

the 48 hfp x student spotlight TO

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Film students: one of the largest and most *overlooked* cinematic publics of our society. Brimming with imagination, fresh outlooks, and nearly empty pockets, "hustling and networking" doesn't always cut it. That's my goal here - to give some talented young filmmakers their head start.

My social media campaign, 'the 48 Hour Film Project x Student Spotlight TO', brings together two cinematic publics to collaborate for an ultimate outcome. Through the following statement, I will explain the layers of my campaign and how they work together to achieve this goal.

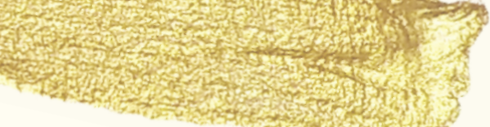
On its own, the 48HFP is focused on **creativity rather than perfection** - they say, "show us what you can do in 48 hours". The organization is well known and established worldwide, and the community of sponsors and participants spreads over one hundred and thirty cities each with their own team of producers.

Taking the novelty of the traditional contest - creating a film in just 48 hours - and tweaking it to fit the student experience was a match begging to be made: **students' lives revolve around timelines**. Whether it's through due dates or cramming, they're skilled in "the art of last minute" and this challenge was made for them.

"So how do you market this as something they *want* to do, instead of just more homework?". Valid point. The key is incentive. The City of Toronto is generously helping to contribute to the cash portion of the prize. Since film and media production *is* a key driver for Toronto's economy, they're happy to invest in the future. The winning film crew will receive a year's worth of tuition **each**, a brand new camera with competitive specs for the crew to share, and taking after the traditional competition, their film will be screened - this time at the TIFF Bell Lightbox.

After establishing the foundations of the campaign, I wanted to ensure the mechanics and execution of the campaign were catered to students as well.


Unlike the traditional 48HFP, students must pitch their short film idea in a short video uploaded to Instagram, using the hashtag #the48ssTO or #the48studentspotlightTO. The hashtags are complex enough to ensure



they aren't attached to any other campaign or trend, but simple enough to prevent typos and confusion. Using Instagram as a platform to accept entries has more than one advantage. Firstly, it prioritizes accessibility for students - uploading with a hashtag keeps the process free of registration fees, and Instagram is available for free on any smartphone or computer. Secondly, it makes the selection process a lot simpler - the 48HFP team can go through the hashtags, sort by date, take their notes, and even look through some comments to get a second opinion.

Using Instagram as the sole platform for entries was a deliberate choice. While Instagram is tied with Facebook for the #1 most used social media app among college and university students, Instagram's hashtag engine and other tools make it the best platform for this campaign. The contest will be advertised with details on the 48HFP website and other platforms as well, but entries will only be reviewed on Instagram - this makes things easier for the students and the 48HFP team so that everything is in one place. The Instagram posts and story posts I've previewed on the blog will be posted directly from the 48HFP Instagram profile, @48hourfilmproject.

As far as aesthetics go, I had three words in mind: clean, bright, and eye-catching. Both posts meant for the main feed are a striking coral shade meant to catch the eye as you scroll, with clean and modern black and white text that's easily legible. The posts meant for the Instagram story are a plain white meant to light up the screen and stand out when skipping through other stories that are often dark, colorful and busy. The text on the story posts are bold and black to make sure the message stands out and is understood quickly. The gold flecks across all the posts give a notion of 'eliteness' and exclusivity - the campaign in itself is a grand opportunity, and the prize is a generous one. It was important to distinguish a difference in the posts meant for the feed and the story - the posts meant for the feed are busier and colorful to encourage users to spend time on them, while the story posts are simpler in order to get the message across as fast as possible, considering that stories automatically skip after a couple seconds. The phrasing on all the posts promote both a sense of urgency, and the feeling that the user is currently missing out and **should want to join** in this community and contest. It was also important to make sure that the phrasing would catch the attention of the desired demographic; film students (i.e, reference to reading week, free tuition).



My goal with this campaign was to capture the essence of the 48HFP - its emphasis on creativity, spontaneity, and taking risks - and translate that into an opportunity that film students will get excited about. The campaign encourages these two publics to interact, and makes way for young filmmakers to grow their skills, their confidence, and make connections. Sometimes, all you need is a little nudge in the right direction.