

Creative

Audience Building and Web Series Planning



Nowball Effect of Multiple Film Productions

The most important player in the success of a project is the intended audience. Independent producers and or directors must make a way for themselves via their personal projects with a strong track record. Strong consistent community involvement, multiple completed projects and future schedule, and implementing successful film techniques and great characters.

Consistency for the Viewer Community

A strong community of followers finds itself so invested in the characters that they root for the story's continuance. A company would not look at the total followers of an Instagram page as the exact number of viable consumers. A much smaller percentage, or the past total revenue, is a more accurate measure of possible gross sales. Television series often develop a stronger cult following than one-off feature films with active character development. The audience eagerly anticipates the next steps a character will take in his or her journey each additional season. Even though books of completed series have their stories fleshed out they encounter a smaller viewership than television series. And viewers are drawn to seeing their characters in action, on screen, moving through obstacles to achieve their greater goal.

Overarching Branding on Projects

Production Companies seeking traction create a schedule of future works via a strong, household brand. Students confuse the ability to create single works for building a steady audience. They should take after marketers and advertisers that make a habit of introducing consumers to the product or service six to seven times before a sale takes place. Branding will allow the audience to quickly recognize projects under a single banner and support new works that follow an established trail of success. This calls for multiple projects under development at the same time. A miniseries is a great start for a small production company for a viable distribution deal. The content is concise but combines the essential elements of storytelling and packaging elements (established actors, directs, producers, directors, and quality production design). Over time trust will build between project creator and investor by showing the group can properly execute the vision. Longer projects can form and prosper with increased viewer demand, and then the company generates a viable business machine. Short films are a great test for story concepts at the college or beginner level, just not long-term audience building due to its infinitely small run. For instance, Studio Ghibli films devoted its time creating short films for testing the animation techniques required for feature film physical production. It then established its films in theaters and gained access to greater resources with the box office revenue and bank loans for further film creation.

Film techniques and great characters

Above all elements in storytelling are the use of superb storytelling film techniques and astounding characters. Talented Actors, Directors, and Producers are coveted for their skills because the audience connects more favorably to a well sculpted dramatic scene. Carry an audience through the emotional rollercoaster they need to experience the lows and triumphs of man. Reservoir Dogs was a single piece, with a dedicated cast of seasoned actors and interesting story. Moreover, Quentin Tarantino guided viewers through this world, allowing us to understand the internal emotional challenges faced by the men. The films and shows of today steal the wrong elements. There is an obsession with the explosions, weakly coordinated fight scenes, predictable comedic punchlines, and minimal in-depth character knowledge. The study of making fictional characters come alive is of great importance and a hallmark to every known franchise.

Audience Building and Web series planning are a combination of consistency, numerous projects, and employing great film technique and great characters. People need time with characters to understand their ins and outs, see how they handle problems, and the person's relationship to others over time.

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