
Lifestyle & Entertainment – case study



UK Jewish Film Festival, 2008

Objective – to continue to build the profile of the UKJFF, now in its 12th Year and to help increase ticket sales through strong media coverage across local, national, and specialised press.

Strategy – to select the most feature worthy films from a programme of 47 titles and pitch to the appropriate outlets from a specially targeted media list. To build strong relationships across the key outlets and talk through a variety of ideas. To focus on key screenings and events during the festival where photo opportunities are strong. To manage the press attendance at each screening.

Results – In a record number of screenings – 66 across 12 London cinema venues – the UKJFF saw a record audience of over 10,000 with a 10% increase on last year. The overall response from national newspapers was strong with coverage in The Guardian, The Independent and The Observer as well as Screen International, Time Out and Empire. A great deal of coverage appeared in the weeks leading up to the festival, notably in the Jewish Chronicle and the local London press. In all there were 42 pieces of coverage, not including on line with overall coverage amounting to a total circulation of 9, 064, 787. The campaign is ongoing.