

WELCOME

NATO Filmmaker Program Toolkit
for Social Media & Program Assets

Getting started

This tool kit was designed to provide context and background for the NATO Young Filmmaker content while creating direct links to all the assets. All NATO members and industry partners may access & share this content.

Timeline: All industry partners, members and studios are asked to share the content between May - June 2022 to correspond with media efforts.

Content is for all industry members to share via:

- Social media
- Mailing lists
- Website & Mobile platforms
- Any other available avenues & platforms

Next Steps

- USE THE CONTENT – Use it to help drive traffic to theaters
- ADD THE HASHTAG - #YoungFilmmakerProgram to all your posts
- CONTACT US - To join the effort. We want to highlight brands that share the content, offer customized graphics and support. Aviva@VivaLaMarketing.com

Quick Start Guide

- 1) Access the [content](#)
 - Direct links broken down in this pdf
- 2) Review the content options
 - The Films (3)
 - Formatted for social media (lower res)
 - DCP to share on screen
 - Additional Content (ideal for Twitter & Instagram)
 - Making Of Video
 - Behind the Scenes photos
 - Still photos
- 3) Download the content
 - Save it locally to make it easier to use
 - High & Low res
- 4) Post the Content on your social media & web channels
 - We've even drafted social media copy on slide 7-10
 - Content is available for all platforms -Instagram, Twitter, Youtube, etc as well as Corporate Website or mobile platform
 - Employees can share as well
- 5) Run the films (DCP files) on your screens during pre-feature
 - 3 spots to choose from
 - Rotate all 3
 - Scope and flat available
- 6) Email Aviva@VivaLaMarketing.com
 - Let us know when you use the content
 - Access custom graphic support
 - Ask questions

1

FILM LINKS

> SHARE THE FILMS ON SOCIAL & SHOWCASE ONLINE

These are the files you need for all social media, website and mobile purposes.



Oddly Satisfying Cinema

Full Spot: TRT 32- seconds

- [Social Media & email](#) (compressed file)
- [YouTube, vimeo, etc](#) (higher quality)

Vignette: each aprox. 15-seconds

- [Theater](#)
- [Surround Sound](#)
- [Soda](#)
- [Popcorn](#)
- [Holding Hands](#)
- [Family](#)



There's Nothing Like It

Full Spot: TRT 32-seconds

- [Social Media & email](#) (compressed file)
- [YouTube, vimeo, etc](#) (higher quality)



Sincerely Management

Full Spot: TRT 90-seconds

- [Social Media](#) (compressed file)
- [YouTube](#) (higher quality)

Shorter Version: TRT 60-seconds

- [Social Media](#) (compressed file)
- [YouTube](#) (higher quality)

2

THEATRICAL DCP LINKS

> Put the films on your screens

These are the files you need to run the spots on your screens in pre-feature slots



Oddly Satisfying Cinema

TRT 32- seconds

-Flat

-Scope



There's Nothing Like It

TRT 32- seconds

-Flat

-Scope



Sincerely Management

TRT 60-seconds

-Flat

-Scope

3

ADDITIONAL CONTENT

> Give your network a behind the scenes look at the films being made

Help NATO & its members to support up and coming filmmakers. NATO has created additional content to help you share the filmmakers stories and showcase the hard work that went into creating the campaign.

Oddly Satisfying Cinema

Written and Directed by [Kelly Schiesswohl](#) and animated by [Lucy Animation Studio](#) along with Creative Producer [Noah Sterling](#),

Synopsis: Oddly Satisfying Cinema is a collection of animations celebrating the iconic tastes, smells, sights, and sounds of a night at the movies that we all know and crave. Each chapter ignites the senses with dynamic, 2D animation and spine-tingling soundscapes that transport us to the familiar, and beloved theatre space. Which aspect is your favorite? The buttery popcorn? Plush, leather recliner? The pop and fizz of an ice-cold soda? Watch Oddly Satisfying Cinema and experience them for yourself!

- [Making Of](#)
- [Behind the Scenes Photos](#)
- [Film Stills](#)
- [Cover Image](#)

There's Nothing Like It

Written and Directed by Katie Staab and Ed Hellman and Produced by [Punch Card Films](#)

Synopsis: There's Nothing Like It tells the story of a mother witnessing her children completely lost in movie magic –as real life to them as the popcorn in their laps. Inside the theater, no one is afraid of the dark and gone are the “I’m bored’s” and the “When can we go home?”. This film highlights the unmatched theater experience through observing others witnessing it for the first time.

- [Making Of](#)
- [Behind the Scenes Photos](#)
- [Film Stills](#)
- [Cover Image](#)

Sincerely Management

Written and Directed by Ameer Kazmi and Produced by [90 Degree Collective](#)

Synopsis: This cheeky mockumentary revolves around a desk interview with movie theater manager, Aurelia, who isn't quite sure as to why she's in front of a camera crew. Amidst sharing with the interviewer how excited she is to be back at work, she mentions a pattern she's noticing — some patrons have seemingly forgotten how to go see a movie. In sharing her genuine concern for movie-goers, Aurelia discovers the documentary she's partaking in will actually widely share her sentiment of “let us take care of you”.

- [Making Of](#)
- [Behind the Scenes Photos](#)
- [Film Stills](#)
- [Cover Image](#)

Sample Social Media Posts

In an effort to make sharing as easy as possible, we've mocked up some social media copy which you can customize to fit your brands tone.

The examples found in the corresponding slides are designed for Instagram and twitter but can be adapted for other social media platforms as well.

Additional Accounts for Tagging

- NATO
 - Twitter: @NATOCinemas
- Cinemacon
 - Instagram: @cinemacon
 - Twitter: @CinemaCon
- Ameer
 - Instagram: @arizonasandhoneybuns @90degrec
- Kelly
 - Instagram: @kelly4.me
- Noah
 - Instagram: @noahsterling42
- Ed and Katie
 - Instagram: @punchcardfilms
- Icee (Instagram)
 - @official_icee_co
- Mondelez
 - @sourpatchkids
 - @swedishfish
- PIM Brands
 - @welchsfruitsnck
- Perfetti Van Melle
 - @PVM_Official (Twitter)
 - @perfettivanmelle_
 - @airheadscandy
 - @airheads (Twitter)
 - @airheadscandy (Facebook)

Oddly Satisfying Cinema - Instagram copy



ASSET LINK: [Share the film](#)

COPY:

We are proud to support NATO's initiative to celebrate the big screen experience.

Check out the beautiful animated piece from filmmakers Kelly Schiesswohl and Noah Sterling that celebrates how the big screen excites and delights all our senses.

Please enjoy Oddly Satisfying Cinema!

#YoungFilmmakerProgram

TAGS: *All artists tagged below*

@kelly4.me
@noahsterling42

ASSET LINK: [Share Making of video](#)

COPY:

Animation is such a fascinating process but very people know how much work goes into bringing it from the drawing board to the big screen.

Go Behind the Scenes and see how our filmmakers, Kelly and Noah in collaboration with Lucy Animation Studio brought their piece to life.

#YoungFilmmakerProgram

TAGS: *All artists tagged below*

@lucy.animation
@kelly4.me
@noahsterling42

ASSET LINK: [Share a photo](#)

COPY:

What is your favorite part of going to the movies? Is it the buttery popcorn? That satisfying first sip of soda? The lights dimming?

Let us know in the comments and watch Oddly Satisfying Cinema a spot that captures all the wonderful sights, smells, and sounds that we all know and love about the movie theaters.

#YoungFilmmakerProgram

TAGS: *All artists tagged below*

@kelly4.me
@noahsterling42
@lucy.animation

Oddly Satisfying Cinema - Twitter copy



ASSET LINK: [Share the film](#)

COPY:

We are proud to support NATO's initiative to celebrate the big screen experience.

Please enjoy Oddly Satisfying Cinema, a beautiful animated piece from filmmakers Kelly Schiesswohl and Noah Sterling that will delight all your senses!

#YoungFilmmakerProgram

TAGS: @NATOCinemas

ASSET LINK: [Share the Making of](#)

COPY:

Go Behind the Scenes and see how our filmmakers, Kelly and Noah in collaboration with Lucy Animation Studio brought their piece to life.

#YoungFilmmakerProgram

TAGS: @NATOCinemas

ASSET LINK: [Share a photo](#)

COPY:

What is your favorite part of going to the movies?

Watch Oddly Satisfying Cinema for inspiration.

#YoungFilmmakerProgram

TAGS: @NATOCinemas

There's Nothing Like It - Instagram copy



ASSET LINK: [Share the film](#)

COPY:

Produced by @punchcardfilms and written and directed by Katie Staab and Ed Hellman, There's Nothing Like It, highlights the unmatched theater experience through the eyes a parent watching their child witness it for the first time.

With the support of NATO and it's members, we are thrilled to be able to share this film and celebrate the big screen experience.

#YoungFilmmakerProgram

TAGS: @punchcardfilms



ASSET LINK: [Share the Making of](#)

COPY:

Go Behind the Scenes on the set of There's Nothing Like It to see how our filmmakers captured the joy of watching others experience the movies for the first time.

Hear from cast and crew about their favorite memories of going to theater and share your own in the comments below!

#YoungFilmmakerProgram

TAGS: @punchcardfilms



ASSET LINK: [Share a photo](#)

COPY:

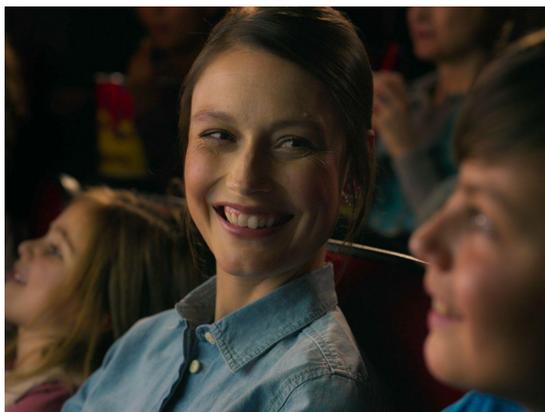
There really is nothing like it.

Watch There's Nothing Like It and share in the magic of the movies and the big screen experience.

#YoungFilmmakerProgram

TAGS: @punchcardfilms

There's Nothing Like It - Twitter copy



ASSET LINK: [Share the film](#)
COPY:

There's Nothing Like It, produced by Punch Card Films and written and directed by Katie Staab and Ed Hellman highlights the unmatched theater experience through the eyes a parent watching their child witness it for the first time.

Watch now!

#YoungFilmmakerProgram

TAGS: @NATOCinemas



ASSET LINK: [Share the Making of](#)
COPY:

Go Behind the Scenes on the set of There's Nothing Like It! Get an inside look on filmmakers captured the magic of watching a movie for the first time!

#YoungFilmmakerProgram

TAGS: @NATOCinemas



ASSET LINK: [Share a photo](#)
COPY:

There really is nothing like it.

Watch There's Nothing Like It and share in the magic of the movies and the big screen experience.

#YoungFilmmakerProgram

TAGS: @NATOCinemas

Sincerely Management - Instagram copy



ASSET LINK: [Share the film](#)

COPY:

Written and Directed by Ameer Kazmi and produced by @90degreec, this cheeky mockumentary revolves around a desk interview with movie theater manager, Aurelia. Amidst sharing with the interviewer how excited she is to be back at work, she mentions a pattern she's noticing — some patrons have seemingly forgotten how to go see a movie. Aurelia discovers the documentary she's partaking in will share her sentiment of "let us take care of you".

Watch Sincerely, Management here.

#YoungFilmmakerProgram

TAGS: @90degreec,
@arizonasandhoneybuns

ASSET LINK: [Share the Making Of](#)

COPY:

Check out this stylized Behind the Scenes piece from the Sincerely, Management filmmakers.

Mimicking an 90s camcorder, the team captured footage on set at the Regal Midway which compliments the mockumentary style of the film. Check it out here.

#YoungFilmmakerProgram

TAGS: @90degreec @arizonasandhoneybuns

ASSET LINK: [Share a photo](#)

COPY:

Meet Aurelia.

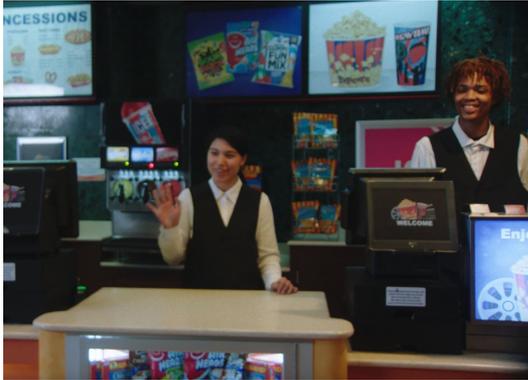
World's Best Theater Manager.

Watch Sincerely, Management here.

#YoungFilmmakerProgram

TAGS: @90degreec,
@arizonasandhoneybuns

Sincerely Management- Twitter copy



ASSET LINK: [Share the film](#)

COPY:

Written and Directed by Ameer Kazmi and produced by @90degreec, this mockumentary revolves around an interview with a theater manager, Aurelia, who wants to share a special message.

Watch Sincerely, Management here.

#YoungFilmmakerProgram

TAGS: @NATOCinemas, @90degreec,

ASSET LINK: [Share the Making Of](#)

COPY:

Check out this stylized Behind the Scenes piece from the Sincerely, Management filmmakers.

A taste of nostalgia, the team captured footage on set at the Regal Midway which compliments the mockumentary style of the film. Check it out here.

#YoungFilmmakerProgram

TAGS: @NATOCinemas, @90degreec

ASSET LINK: [Share a photo](#)

COPY:

Meet Aurelia.

World's Best Theater Manager.

Watch Sincerely, Management here.

#YoungFilmmakerProgram

TAGS: @90degreec, @NATOCinemas

Thank You

NATO's goal with this campaign is to drive moviegoers back to the theaters and support future filmmakers while doing it. All industry support is appreciated, we are stronger together.

If your organization or brand is supporting this campaign please contact us at Aviva@VivaLaMarketing.com.