



CLIENT: urFRENZ

Type of Account: Independent Film
Type of Media: Public Relations/ Social Media Campaign

The independent film *urFRENZ* had the distinction of being one of the few narrative features selected to be in competition at the 2010 Slamdance Film Festival. Slamdance, which received over 5,000 submissions, took place January 21st – 28th in Park City, Utah.

Integrated PR was hired by writer/director Jeff Phillips and the team behind *urFRENZ* shortly before its world premiere at Slamdance 2010. Our firm's sizable challenge was to create collateral materials, target significant media and industry to attend the debut screening, cultivate media and effective word-of-mouth for a completely unknown feature and introduce the film's star, Lily Holleman, as well as the filmmaker (Jeff Phillips), to the industry and Sundance fest-goers.

Responsibilities:

To secure interviews and appearances throughout Slamdance/Sundance 2010 Festival and to create and manage a social media campaign in order to increase the film's exposure, spread knowledge about cyber-bullying and spur dialogue about the cast, crew and theatrical product via media and festival attendees. To strategically plan clients' press and special event schedules, which maximized exposure at Slamdance and Sundance events. Daily and continual media outreach with comprehensive and diverse cross section of media attendance.

Results:

Integrated PR was able to launch and execute a multi-pronged media outreach campaign that secured press from an array of outlets including: *Variety*, *Hollywood Reporter*, Independent Film Channel, Sundance Channel, Park City TV, *Moving Pictures Magazine*, *San Francisco Bay Guardian* and *Film Entertainment Journal*. We were able to create a comprehensive print press kit as well as an EPK that was swooped up by all press. Collateral materials included: announcement press release, one sheet poster, screening invitations tied to topical trending news material, biographies on the principles and the trailer.

An online campaign was created to manage the *urFRENZ* Facebook fan page and Twitter account. The 1000% increase in Tweets and other social media dialogue helped fuel ticket sales. *urFRENZ* premiered on Saturday, January 23rd to sold out crowds and an additional screening was added to accommodate the surge in consumer demand.

Integrated PR created industry buzz at Slamdance to the point where director Phillips and star Holleman were pursued talent at the leading independent festival's A-list events from *Entertainment Weekly's* Breakout Stars of 2010 to Terrell Owen's private ESPN's NFL Game Day celebration at flagship location Harry O's.

Synergy created from Sundance has impacted journalists and festival directors alike resulting in invitations from industry events including the industry favorite Method Fest 2010 and the Dallas International Film Festival, among others.