



**AOTEAROA SCREEN
PUBLICISTS COLLECTIVE**

NZ Kids' Content Producers: 10 PR & Marketing Things to Think About for your Funding Application

Think about PR & Marketing at the funding application stage and again *before* you start production. You may be able to delegate to a production team member and/or consider talking to a publicist/audience expert early on.

**THE GOLDEN RULE: Don't leave marketing & PR to the last minute!
It's an integral part of your show and should progress hand-in-hand with the production.**

**Be sure to check your funding, partnership and platform contracts before you begin production for details of which platform needs what deliverables.
Then plan, schedule and budget!**

1. **Who and where is your audience?** Who are you trying to target with your publicity, marketing & social media activity? [Where are they watching content?](#) Your target audience for promotion & publicity may be different to the core audience for your show. Think about how you're going to get the message out to your primary audience as opposed to their parents, caregivers, teachers.
2. **Don't put all your promotional eggs in one publicity basket.** "Traditional" publicity (i.e. editorial coverage in a mainstream media publication) has its limitations — especially when it comes to promoting kids' content! Depending on the nature of your project, you may need to hire more than one type of audience expert to effectively execute a campaign for your project. Social media managers & content producers vs media buyers vs publicists all do different things that have a different effect. A YouTube channel producer has different skills than a publicist.
3. **Social & Digital channels.** Which ones do you want to be on and why? Who will manage these and over what period of time? Think about how and what you are posting during pre-production, production, post-production, launch and run of series. Think about how you can engage your community during the run, with competitions, community prompts, fan art and more. Budget to meet the needs of your audience! Maybe you will have someone posting full-time for the first week of release, and then drop back the hours over time, or schedule their time across the year to hit important dates e.g. Matariki, Christmas, school holidays. A social calendar is a handy asset!
4. **YouTube thumbnails.** Every successful kids' content creator will tell you that Thumbnail images are the single most important element to capture an audience with. You might need to plan a whole separate photo shoot (plus graphic design) to get the perfect thumbnails. Or, can you get what you need during your shoot? If so, plan ahead: put it in the schedule and the call sheets!

5. **Extra video content.** Social media channels are hungry beasts. While you're producing/editing your show, can you shoot/cut some promotional videos to be used on social media when your show is in release? This may mean adding more time to your editing schedule/budget. Your post-production schedule does not have to exactly match your shoot schedule: by all means add another editor who is an expert in cutting for social, or add another week or two of editing time for your main editor to also create social assets.
6. **Boosting posts/paid advertising.** Consider carving off some budget for boosting social posts and/or paid digital advertising. Maybe you engage a social media expert, or a media buyer to place pre-roll ads on YouTube. Don't forget to budget for asset creation for these campaigns!.
7. **Who are your spokespeople and advocates and have they been briefed to be "on message" when talking about your show?** Do you need to brief your 'on screen' talent about how they talk about your show? What about behind the scenes crew like animators or other contributors? Key info they will need is: WHAT the show is about, WHERE & WHEN to watch it and WHY people should tune in! (Plus, all the relevant handles and hashtags!)
8. **Assets for talent/crew to share.** Your cast and crew are your biggest advocates! Make sure they know *when* is best for them to talk about the show and *what* they should be saying. Think about putting together a collection of assets (photos, episode clips, trailers, posters, character profiles, behind the scenes clips) for them to share on their own public or personal social channels to promote your show. This might also be something to share with your funders and other partners.
9. **Prizes/giveaways/merchandise.** Lots of local kid-friendly outlets and influencers *love* prize giveaways (eg. TV Guide's kids' pages, What Now?). Consider whether it's worthwhile allocating a small amount of promotional budget to producing branded merchandise or partnering with someone to create prizes or products that might help you promote your show.
10. **Events & Activations.** Are you planning to have a cast & crew screening event? What about a preview or premiere event? Can people post to social media from that event? Are there opportunities to invite media or public/winners to attend the screening?