

Sweet Sunshine



Youtube

Overview

To create brand awareness of a new romantic drama film called “Sweet Sunshine” and to sell rentals/downloads when the film is available on demand.

CPA: Rentals and purchases of film on demand

Campaign:

Leading up to release awareness: Website landing page with info about film and release date

Date of release awareness: could be one landing page with links to all places it's available to watch, or could link direct to platforms

Youtube

Geo

USA - Will optimize to best performing cities

Demographics:

90% Women, ages 18 - 55 | 10% Men, ages 18 - 55

Household Income:

Less 100k

Audiences - People who are interested or have watch similar type of movies

Romance & Drama Movie Fans

Family Movies Fans

DVDs & Video Audiences

Country Music/Contemporary Country Music

Movie Lovers

Topics - Show ads on content related to your movie

Movies

Country Music/Contemporary Country Music

Placement - Targeting Channel

Hallmark Channel

Lifetime Channel

Specs | Budget

Spec: 15, 30, 60 sec

15s non skippable (Drive more clicks)

30s/60s skippable (Awareness)

Flight 4 - 6 Week

Total Budget 25k

Campaign Pre Launch

Flight - 2 week

Landing - Youtube Channel

Ad Set - I'd like to launch with trailer in the 15, 30, 60. I also like to use music video as well

Budget - 10k

Campaign Launch

Flight - 3 Week

Landing - Website

Ad Set - Trailer with a watch now or download messaging.

Budget 15k

One Option 10K

One Option 10K

Spec: 15s & 30s

15s non skippable (Drive more clicks)

30s skippable (Awareness)

Flight 6 Week

Total Budget 10k

Cities: Indianapolis, IN | Pittsburgh, PA | Buffalo, NY | Portland, OR | Rochester, NY |
Spokane, WA | Seattle, WA | Dayton, OH | Grand Rapids, MI | Cleveland, OH

Campaign Pre Launch

Flight - 2.5 week

Landing - Youtube Channel

Ad Set - I'd like to launch with the trailer with 15s clicks (non-skippable) and 30s (skippable) to drive clicks to the Youtube page. The End slate needs to have release date or call to action.

Budget - 4k

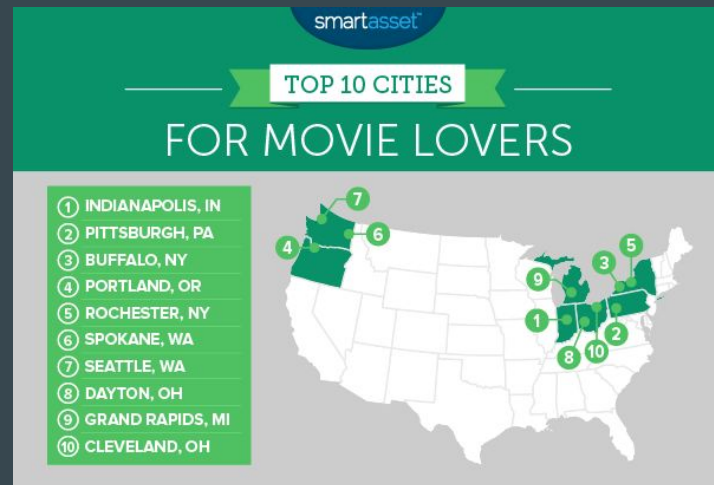
Campaign Launch

Flight - 3.5 Week

Landing - Website

Ad Set - Trailer with a watch now or download messaging.

Budget 6k



One Option 5K

One Option 5K

Spec: 15s & 30s

15s non skippable (Drive more clicks)

30s skippable (Awareness)

Total Budget 10k

Cities: Indianapolis, IN | Pittsburgh, PA | NY State | Portland, OR | WA State | Dayton, OH | Grand Rapids, MI | Cleveland, OH

Campaign Pre Launch

Flight - 2.5 week

Landing - Youtube Channel

Ad Set - I'd like to launch with the trailer with 30s (skippable) to awareness to the Youtube page. The End slate needs to coming soon.

Budget - 2k

Campaign Launch

Flight - 3.5 Week

Landing - Website

Ad Set - Trailer with a watch now or download messaging.

Budget 3k

Youtube - Targeting

Geo

USA - Will optimize to best performing cities

Demographics:

90% Women, ages 18 - 55 | 10% Men, ages 18 - 55

Household Income:

Less 100k

Audiences - People who are interested or have watch similar type of movies

Romance & Drama Movie Fans

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Topics - Show ads on content related to your movie

Movies

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Placement - Targeting Channel

Hallmark Channel

Lifetime Channel

Keyword
a box of faith
country strong
wild rose
indie movies
indie movies on netflix
romantic movies
country music movies
family movies
drama movies
musical movies
new musical movies
Star is born
movie reviews
movie rentals
movie recommendations
streaming movies

Thank You