BESPOKE MEDIA MARKETING
WE FIND YOUR TRIBE

CORPORATE CAPABILITIES

FILM / TELEVISION / ENTERTAINMENT

COMPANY OVERVIEW

Established in 2015, Bespoke Media Marketing (BMM) develops and executes audience-centered campaigns for major studios, networks, distributors, production companies and independent filmmakers. We bring projects to market through cultural intelligence, social and digital promotion, publicity and meaningful community engagement.

CORE CAPABILITIES

AUDIENCE & CAMPAIGN STRATEGY

Audience identification, positioning, cultural competency, campaign planning and viewer re-engagement.

SOCIAL & DIGITAL MARKETING

Social strategy, platform management, content and copy, publishing, paid media and community management.

INFLUENCER & TALENT AMPLIFICATION

Influencer identification, positioning, outreach, talent participation and coordinated social amplification.

COMMUNITY & EXPERIENTIAL ACTIVATION

Partnerships with schools, organizations, institutions and retailers; screenings and unconventional activations.

PUBLICITY & PROMOTIONAL PARTNERSHIPS

Media relations, publicity strategy, promotional outreach and integrated partnership programs.

CAMPAIGN LEADERSHIP & DELIVERY

Creative direction, campaign execution, operational management, scalable staffing and reporting.

INTERNATIONAL MARKET REPRESENTATION

Market-ready positioning, buyer and distributor engagement, representation and distribution facilitation at leading markets including Cannes / Marche du Film, AFM, EFM, MIPCOM, TIFF and Annecy / MIFA.

RELEASE & DISTRIBUTION EXPERIENCE

Theatrical | TVOD / Digital On Demand | Broadcast & Cable | SVOD | AVOD | FAST

FLEXIBLE ENGAGEMENT

Full-service campaign leadership or strategic and execution support for established teams. A core team of six scales with additional staff and specialist contractors as project needs require.

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Then we move them to watch, engage, and champion your story.