





PROJECT
DOCUMENTARY FILM FESTIVAL

TIME FRAME
10/10/20 - 12/10/20

ONLINE ENGAGEMENTS
125,666

WEBSITE VISITORS
354,511

Expanding A Virtual Festival Nationwide

DOC NYC tasked Fever Content with expanding their brand and inaugural virtual festival nationwide so audiences across the U.S. could take part in America's largest

Our primary goals included **maximizing ticket sales**, ensuring every film got the love it deserved, expanding the DOC NYC brand to a **national level**, and doing everything possible to **bring audiences and filmmakers together** in a **celebration of documentary films** during an unprecedented worldwide pandemic.



Results

We not only helped drive awareness, engagement and financial returns for hundreds of documentary filmmakers, we also **built a sustainable marketing**



In only 3 months we exceeded all of our targets: successfully **drawing DOC NYC’S biggest audience ever** from all 50 US States & Puerto Rico, producing **record-breaking ticket sales**, driving **354K people to their website**, attracting **5,316 new followers** to their social media accounts, generating over **5M impressions**, engendering **125K online engagements**, developing **68 organizational partners**, and exceeding nearly all of their 2019 festival metrics.

The Campaign

Our highly strategic and integrated social media marketing campaign was divided in 6 distinct phases based on the overarching festival schedule that included a Road Trip series of Facebook Live events, Pre-Festival promotions, the 10-day festival, 10 day Encore festival and post-festival support.



- Digital Marketing Strategy
- Social Media Content Creation & Copywriting
- Newsletter Content Creation & Copywriting
- Ad Spend Strategy & Management
- Community Management
- Analytics
- Website UX Strategy
- Strategic Partnerships

Campaign Highlights



DOC NYC SOCIAL MEDIA TOOL KIT

FOLLOW US

[@DOCNyc](#)
[@DOCNyc](#)

[facebook.com/DOCNyc](#)
[youtube.com/DOCNyc](#)

IMPORTANT DATES

DOCNYC: 11/11 - 11/19

IMPORTANT: DOC NYC IS NOT YET ANNOUNCING THE EXACT PERIOD YOUR POSTS AND COMMUNICATIONS TO YOUR AUDIENCE SHOULD TAKE PLACE. WE WILL UPDATE FURTHER NOTICE.

OFFICIAL HASHTAG

#DOCNYC

GRAPHICS / IMAGES

Download Your Personalized Ready-to-Post Social Media Graphics and Extra Image Assets to Accompany your Post. [Here](#) (open the Feature Films folder and then your individual film's folder).

POSTS FOR YOUR FILM

We've created two social media posts with completed copy, graphics, and hashtags for you to promote your film with. It includes additional copy recommendations so you can personalize your post.

POST #1 - Wednesday, Nov 4

COPY:

We are so excited for the inclusion of Assassins in this year's #DOCNyc film festival! Catch an online screening anywhere in the U.S. from Nov. 11-19. Tickets are on sale now - <http://2020.docnyc.net/Assassins>

POST GRAPHIC: [Link](#) (open the Feature Films folder and then your individual film's folder)

ADDITIONAL COPY RECOMMENDATION:

Touch on the long production road to the festival and/or the personal joy and cultural importance of getting to show your film at the festival/see it find an audience

HASHTAGS:

#DOCNYC #documentary #film #northamericadocumentary #kempingmassassination #truecrime documentary #internationalcrime

POST #2 - Wednesday, Nov 11

COPY:

It's here! Watch Assassins TODAY, screening online at the #DOCNyc film festival from Nov. 11-19. Be sure to also check out our Q&A after the film where you can dive deeper into the stories behind making the movie. Get tickets to watch here: <http://2020.docnyc.net/Assassins>

POST GRAPHIC: [Link](#) (open the Feature Films folder and then your individual film's folder)

ADDITIONAL COPY RECOMMENDATION:

Teasing a topic from the Q&A or touching on a topic covered in the film that would interest the specific audience

HASHTAGS:

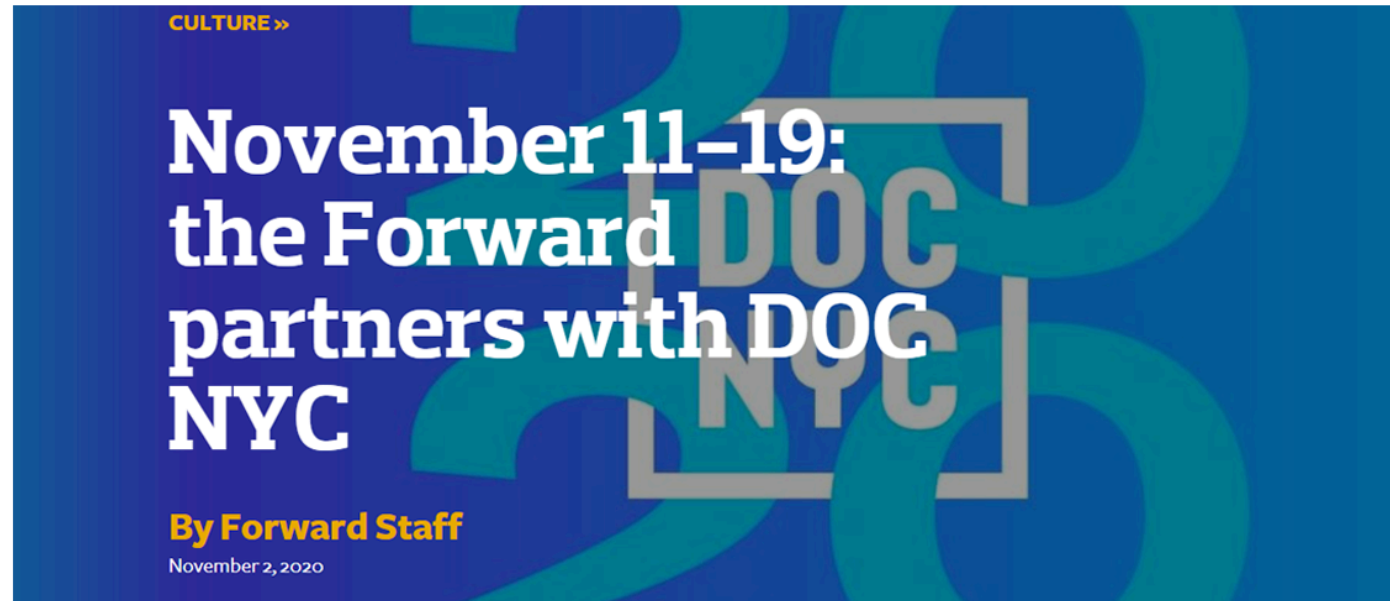
#DOCNYC #documentary #film #northamericadocumentary #kempingmassassination #truecrime documentary #internationalcrime

FACEBOOK

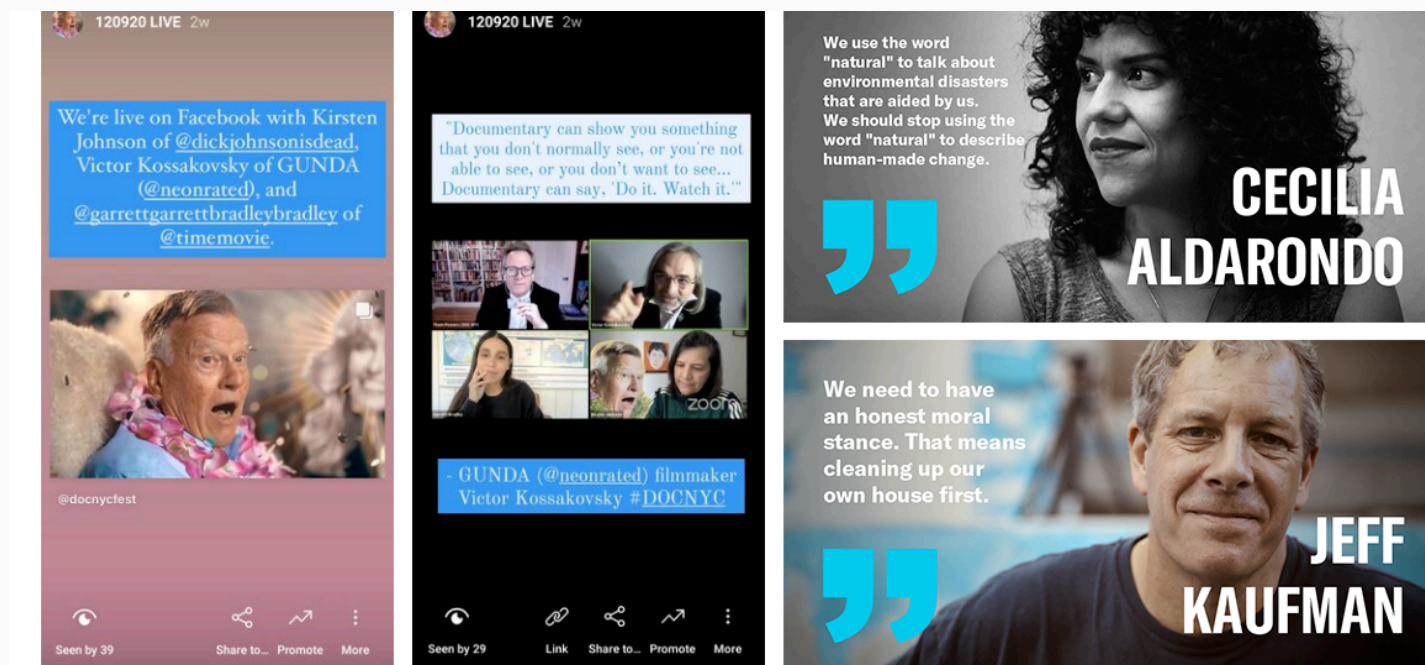
TWITTER

INSTAGRAM

A hit with filmmakers, we created and customized Filmmaker Social Media Toolkits for 115 feature films and 15 Shorts programs. Each toolkit provided filmmakers with a guide to help them promote their film as part of the DOC NYC festival. It included two pre-made posts (art & copy), useful hashtags, additional copy recommendations, important dates, and festival graphics.



In close coordination with DOC NYC, we attached **117 strategic partnerships** to either specific films or the entire festival program over the course of 7 weeks during the campaign. Additionally, we spearheaded the creation of an art-house initiative that directly connected DOC NYC with over **30 art house organizations** spread across the US.



We leveraged DOC NYC's series of **63 Facebook Live events**, featuring films and filmmakers, as an opportunity to drive engagement and deliver the feeling of a vibrant and active film festival in a virtual environment. We brought in **79,822 viewers** with **348,327 impressions**, and **5,715 in engagements** throughout **128 countries**, with **over 123 social media posts** promoting the events.



Campaign Feedback



Raphaella Neihausen,
Executive Director, DOC
NYC

Working with Fever Content was an absolute pleasure. This was DOC NYC's first year being an online festival and Fever Content instantly understood our marketing objectives, cultural milieu and brand identity – seamlessly partnering with us to effectively engage new audiences across the country. They brought genuine passion and enthusiasm to the project, as well as deep knowledge, organization and creativity for meeting ambitious marketing goals. Their data-driven



time, which allowed for constant improvements to our work-plan.

Throughout the project, even under tight deadlines, they remained professional, pleasant, and tireless.

We look forward to working with them again.

Our team pushed the boundaries of what's possible by successfully executing a campaign for DOC NYC's fully virtual film festival. See how we are constantly pushing the envelope with our [Resisterhood](#),



ABOUT US FEATURED WORK CONTACT US

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