



ASSESS



LOCATE



ENGAGE



RESPOND



TRACK

### Qualified marketing experts

Applicants for Discoverability, Development or Production Financing must include with their submission an audience development plan for their project. TELUS Fund recommends working with marketing experts that meet the following criteria:

**3+** years' experience



Proven success



No outsourcing

### The marketing company must meet the following minimum requirements:

- At least three years' experience planning and executing digital marketing strategies for screen media projects that employ a full suite of digital tools, channels and tactics (not just social media)
- They must be committed to carrying out all work in-house, and not outsourcing the work on the project to a non-approved individual or company.

### The marketing company must also be skilled in:

- Identifying and validating target audiences
- Working within the Canadian screen media industry, specifically developing audience development strategies for film and TV projects
- Identifying and configuring KPIs
- Experience with PR campaigns around Canadian film or TV projects