driving SVOD sales.
- Potential for potent Long Tail exploration of the movie.

RISKS.

- Filming with a real dead whale might raise ethical or health concerns and be perceived as opportunistic and a negative take in ecology. As prolonged exposure to the decaying body could pose risks to both the cast and crew, ensuring a safe environment will be crucial to avoid negative media coverage.
- The study of the whale by scientists over a week is unprecedented, which, while intriguing, may also carry logistical risks and unforeseen challenges that could delay or even halt production, resulting in costly alternative solutions or a more expensive contingency plan.
- Due to its thematic, the film might receive a higher age rating (+12 years or +16 years) which could limit certain targets.
- The film could be misunderstood by animal rights advocates, potentially leading to significant backlash on social media.
- There is a risk that the film's dark and heavy tone may be perceived as overly bleak and depressing, alienating broader audiences.

TOWS ANALYSIS: TURNING NEGATIVE INTO POSITIVE.

RISKS AND WEAKNESSES.

1. The film's visceral and bloody visuals and premise may turn away some viewers.
2. The protagonist might be perceived as an outcast, which could lead audiences to not empathize with him.
3. Subjects such as alcoholism and violence combined with the film's living matter realism style, will limit its appeal to a broader audience.
4. The director is relatively unknown internationally, and this is their first fictional feature film, which may affect the film's marketability.
5. Highly sensorial and dreamlike sequences could be seen as unappealing or slow-paced by wider audiences.
6. The film's complex subject might make it fall into a more intellectual category, narrowing its audience.
7. Filming with a real dead whale might raise ethical or health concerns and be perceived as opportunistic and a negative take in ecology. As prolonged exposure to the decaying body could pose risks to both the cast and crew, ensuring a safe environment will be crucial to avoid negative media coverage.
8. The film could be misunderstood by animal rights advocates, potentially leading to significant backlash on social media.

- **(1+3+5+6)** While the visuals and themes may be intense, they ensure the film leaves a lasting emotional impact. This not only strengthens the ecological message but also attracts a niche audience seeking provocative and challenging cinematic experiences. Targeted content on social media will allow us to tailor the communication to different audience segments, maximizing reach.
- **(2)** But his grief and depression are universal feelings, making him deeply relatable. His vulnerability will allow the audience to connect with him emotionally.
- **(4)** This could spark interest from European festivals, which are always looking for the next big talent. Additionally, the support from well-established companies and partners boosts the film's credibility, making it easier to gain visibility.
- **(7)** The use of a real whale, a bold and unprecedented initiative, presents a major opportunity to attract significant media attention. Backed by reputable scientific institutions, the film positions itself as both an innovative and educational project, contributing to scientific knowledge and ecological awareness.
- **(8)** By maintaining transparency and involving scientific partners, the film can turn potential controversy into an educational opportunity. The use of the whale will be handled with respect and for preservation purposes, highlighting the project's environmental commitment and appealing to ecological advocates.

TARGET.

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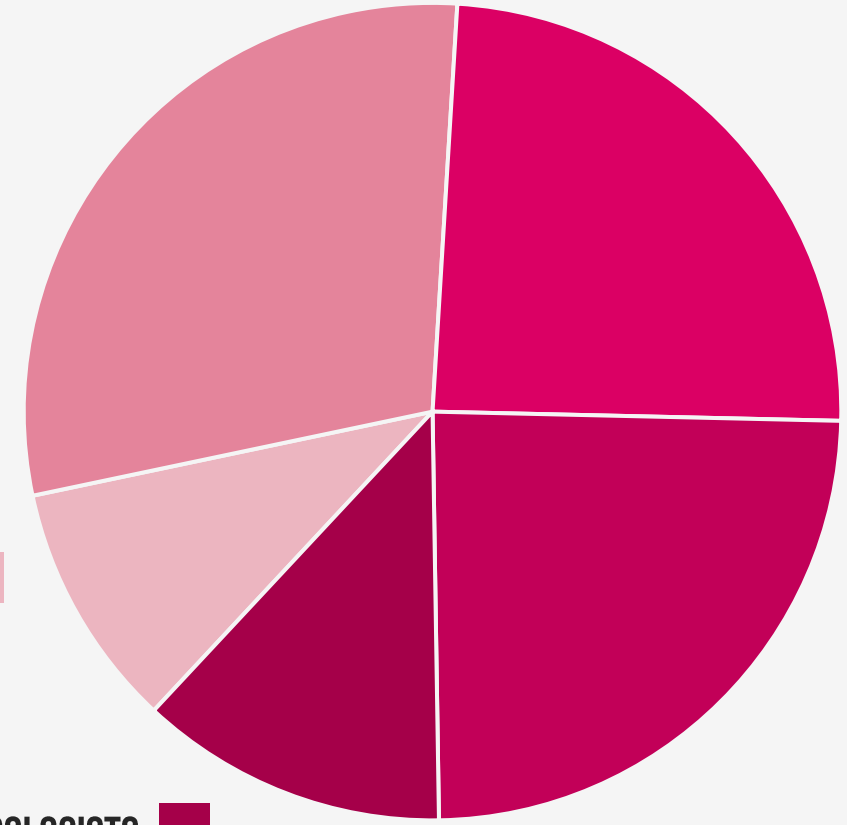
TARGET.



ARTHOUSE CINEMA LOVERS
65% MEN (±35)

CHARACTER DRIVEN DRAMAS
70% WOMEN (±60)

EDGY TASTE MAKERS
50% MEN (±25)

FESTIVAL GOERS
60% MEN (±30)

TEACHERS, SCIENTISTS AND ECOLOGISTS
50% WOMEN (±35)

DISTRIBUTION STRATEGY.

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DISTRIBUTION STRATEGY.

INTERNATIONAL DISTRIBUTION.

SALES AGENT – CONFIRMED

- **The Party** (Josep, Transamazonia)

DOMESTIC DISTRIBUTION.

POTENTIAL LOCAL DISTRIBUTOR (SPAIN) – IDENTIFIED OPTIONS

- **Caramel** (Evil Does Not Exist), **Avalon** (First Cow), **Elastica** (La Chimera), **La Aventura** (Bacurau)

POTENTIAL LOCAL DISTRIBUTOR (BENELUX) – IDENTIFIED OPTIONS

- **Imagine Film, Distri7, O'Brother**

LOCAL DISTRIBUTOR (FRANCE) - CONFIRMED

- **Jour2fête** (20,000 Species of Bees)

DISTRIBUTION STRATEGY.

DISTRIBUTION: OTHER KEY TERRITORIES

POTENTIAL DISTRIBUTORS

GERMANY & AUSTRIA

- Alamode, Plaion, MFA, Neue Visionen, Filmwelt, Rapid Eye Movies, Weltkino.

ITALY

- Academy Two, Europictures, Wanted, I Wonder Pictures, Lucky Red, Officine Ubu, Teodora.

POLAND

- Aurora, Gutek, New Horizons, Sofilm

SWITZERLAND

- Agora, Cineworx **(In touch)**, Filmcoopi, Frenetic, Praesens, Xenix

JAPAN

- Aya Pro, Bitters End, Cetera, Doma, King Records, Mimosa, New Select, Zazie, Transformer

TAIWAN

- Andrews Film, AV-JET, Cineplex, Flash Forward, Swallow Wings, Joint Entertainemnt

CANADA

- AZ Films **(In touch)**, Axia, Films We Like, K Films Amerique, Maison 4:3, Metropole, Mongrel, Les Films Opale

USA

- The Cinema Guild, Cohen Media, Film Movement, Grasshopper Films, Neon, IFC Films Entertainment, Kino Lorber, Magnolia Pictures, Kim Stim, Music Box, Oscilloscope, Sony Pictures Classics, Strand Releasing, Metrograph, Sideshow, Greenwich.

DISTRIBUTION STRATEGY.

FESTIVAL STRATEGY.

WORLD PREMIERE:

PLAN A
Cannes Film Festival (France).

PLAN B

Berlin International Film Festival (Germany), **Venice Film Festival** (Italy) or **San Sebastian Film Festival** (Spain).

OTHER KEY INTERNATIONAL FILM FESTIVALS:

TIFF (Canada), **SEMINCI** (Spain), **SITGES** (Spain), **Warsaw Film Festival** (Poland), **Brussels International Festival of Fantastic Film** (Belgium), **Bergen International Film Festival** (Norway), **Fantasporto** (Portugal), **Fantasia Film Festival** (EUA)

OTHER MINOR FESTIVALS

Another Way Film Festival (France, Spain)

AUDIENCE DESIGN & MARKETING ACTIVITIES.

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AUDIENCE PLAN: ACTIONS WE WILL UNDERTAKE.

DRAFTING THE FUTURE PLAN: OVERVIEW.

We plan to activate the following actions in our audience development and marketing plan:

1. **THINK EARLY**: the present strategy will be evolved and act as the main route map.
2. **THINK DATA AUDIENCE INSIGHTS:** we will prepare test screenings and visual tests creating our own audience panels in countries like Spain and France to better understand our audiences and our connections points.

3. THINK VISUAL: we will create digital assets, a strong pedagogical dossier and a hub website for all the cross-media contents.

4. THINK ENGAGEMENT: we will prepare strong PR and social media campaigns for the festival launch.

* We describe each part of the plan in the next slides:

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THINK EARLY.

Marketing is a substantial part of producers' work. Sales agents and distributors will only build up on that basis"

Thinking Audience Ahead during financing stage to fine-tune all strategic aspects.

We have developed a complete THINK EARLY STRATEGY as the main cornerstone of the future audience marketing campaign. By identifying the following items, which can be actualized following the shooting of the movie and analysis, if it is seen as necessarywe're been able to draft our route map:

- SWOT Analysis: identifying strong points and risks
- TOWS Analysis: Turning challenges into strengths
- Positioning: clarifying the true nature of the film
- Benchmarking & Market Research: assessing previous experiences and understanding the market
- Target Audience: defining a concrete audience and drafting a plan

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THINK DATA AUDIENCE INSIGHTS.

Data intelligence to understand what the future audiences looks like"

Bridging the data gap.

We plan to develop test screenings and visual assets testing engaging audience panels partners. With a quantitative approach (interviews to 300 individuals per country) and dialogued interviews / groups with a selective group of 10 individuals, we will test the film with diverse audience and identify their connections to the film and get their reactions. We plan to undertake these testings in Spain and France. Some of the main aspects we will study will be:

- Appreciation of the content by potential audiences.
- Dial testing with the film to identify strong and weak moments and eventually adjust editing final decisions.
- Appreciation of main characters
- Evaluation of emotional connections with the film.
- Collection of qualitative quotes about the opinions of the audience before and after watching the film.
- Up to what extent the audience feels the film is shocking? Up to what extend would they considering opening it for pedagogical audiences / young audiences?

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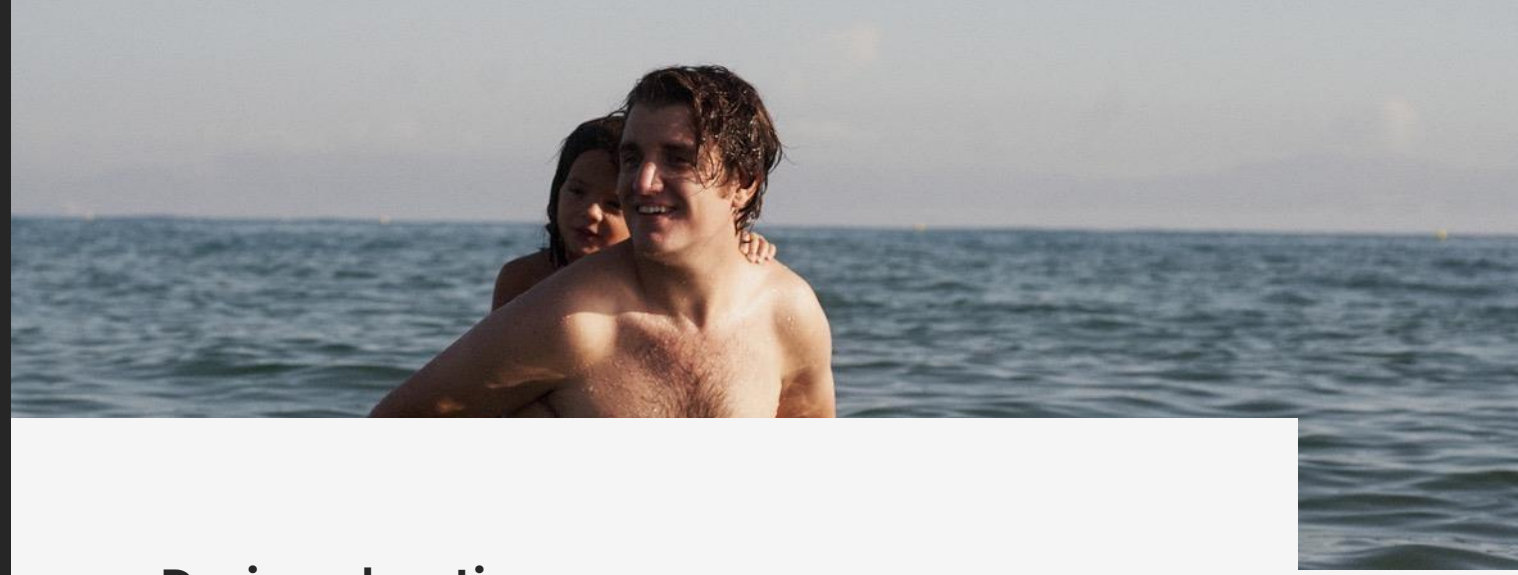
THINK VISUAL.

Image is queen: a huge part of the marketing problems start with low-quality materials"



During shooting and postproduction stages.

We will activate a high-level coordination service of marketing tools throughout shooting, and postproduction. We create all kinds of creative design, photography, video and digital friendly content to cover the promotion needs. Some of the items we will work on are:

- Marketing strategy during shooting
- Set photography briefing, supervision and choices
- Digital Asset Lockers
- Identity & Branding
- Website
- Pedagogical dossier

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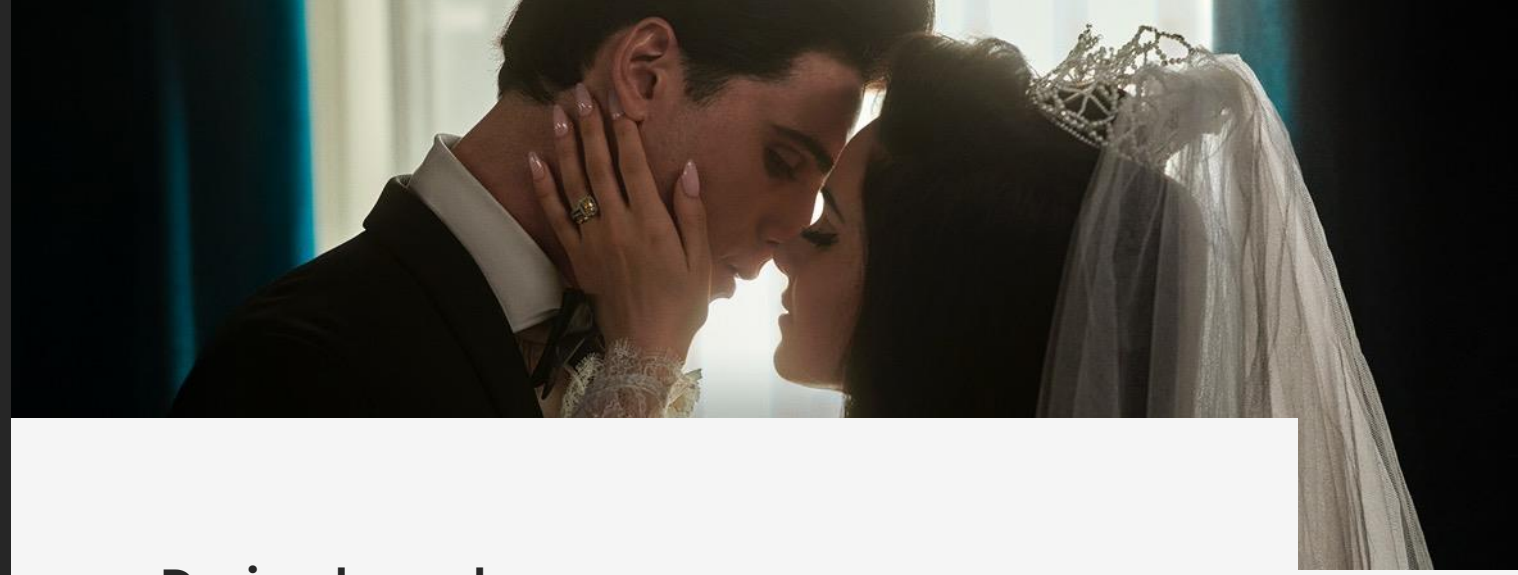
THINK ENGAGEMENT.

Each piece of the influence puzzle counts & generates a blueprint"



During launch and release stage.

We will work on creative and alternative ideas that deliver real exposure through social media both in the online and offline world. We will complement these with PR campaigns around the festival premier. Some of the items we will focus on are:

- Social Media Management
- Strong digital asset locker
- Intelligent social media ads
- Digital marketing
- Festival Coverage
- Street Marketing
- Alternative Marketing
- Promotion in our own cinephile communities: European Film Challenge

THINK ENGAGEMENT: DIGITAL MARKETING CAMPAIGN.

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INNOVATIVE IDEAS.

DIGITAL CAMPAIGN AND SOCIAL MEDIA

1. INTERVIEWS IN CHARACTER.

Short interviews with the cast during the shooting of the film, while in make up and costume. The idea is to highlight the values of the film, especially the ones connected to the ecological message.

2. ANIMALS AS PART OF THE COMMUNICATION.

Given the significant role that animals play in the film, where they are treated as central characters in the narrative, and the intention of the director in decentering our gaze as humans and giving other living beings their point of view, the 4 animal actors should be involved in the communication and assets creation.

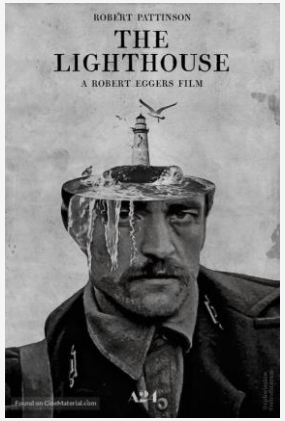
Some examples of contents are interviews featuring each animal, using their own POV. Or film contents from the point of view of Blanche (Owl) or Lazare (Crow), for example the festival coverage, giving an unique perspective of the same content people have seen over and over again.

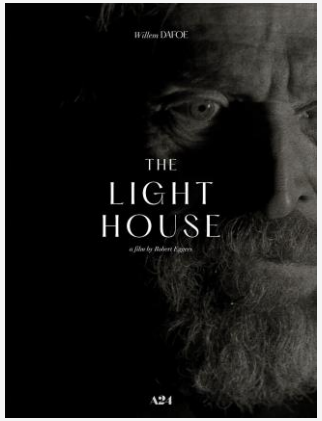
INNOVATIVE IDEAS.

DIGITAL CAMPAIGN AND SOCIAL MEDIA

3. CHARACTER ASSETS.

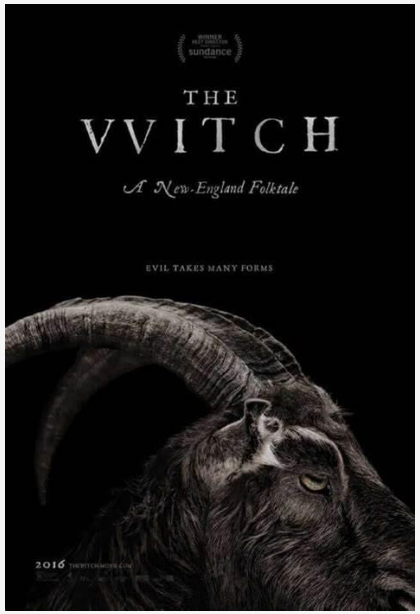
The movie has a lot of powerful characters, ranging from animals to the human characters.
These assets will be aligned also with the characters posters lookalikes, following classic portraits or animated versions - with the Mediterranean background, which can call the attention of audiences from other countries.





4. TEASER POSTER.

Create a teaser poster to generate anticipation and curiosity using the image of the whale.

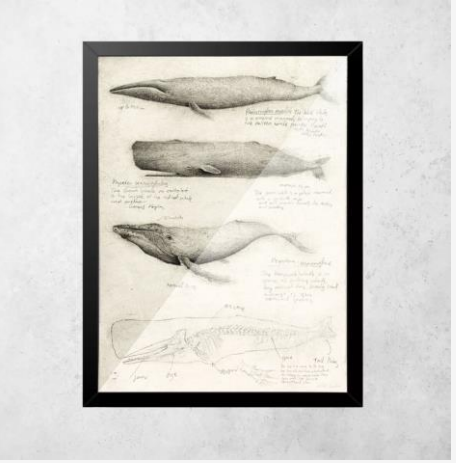


INNOVATIVE IDEAS.

DIGITAL CAMPAIGN AND SOCIAL MEDIA

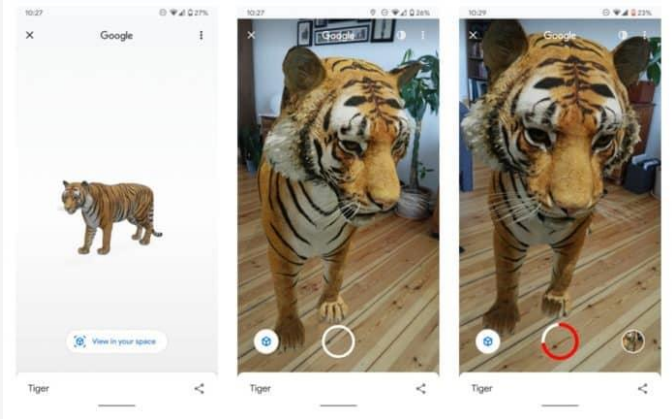
5. SPECIAL CONTENT: “FAMOUS WHALES”

- Special Posters
- Collection of Artworks: Famous Whales in the History (From Moby Dick to Jonas, to the Whale of the movie)
- Vintage Assets



6. INSTAGRAM 3D FILTER

Render a 3d image of the skeleton of the whale on Instagram and share it as a filter, so people can share and post it on their social media. This can be made through collaboration with NGOs dedicated to the protection of the whales, trying to bring forward the problems faced by these animals.



INNOVATIVE IDEAS.

MEDIA ASSETS

7. MAKING OFF - SHORT DOCUMENTARY

A short documentary can be made and post on Youtube, or as a mini-series in Social Media. The idea is to produce it during the shooting and release it after the first market presentation with, if possible, the actors talking in English, and if not, with an English/Spanish subbing.

8. OLD TALE DRAWINGS OF SYNOPSIS

Create a series of illustrations that narrate the synopsis of the film, posting them on social media to engage audiences. Later, compile these drawings into a book that also tells the complete story, incorporating quotes and behind-the-scenes stills.

This approach could open the door to collaborations with artists from across Europe, enhancing the film's transnational appeal.

Reference: Midsommar Movie Campaign + Draw for change collaboration with illustrators.

THINK ENGAGEMENT: PRESS AND PR.

THEFILMAGENCY

INNOVATIVE IDEAS.

PR AND PRESS

9. FESTIVAL PREMIERE IDEAS

With the film wanting to premiere at the 2025 Cannes Film Festival, here are a few ideas to generate buzz and draw attention:

- Arrive at the premiere in an old tractor, a key element in the film's storyline, driving it through the streets of Cannes
- Invite the individual who inspired the true events depicted in the film for a photo opportunity with the director and cast

INNOVATIVE IDEAS.

PR AND PRESS

10. PODCAST PRESENCE

Organize with the real person that inspired the case to tell his story on famous podcasts from the territories where the movie will be sold. However, this would not be limited to him, but also to the director which can go into podcasts, more focused on cinema, to tell the stories of the shooting of the film.

Reference: La Infiltrada – A film based on a real case, where they took one of the persons who inspired one of the characters in the movie to tell the story on Podcasts.

THINK ENGAGEMENT: OUTREACH AND NETWORK EVENTS.

THEFILMAGENCY

INNOVATIVE IDEAS.

PARTNERSHIP AND EVENTS – THEATRICAL AND NONTHEATRICAL

11. MUSEUM SLEEPOVER

Seeing the capacity of the film to be very educative in matters such as biology and the ecosystem, and also taking advantage of the real donation of the skeleton used in the film to the Paris National Science Museum, a sleepover with kids could be developed, which will include a projection of the film and a quick class of the whales with the skeleton and experts.

This strategy can be replicated in the big capitals of the European cities in Natural Science Museums and Oceanographics, such as the Oceanographic of Valencia or the National Natural Sciences Museums in Madrid.

12. OTHER ACTIVITIES IN MUSEUMS

If possible, the exhibition material could travel through other close countries, such as Spain and Germany.

- A special exhibition with the skeleton and stills from the movie depicting the dissection and shooting process.
- Talk with experts present in the shooting
- Special screenings

In combination with education boards on the research made by scientists on the whale carcass during the shooting.

13. FRENCH COMMUNITIES IN OTHER COUNTRIES

Partner with Embassy's and French language institutions in different European countries to reach a bigger audience and highlight the setting of the movie and its cultural elements.

INNOVATIVE IDEAS.

PARTNERSHIP AND EVENTS – THEATRICAL AND NONTHEATRICAL

14. UNIVERSITIES AND SCHOOLS

Organize special screenings in schools and universities with the presence of the director, to talk about the film and raise awareness in sustainability. This could also include scientists and other experts and could be replicated in several territories. This talks can be recorded and promoted in other medias for the promotion of the film.

AI generated image

INNOVATIVE IDEAS.

PARTNERSHIPS.

15. LES ARTS BUISSONNIERS.

A project that offers the opportunity to provide children with workshops in art, culture, and creativity. The director has already been in talks with the project to create a "Whale Labs" program, which could be developed into a marketing tool and for the creation of promotional materials (for social media and the website).

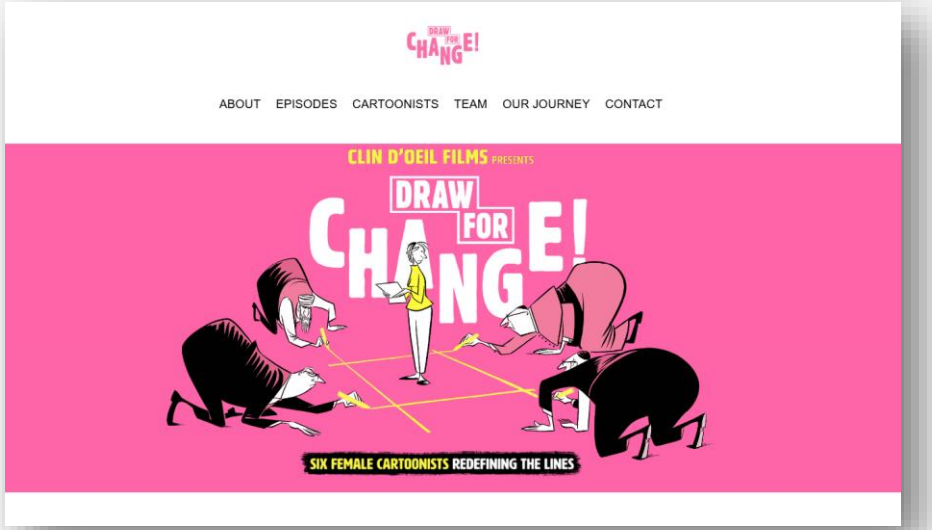
AI generated image

INNOVATIVE IDEAS.

OTHER.

16. WEBSITE HUB (EDUCATIONAL)

This website (available in most European languages) would serve as a hub for materials related to the promotion of the movie, with a special tab for “education files,” aimed at biology students and teachers or adolescents interested in animal biology.



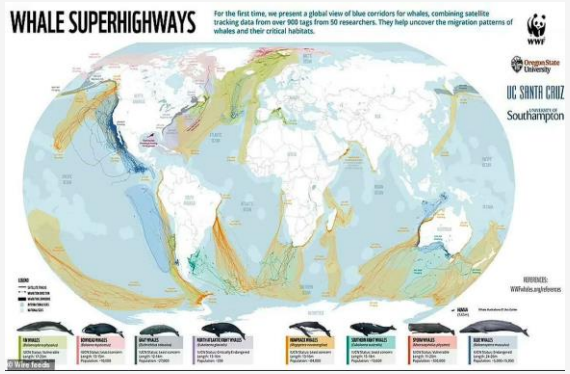
INNOVATIVE IDEAS.

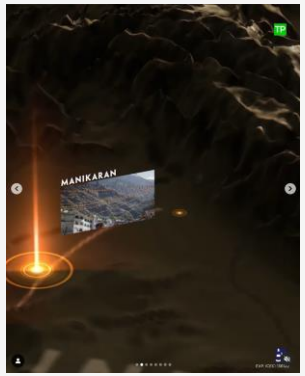
EDUCATIONAL MATERIALS.

17. WHALE WORLD MAP

Due to the importance of the whales in the film a map can be made focused on the migration of these animals, showing the path of our protagonist (The dead whale) had to make to end up in a French beach.
This can be part of a partnership with NGOs, bringing forward the human impact in these migrations.

Reference: Valley of Shadows – Kinect Map





18. EDUCATIONAL DOSSIER

Available for download on the website, it will showcase the journey of the movie, from its conception to its filming, including biological and ecological discoveries—along with backstage photos. This will serve as valuable material for both audiovisual students and enthusiasts, as well as those studying or interested in biology and ecology.

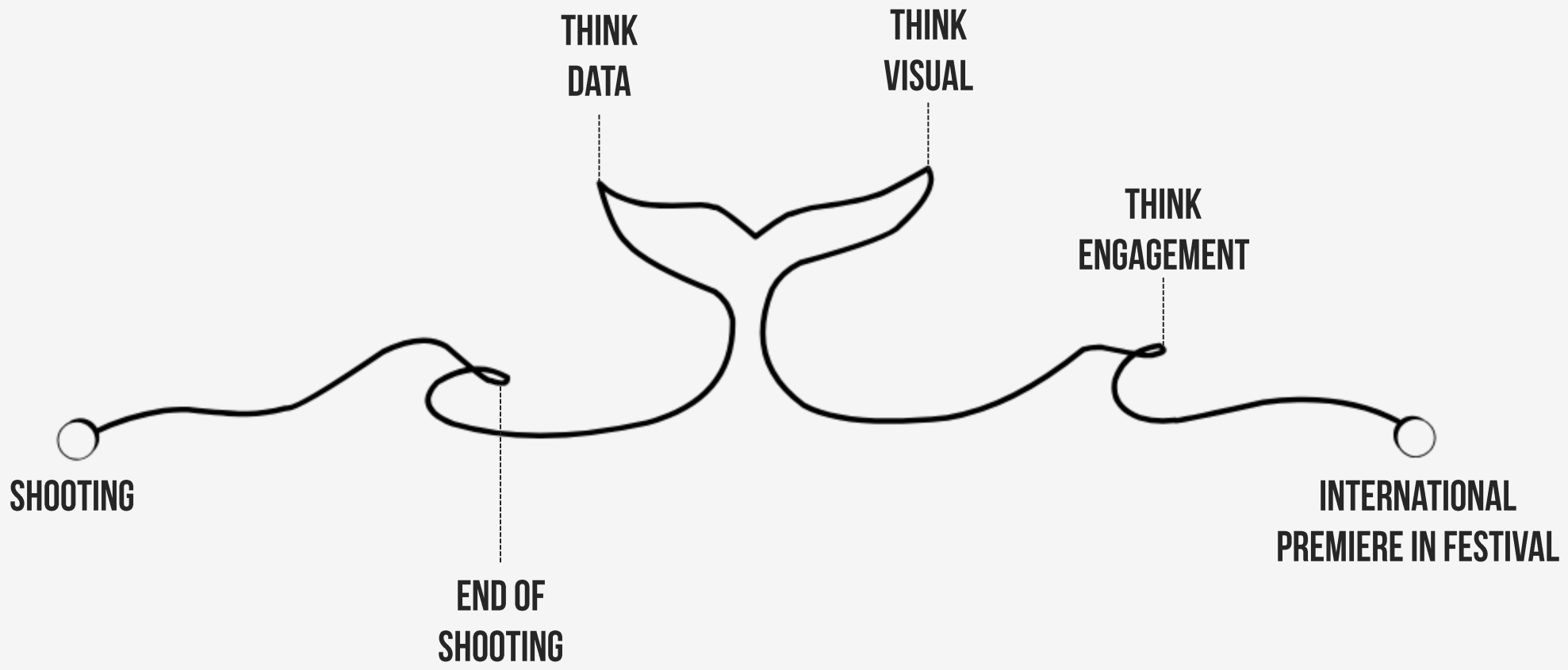
ACTIVITIES OVERVIEW & BUDGET.

BUDGET.

Estimated Budget				
FX Rate(s): 1 €=		EUR	EUR	EUR
Expenses		Expenses included in the Production budget submitted to Eurimages *	Expenses on Marketing & Audience Development	
			to be Financed by Eurimages	Financed by other partners
Audience design				
	Audience Design Test Screenings / Posters / Material - 2 Territories (France and Spain)		15.000,00 €	
Audience & market insight				
	Audience insights & data consultancy focused on European sales agents		2.500,00 €	
	Audience behavior research		2.500,00 €	
Digital Marketing Campaign				
	Website Hub covering at least 3 european countries, such as: France, Spain and UK		3.000,00 €	
	Social Media Campaign (2 Months) - Digital Asset Locker (x15/Mes) - Plus Festival Coverage		5.500,00 €	15.000,00 €
	Digital Marketing Strategy		3.500,00 €	
	Marketing Audit			1.000,00 €
Creation of media assets & stills photography				
	Making Off - Short Documentary + Short Reels *Just Editing		3.000,00 €	
	Instagram 3D Filter		1.500,00 €	
	Poster			4.500,00 €
	Trailer			5.000,00 €
Press & PR				
	Festival Premiere and Activities (+ 3500 EUR in case of class-a festivals)		7.000,00 €	10.000,00 €
Outreach & networking events				
	Education Activities and Partnership Promotions Events		6.500,00 €	
Grand Total		- €	50.000,00 €	35.500,00 €
			A	B

CALENDAR & TIMING.

CALENDAR & TIMING.



CAMPAIGN'S RATIONALE.

CAMPAIGN'S RATIONALE.

LA BALEINE stands out for its strong European values and potential because it explores key themes that resonate across Europe, both culturally and environmentally. Below are the core reasons why this project aligns with European priorities:

1. TRANSNATIONAL AUDIENCE POTENTIAL

Not only due to its cast, featuring Sergi Lopez and other renowned actors who are sure to attract international audiences, LA BALEINE also addresses universal themes that resonate globally. These themes allow the film to connect with viewers from all corners of the world. Although the story is set on the French coast, it could easily unfold along the shores of Spain, Portugal, Netherlands or Italy, reflecting its broad, cross-cultural appeal.

2. INNOVATIVE POTENTIAL AND UNIQUENESS

LA BALEINE is a profoundly authentic story. Not only is it based on a real event, but it also tackles real global issues—external ones like pollution and internal ones like grief and regeneration. Moreover, the whale featured in the film is real and will be studied and donated to a museum in France, bringing the narrative full circle. The potential of this project transcends the screen, directly impacting societal development. Its innovative nature promises to inspire equally groundbreaking marketing strategies.

3. ECOLOGICAL VALUE

LA BALEINE raises critical questions about our relationship with nature, highlighting how humans have gradually distanced themselves from the environment. The film invites us to rediscover the essence of this connection, encouraging us to interact with the natural world with the innocence and curiosity of a child. Only by restoring this bond can we adopt a more conscious and responsible attitude toward its preservation.

THINK AUDIENCE.

THEFILMAGENCY

Calle Bronce 10 A Local 1
28045 Madrid, Spain
thefilmagency.eu

JAVIER FERNÁNDEZ

javierfernandez@thefilmagency.eu