

## MARKETING IDEAS for MRS. J the Movie:

- 1) The amalgamation of casting an Oscar winner/nominated, Hollywood icon, i.e. Sally Field, Julie Andrews, Judith Dench, etc. coupled with a teen actor/singer with high visibility and a huge social media following, i.e. someone from The Voice or American Idol, will position us for a broad audience base.
- 2) The film is centered around an Arts Center full of teens who act, sing, dance, write songs and play an instrument. Some of the casting can be done from online auditions being submitted for 99 cents each. This can add to social media blitzing.
- 3) Songs are sung and performed by the teen cast. An original song contest can be held online for 99-cent submissions. The winner gets their song published and a cut on the soundtrack.
- 4) Sponsors like NARAS (National Academy of Arts and Sciences) for Music in the Schools and VH1's, Don't Stop the Music could come on board to promote their initiatives, both great ties to the film. The screenplay writer has served on the Board of Governors for NARAS. (The Grammys)
- 5) Contests could be created for giving away band instruments. Submissions, 99 cents each.
- 6) Contests to win guitar, piano, vocal, acting and songwriting lessons by the likes of Eric Clapton, Harry Connick Jr. Mama Jan Smith, The Misner Method, Carol King, etc.
- 7) Contests amongst middle and high school bands, choruses and theatre programs submitting online for 99cents. Winners come to the premiere and perform.
- 8) A Making of Mrs. J Television Special can be shot and distributed on television and/or streamed online to multi-layer the buzz.
- 9) A portion of the money collected through online offerings can be distributed to various arts programs and/or in the form of scholarships for deserving students. The DVD and soundtracks can be sold as fundraisers for school Arts/ Music programs.
- 10) The screenplay writer is a multi-platinum award winning songwriter and has co-written a number of the songs for the soundtrack.