



ASSESS



LOCATE



ENGAGE



RESPOND



TRACK

Qualified marketing experts

Applicants for Post-Launch, Development or Production Financing must include with their submission an audience development plan for their project. TELUS Fund recommends working with marketing experts that meet the following criteria:

3+ years' experience



Proven success



No outsourcing

The marketing company must meet the following minimum requirements:

- At least three years' experience planning and executing digital marketing strategies for screen media projects that employ a full suite of digital tools, channels and tactics (not just social media).
- They must be committed to carrying out all work in-house, and not outsourcing the work on the project to a non-approved individual or company.

The marketing company must also be skilled in:

- Identifying and validating target audiences
- Working within the Canadian screen media industry, specifically developing audience development strategies for film and TV projects
- Identifying and configuring KPIs
- Experience with PR campaigns around Canadian film or TV projects