

The Virtual Bushwick Film Festival

OVERVIEW

- COVID-19 challenges made an in-person events impossible.
- The industry-favorite 13th Annual Bushwick Film Festival could not be postponed and needed solutions to save their annual, 5-day gathering.
- Instead, the event would pivot, and become a VIRTUAL experience.
- The Bushwick Film Festival needed to design a virtual event that increased profitability and maintained the reputation of the Festival Brand.



CHALLENGE: Leverage Opportunity

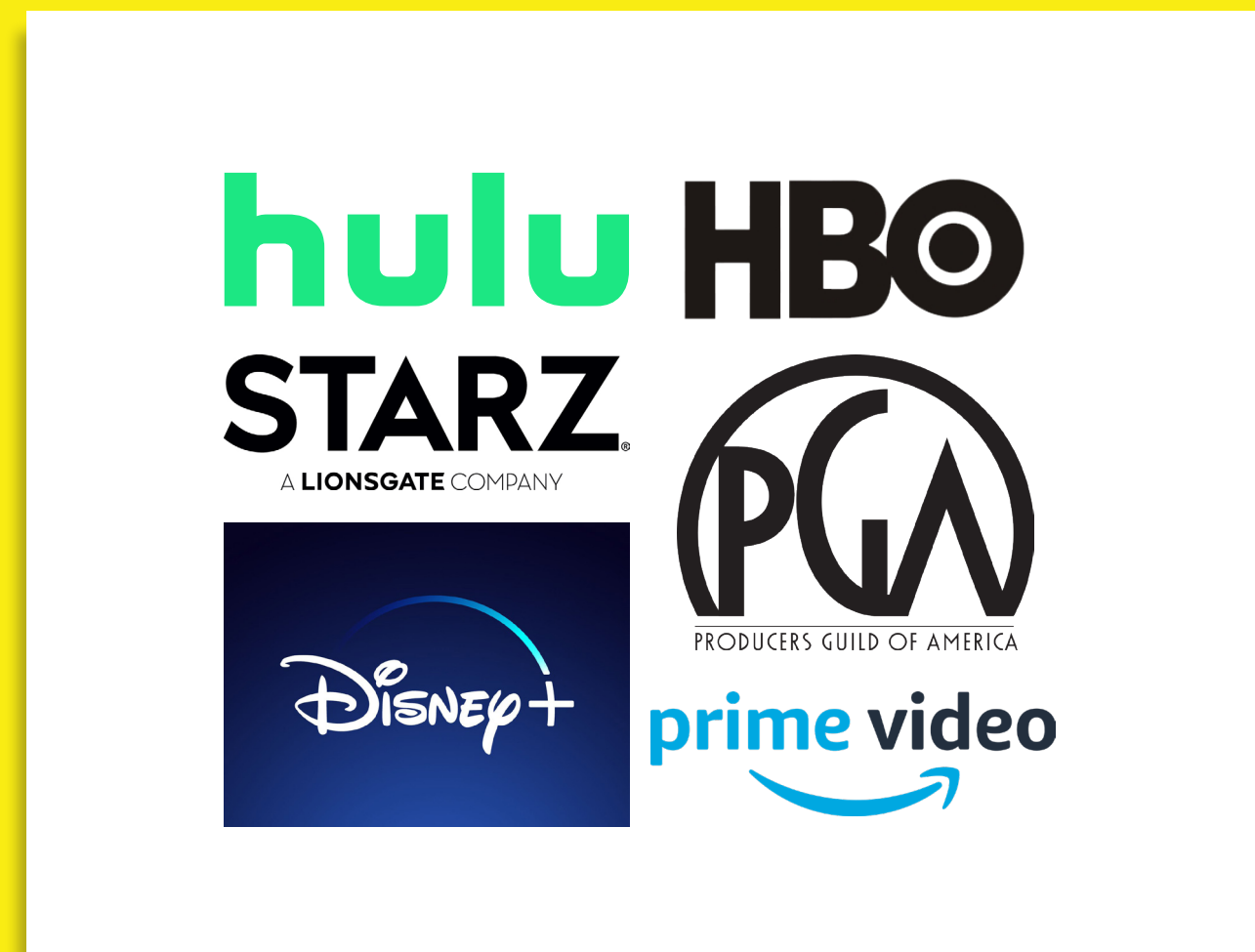
- Transcend crisis for purpose-driven profit

SOLUTIONS

- As an UPSELL, our Movie Industry Conference; brought A-List industry leaders to panel talks.
- We delivered relevant discussion from the brightest names in cinema and broadcasting.
- The Bushwick Film Festival virtual control room monitored simultaneous runs of show and +50 hours of presentations.

IMPACT

- This scalable feature drove return on engagement, increasing revenue 30%.
- Staying on mission with learning and professional development allowed for both sales and service.





CHALLENGE: Build Community

- Offer experiences audiences flock to and buzz about

SOLUTIONS

- Familiar, elegant, easy to use platforms were inclusive and eliminated obstacles to user experience.
- A secure, on-demand streaming portal handled robust traffic with space for branding and sponsors.
- Filmmaker Q&A sessions, open to the public, were hosted on Zoom, simulcast on social media for broad exposure.

IMPACT

- Virtual audiences were exposed to more films than in-person; the virtual platforms allowed greater access to filmmakers.
- Filmmaker Q&A session attendance grew 5X, reaching over 5000 people!



CHALLENGE: Make Media

- A virtual Bushwick Film Festival would be content-heavy

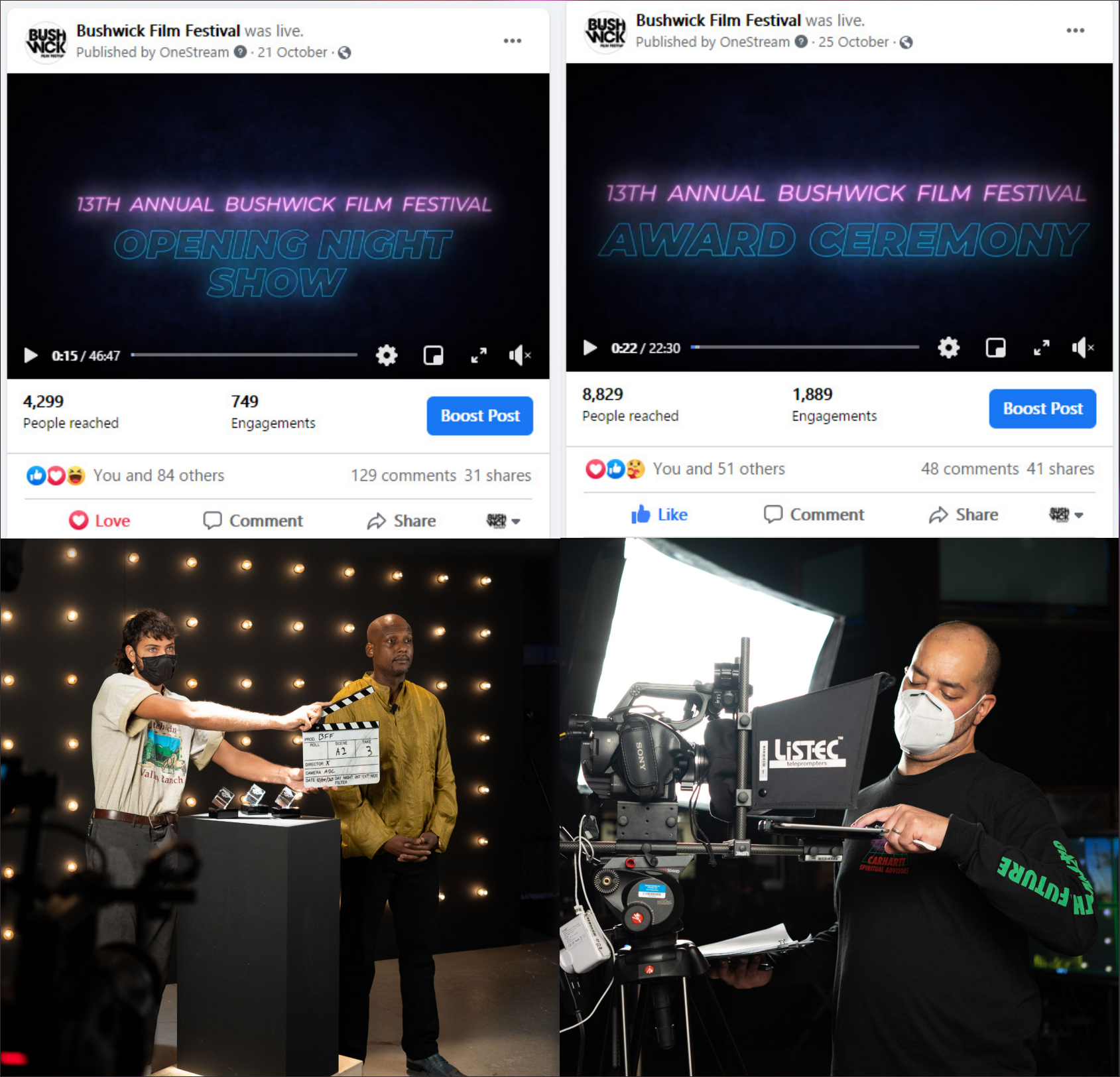
SOLUTIONS

- Sub Gala & Award events, with Video Parties.
- Special content, shot on a soundstage, with VIP video drop-ins, were broadcast on social media.
- The Bushwick Film Festival Wrote, Directed and Supervised Post-Production on over 200 media assets.

IMPACT

- Virtual Festival content grew audience exposure and engagement 20X prior efforts.
- Virtual event content broadcast over social media saw +10K audience impressions.
- Content was re-broadcast on the New York City BRIC TV cable network; with a viewership of 500,000.

The Virtual Bushwick Film Festival



“Wow! I attended 15 other virtual film festivals this year! Others are phoning it in. Bushwick is doing it right!”

- David Drake, Filmmaker

The Virtual Bushwick Film Festival

CHALLENGE: Be Intentional

- Bring value to audiences, respect time & investments

SOLUTIONS

- Attendees wanted to Network – it was a requirement for a successful event.
- In response, The BFF curated, Filmmaker-Only, Virtual Speed-Networking Zoom meetings.
- We paired over two dozen Industry Leaders with 60 Filmmakers, for over 200 valuable 1:1 sessions.

IMPACT

- “...Networking’s already a little awkward; Zoom as an ice breaker makes it easier!” - Emma Watts, Executive Producer
- “...I saw a few filmmakers I know, and we were able to meet and advance a project. The festival brought us together. It worked!” - Mike Musikanto, Producer / Director



Thank you!

Tyrone Tanous

ty@savagesevere.com

www.savagesevere.com

347-533-1573