



micro**FILM**

microFilm

website

social media

MICROFILM

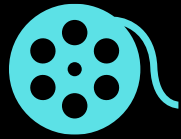
COMMUNICATION STRATEGY

dec. 2024



seven media
NOT JUST PR. COMMUNICATION!

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CONTEXT

MICROFILM, one of Romania's leading independent film production companies, aimed to strengthen and modernize its digital presence through a project financed under the National Recovery and Resilience Plan (PNRR). Our team was responsible for the entire digital transformation process — from strategic planning to full implementation. This included the development of a new website, optimization of the user experience, and the integration of digital tools aligned with the company's communication and visibility goals.

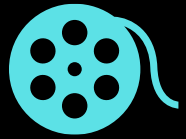


The project marked a key step in aligning MICROFILM's online identity with its creative positioning, while also fulfilling the digitalization objectives required by the PNRR framework.

Budget:

Timeframe: december 2024- april 2025

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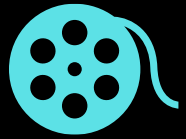
MARKET OVERVIEW

The independent film industry in Europe, particularly in Central and Eastern Europe, has experienced significant growth and transformation over the past few decades. This evolution is marked by a surge in creative output, international collaborations, and the establishment of production companies that have gained recognition on the global stage.



Countries in Central and Eastern Europe have cultivated vibrant independent film sectors, each contributing uniquely to the region's cinematic tapestry. Nations such as Poland, Hungary, the Czech Republic, and Romania have been at the forefront, producing films that resonate both locally and internationally.

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MARKET OVERVIEW

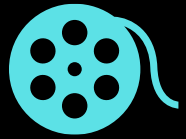
Romania stands out as a significant player in the independent film scene, particularly due to the emergence of the Romanian New Wave in the early 2000s. This movement is characterized by its realist aesthetic, minimalist style, and focus on personal and societal issues. Romanian filmmakers have garnered international acclaim, with several receiving prestigious awards at major film festivals.



Challenges and Opportunities

Despite the successes, Romanian independent filmmakers face challenges, including limited funding, competition for grants, and the need for more robust distribution networks. However, opportunities abound with the increasing availability of digital platforms, international co-production treaties, and a growing interest in authentic, region-specific storytelling.

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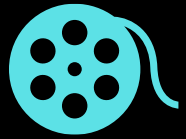


We need to settle the measurable objectives, clear ones.

OBJECTIVES

- **Brand Awareness** - Increase visibility among international stakeholders (producers, distributors, investors).
- **Digital Transformation** - Showcase the company's integration of cutting-edge technology in filmmaking.
- **Engagement** - Build and nurture relationships with key industry players through digital channels.
- **Revenue Opportunities** - Attract co-production deals, funding, and distribution partners.

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TARGET AUDIENCE

■ Film Producers

Seek innovative, cost-effective production methods

■ Investors

Look for profitability and high-quality projects

■ Distributors

Require market-ready films with international appeal

■ Streaming Platforms


Need original content with high production value

■ Festivals and Critics

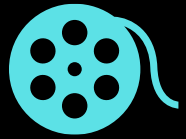
Focus on artistic integrity and innovation

■ General Audience

Movie aficionados People in Romania and other countries going to movies



Identify the key stakeholders and their needs. Understand their preferences and behavior in digital spaces to tailor the approach.



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CORE MESSAGING

Innovation in Filmmaking: Emphasize how digitalization enhances storytelling, special effects, and production workflows.

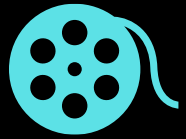
Global Reach: Showcase international projects, partnerships, or awards.

Sustainability: Include eco-friendly production methods if relevant.

Collaboration Opportunities: Position the company as a valuable partner for global projects



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DIGITALIZATION PILLARS

Technological Capabilities

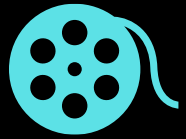
Efficient Workflow

Data-Driven Creativity

Virtual Reality (VR) and Augmented Reality (AR) - If applicable (TBD)



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CHANNELS AND PLATFORMS

Leverage digital platforms to reach your international audience

Website

A hub of information with a portfolio, case studies, and an interactive user experience.

Social Media

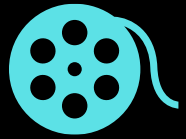
Facebook, LinkedIn, Instagram, Google (organic and ads) for professional outreach and visual storytelling

Email Marketing

Personalized communication for potential stakeholders.

Video Platforms

Use YouTube or Vimeo to share trailers, behind-the-scenes, and testimonials



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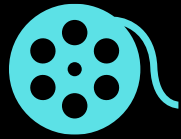
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SOCIAL MEDIA STRATEGY

- **Objectives:** increase brand visibility and awareness among international stakeholders, Drive engagement with content showcasing the company's unique offerings, Generate leads and conversions for potential collaborations and projects
- **Target Audience:** Film producers, distributors, and investors, independent filmmaking, co-productions, cinematic innovation, film festivals, Key markets in Europe
- **Platforms and Approach:** Facebook Ads, Google Ads
- **Metrics:** Awareness, conversions, engagement, ROI



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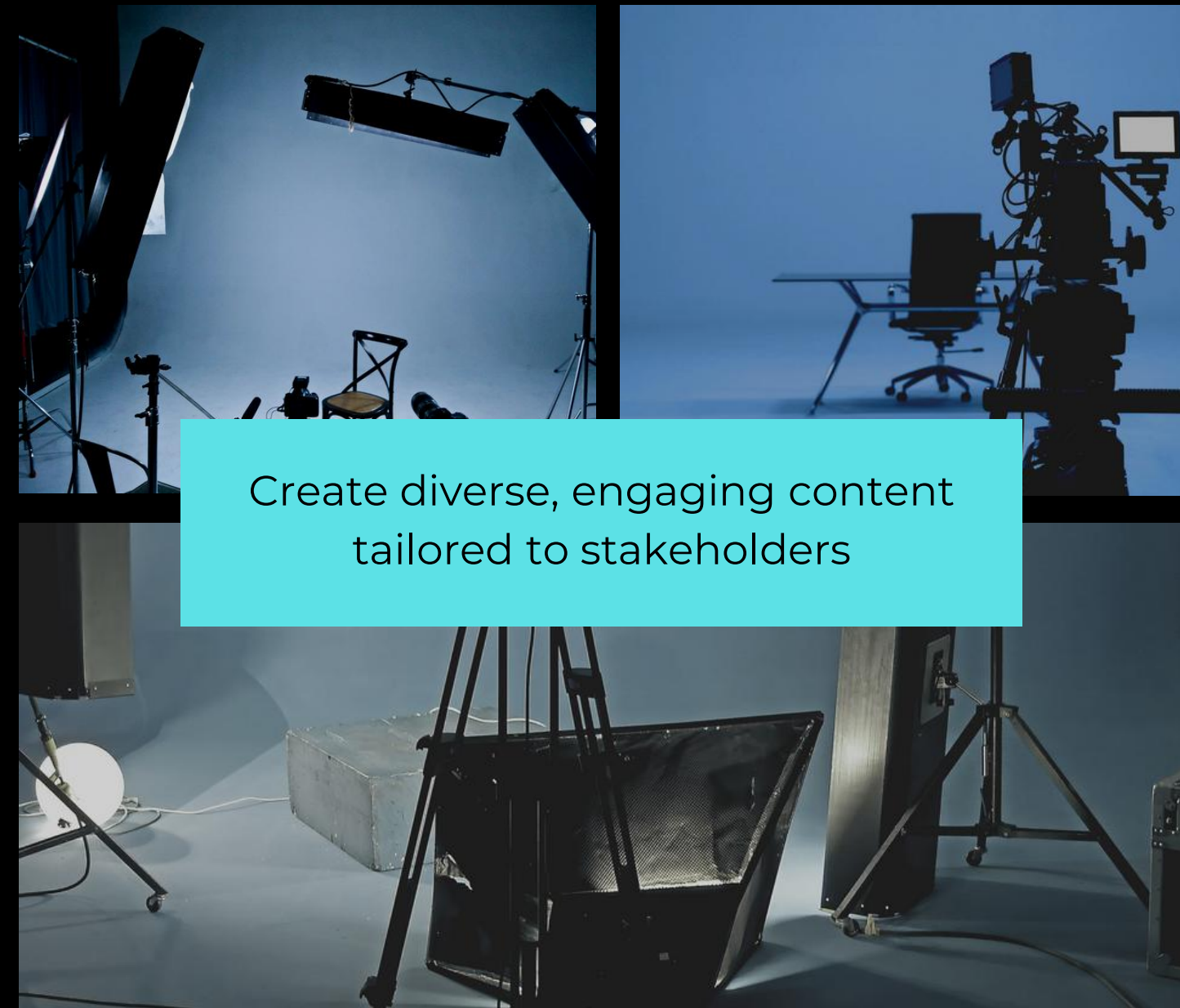
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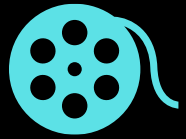
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CONTENT STRATEGY

- **Showcase Projects:** Feature international collaborations, success stories, and award-winning films.
- **Behind-the-Scenes (BTS):** Highlight innovative workflows and digital tools.
- **Thought Leadership:** Publish blogs or videos about trends in filmmaking, digitalization, and the future of cinema.
- **Case Studies:** Demonstrate the impact of digitalization on projects.
- **Interactive Content:** Use AR/VR experiences or interactive video to engage stakeholders.



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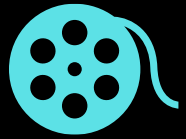
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WEBSITE STRATEGY

- **Objectives:** Serve as the primary showcase for the company's portfolio and services, attract and retain international stakeholders with a user-friendly, visually engaging interface, drive inquiries and collaborations through clear, actionable pathways
- **Key Features and Content:** Dynamic portfolio section, team profiles, services page, testimonials, interactive contact form
- **User Experience Enhancements:** Responsive design. fast load times, clear navigation, multilingual support (english)
- **SEO and Analytics:** SEO focus. content strategy, analytics integration
- **Calls to Action:** homepage, portfolio pages, services page



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Film

Theater

PARTNERSHIP DEVELOPMENT

Identify and engage with organizations and individuals that can amplify the digital presence

Technology Providers

Partner with software or hardware companies to showcase innovations in film.

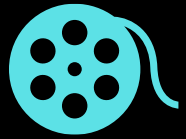
Industry Associations

Collaborate with international film bodies

Influencers and Critics

Engage with film influencers to amplify your reach

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PERFORMANCE METRICS AND KPIS

■ Website Traffic

Growth in international visitors

■ Lead Generation

Inquiries and connections with
new stakeholders

■ Engagement

Likes, shares, and comments on
social media

■ Brand Mentions

Coverage in industry publications
or by influencers

■ Partnerships Formed

Number of new deals or collaborations

Establish metrics to
evaluate success

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BUDGET AND TIMELINE

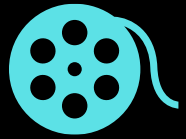
Plan a detailed budget for content creation, ad campaigns, tools, and partnerships



Establish a timeline for execution, from brand awareness campaigns to performance reviews (TBD).



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ACHIEVEMENTS

One of the main value of the company must be emphasized. Showcase achievements, mention specific awards, recognitions, or successful projects that the team has worked on. If possible, quantify the impact (e.g., number of films, festival selections, box office success).



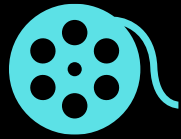
Golden Bear



Silver Bear



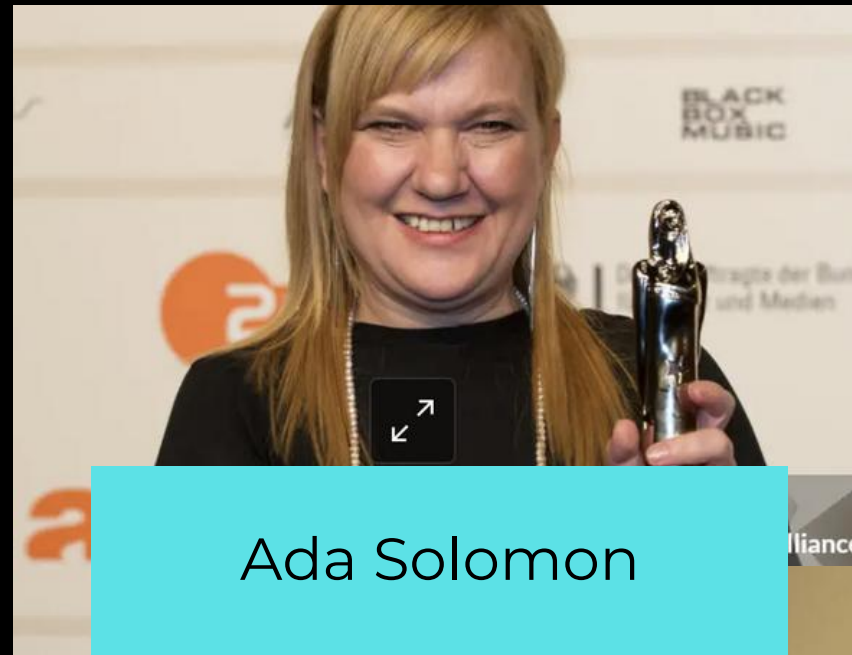
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Ada Solomon



Alexandru Solomon

MAIN ASSET – THE TEAM

— *Senior team*

Focus on their expertise, accomplishments, and unique dynamics that contribute to the company's success

Highlight Key Members. Showcase the expertise and achievements of individual team members without overwhelming the audience. Consider mentioning Directors and Producers, writers, technical experts, post-production specialists, management and support team

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WHAT PARTNERS SAY

Include Testimonials or
Behind-the-Scenes
Stories



Harper Russo ★★★★★

Presentations are tools that can
be used as lectures, speeches.



Estelle darcy ★★★★★

Presentations are tools that can
be used as lectures, speeches.



Daniel Gallego ★★★★★

Presentations are tools that can
be used as lectures, speeches.

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ACTIONS

ACTIUNI	
	Strategie comunicare (dec)
	Implementare Facebook (setare conturi, management campanii, raportare, feb-april)
	Implementare Google (setare conturi, management campanii, raportare - april)
	Comunicat de presa (2 x comunicat, redactare, implementare feedback, publicare, DEC ȘI APRIL)
	Newsletter (creare si setare cont Mailchimp, upload baza de date, redactare, implementare si trimitere newsletter - martie)
	Buget ads social media (feb- aprilie)
	Buget ads Google (aprilie)
	website - bare metal labs
	website design - make it pop
2.4	continut site web + 45 de idei de articole
3.4	strategie social media, postari, foto si grafice, community management, 2 postari pnrr, rapoarte lunare,
4.4	realizare website + seo + strategie de marketing

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FOR WATCHING

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