

# MISS OR MISSES

**GENRE:** LIGHT DRAMA

**STARS:** HAZEL CAULFIELD, SERGIO MONDA

**RATING:** PG 12 (TARGETED RATING)

**STATUS:** COMPLETED

CORE AUDIENCE - WOMEN AGED 12 – 99

CORE AUDIENCE – MEN AGED 12 - 99

## THE MOVIE

Paul, an Italian executive in London jumps into marriage with Alicia, the pretty new girl in the office. But looks can be deceiving: she's naïve and she's trouble. Serious, deadly trouble.



## MISS OR MISSES - AUDIENCE ANALYSIS

### The new market

The most avid cinemagoers are now the above 40 group, and they buy 47% of movie tickets. Previously, it was the 15 - 34 male group. However, this demographic have now grown up but they are not producing enough kids to replace themselves. The film for this new, dominant group has to be thoughtful, non-gimmicky and well written.

### The women's market

Hollywood bets huge sums on films targeted at younger men. There is also the meet-cute rom-com targeting the female market.

Many women work and have disposable incomes. This does not mean they start liking Vin Diesel high octanes. Women are women. They have their tastes, and they are a demographic that is underserved.

In the men's action genre, the shooting and jumping is the excitement. In high octane thrillers, crashing 110 cars is the excitement. This does not work in the women's market. With women, it is the drama between characters that's the excitement. Many women are not really crazy about rom-coms. And most won't touch James Bond with a barge pole. She will watch dramas if it is a good story. She could watch reality. She is not really swayed by names. She is moved by the craft of the story.

### **To Catch a Thief. Date Night. Romancing the Stone. Pretty Woman.**

These films - even though relationships are at their heart - have an element that make them attractive to men, making them mass market.

Also, oftentimes, entire cinema screens are empty. Distributors need to buy and place films that attract people into those seats.

**Miss or Misses is a product to satisfy these markets and demographics.**



### The audience is identified as:

- **Drama viewers worldwide - Female 20 – 80**
- **Drama viewers worldwide - Male 20 - 80**
- **Married couples 22-70 whether marriage has been good, bad or ugly.**
- **Singles: Male and Female 16 to 30 aspiring to marriage. (Or sceptical of marriage).**
- **Romance viewers. Traditionally Female 14 – 60.**
- **Zen G who have a "modern view" of marriage.**
- **Those who have a traditional view of marriage, which is 90% o the world.**
- **People who want something else in the theatres.**
- **Girls who flock to the cinema in groups. Some will watch in the theatres; some in the media that follow.**
- **Viewers who like an easy-watch**

## MISS OR MISSES - BUYER'S BRIEF

- The film is a 4-quadrant mass-audience original that appeals to women and men, young & old.
- The product is entertaining - a product that viewers will watch over and over - and will be happy to pay for. It has that emotional heart that satisfies the audience. We believe it is a film people could love.
- It is a well-written original. All iconic films have that in common - stars or no stars.
- It is profitable. A studio/distributor spending \$100m on a production with a \$75m marketing expenditure must gross \$350m to break-even. A more profitable (and certainly less risky) venture is to acquire distribution rights of Miss or Misses for substantially less with a lower marketing spend. (It lends itself to strategic low marketing costs) The distributor breaks even pretty quickly. Why? **The value is in the feature.** The viewer only cares about what is on screen.
- A quality product. Looks good. Sounds good.
- Plays well in theatres (5.1 Surround and great sound track), Home Entertainment, VOD, Streaming and TV offerings.
- Great merchandising opportunities. The key art, for example where Alicia holds up the briefs is iconic. That will move on mugs & T-shirts.
- **Take a lady to the movies – what queue does she join? Action Hero or Miss or Misses?**



## INTERNATIONAL AUDIENCE & CROSS-OVER APPEAL

The storyline travels in the international market. The story is universal. The behaviour of Alicia seems to generate a lot of passion with men. We had the sound guys swearing at the screen.

## MARKETING

The nature of the film and its target audience lends itself to effective online marketing, and strategic tie-ins. It does not need copious sums to bring the film to public consciousness.

## Pipeline

Our production house has a string of gritty offerings in the pipeline.

We have 6 high calibre projects ready to shoot. We are happy for you to take a look at quality projects to feed your slate. A brochure of our upcoming features is available on request



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