



“Rain” – Campaign design thoughts

Messages

There are 2 messages this particular campaign is trying to convey:

- a) an independent film about growing up called Rain
- b) a new film company, Circuit, specialising in quality indie film

The latter could be as simple as a prominent logo for the film company, or a “signature” element in the design repeated across campaigns and materials.

Approach

Independent film:

- a) is targeted at more discerning cinema-goer – therefore need to “cover” all aspects of the film in the campaign, or explicate too obviously the type of film to expect is removed
- b) frees campaign design from restrictive contractuals present in mainstream movies (ie. no need for standard & predictable “row of heads” campaign)

Classic film posters from yesteryear are mainly striking stills - these are the posters that will end up on people's walls.

So - strategy is: use one large still, but somehow create another dimension to the poster that communicates brand.

Needs to be an approach which is flexible enough to be usable with any image.

The film

Although essentially a tragic story, has much that is uplifting. Reminded me of Ang Lee’s “The Ice Storm”, in the alcohol –fuelled freewheeling liberalism of the parents and their detachment from their children. This theme is combined with a Cassavetes-style naturalism in its execution.

Generally a film that has both tragic and uplifting elements should have an uplifting campaign image. In this way:

- 1) audiences are not put-off by the prospect of a “depressing” film
- 2) after viewing the film, the campaign image takes on a bitter-sweet irony, making the image more haunting, and therefore more memorable.

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