



# Goals

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Increase followers on the Chris' Movie Reviews blog site (ChrisMovieReviews.com) and social media.

Build a YouTube channel and community focusing on movie reviews.

Get sponsorships with movie companies, including studios and theater companies.

# Objective

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Establish myself as a reliable and engaging source for the latest movie reviews and news.

# Strategies

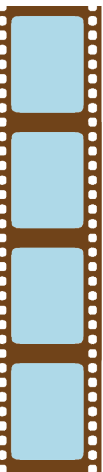
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Promote Chris' Movie Reviews on all social media channels, including personal accounts.

Construct a followable format for distribution of media across the blog, Instagram, and YouTube.

When appropriate, tag accounts of movie studios and movies.

After cementing the blog, reach out to movie companies to inquire about partnerships.

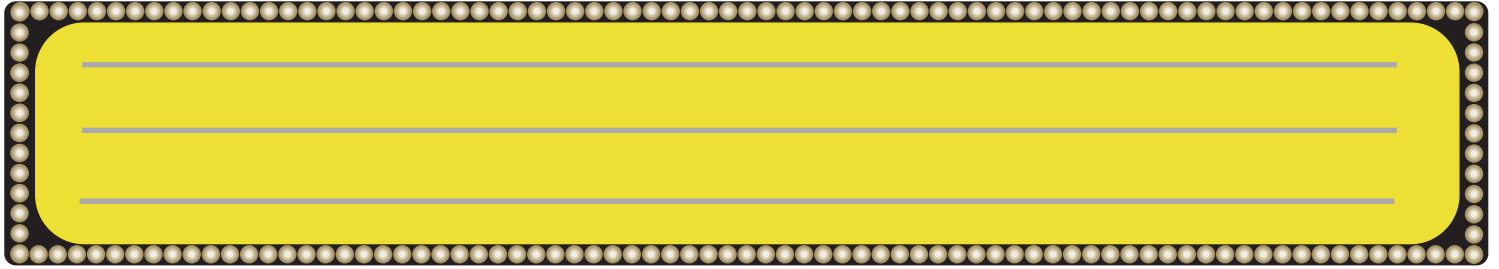


# Target Audience

Age: Teens to late thirties, although there is no age limit for movies.

Interests: Movies, Social Advocacy, Community Engagement.

Occupations: Any and all occupations are welcome.



## Buyer Persona

Name: Max (He/Him)

Age: 18-24, though on the mature side

Occupation: Primarily a student, with some part-time jobs.

Hobbies/Interests: Enjoys hanging out with friends and is passionate about non-traditionally American entertainment, such as anime. He also runs a blog.

Personality: Always willing to share his mind but tends to do so behind a computer screen. Is passionate about equal rights for all and much of his opinions revolve around those issues within the movie world.

Name: Logan (They/Them)

Age: Late 20s/early 30s

Occupation: Mid-level executive within a major movie company.

Hobbies/Interests: Aside from watching the newest movies before they're in theaters (#JobPerks), Logan enjoys community activities and strives to make sure everybody is included. They enjoy hosting dinner parties for their friends in their Brooklyn apartment.

Personality: Logan is fairly outgoing, but in new situations can be quite apprehensive. They are vocal about the LGBTQ+ community, as well as inclusion for everyone regardless of protected characteristics.

# Tactics

Consistently post to all CMR sites using the below schedule.

Maintain posting regular content on ChrisMovieReviews.Com:  
This includes two weekly blog posts, and maintaining the movie list.

Utilize audience feedback to create engaging content.

	 ChrisMovieReviews.Com	  @ChrisMovieReviews	 bit.ly/CMRYT	 u/ChrisMovieReviews	 @ChrisReviews
Sunday					<p>Letterboxd is a new app/website designed for social movie reviews. As I watch movies, I track them on Letterboxd, and after reviewing on my nmain channels will post a brief review to Letterboxd</p>
Monday					
Tuesday		Throwback Movie Review	Throwback Movie Review		
Wednesday	Thoughts on Throwback Movie				
Thursday		New Movie Review	New Movie Review		
Friday	Thoughts on Throwback Movie				
Saturday				Recap of Previous Week	



*When viewing any movie, Instagram stories will be utilized to give a teaser for what's to come*



# Graphic Identity

## Colors

Primary Blue  
Hex: 1645be  
RGB: (20, 101, 190)

Characteristics:  
Trustworthy  
Dependable

Secondary Yellow  
Hex: ffa600  
RGB: (255, 166, 0)

Characteristics:  
Creative  
Energetic

Tertiary Red  
Hex: 711324  
RGB: (113, 19, 36)

Characteristics:  
Passionate

Sepia  
Hex: 704214  
RGB: (112, 67, 26)

Light Blue  
Hex: add8e6  
RGB: (175, 216, 230)

## Fonts

- Main headings will utilize “Baskerville”
- Subsequent headings can utilize “American Typewriter”
- Large blocks of text should be typed in a standard font, preferably Calibri

Baskerville Regular  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

American Typewriter Regular  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

## Logo



The logo is comprised of three main elements: the name, the keyboard, and the film strip. The film strip must always be on the left side, and the keyboard along the bottom, allowing the filmstrip to pass by on the left. The keyboard must always have the “C”, “M”, and “R” keys highlighted in some way.

If the name section is to change (for example, a podcast), the blue-yellow-blue theme should remain, as must the Baskerville font.

# Podcasting

Video podcasts will be the main premise of Chris' Movie Reviews. Every Tuesday and Thursday a movie review will be posted. The content will consist of Chris discussing the movie and noting several key aspects that were either good or bad and if possible how the film fits into society. At the end of each video, I will give the movie a rating out of five stars.

When possible, guests can be brought on to further discuss the movies. As this blog grows, it will hopefully gain more attention from filmmakers and other influencers who could come on to help review the movie.

As seen in the schedule, these review videos will be posted every Tuesday and Thursday, with the intent of Tuesday being a throwback movie (i.e. hasn't been in theaters for over two years) and Thursday for feature films that are currently in theaters or recently released on any number of streaming platforms.

The order of reviewing movies will depend on what movies are being released, movies that have been requested, and also any holidays or special events (awards, deaths, etc.).

In addition to the video podcasts, a blog will be written for each review, further elaborating on topics that were mentioned in the review. These topics can cover a wide array due to the nature of movies. Each blog will be released the day after the film review

An audio podcast titled "Movie Mysteries" is also tied into Chris' Movie Reviews. The podcast delves into the world of filmmaking and focuses on the lesser seen but still important assets of film such as foley, motifs, and several other parts. Should the podcast prove successful, it can be expanded and, like with the videos, guests can be brought on from the world of film to further enlighten the audience.



# Engagement

**Movie Requests:** The brilliance of streaming platforms is the ability to watch what you want. With Chris' Movie Reviews, a movie request form gives the audience the chance to submit any movie they would like to see reviewed. This can be done by either visiting <https://chrismoviereviews.movie.blog/contact-requests/> or emailing Chris' Movie Reviews directly at ChrisMovieReviews100@gmail.com

**Weekly Newsletter:** The weekly newsletter is utilized as a recap of the past week's reviews, as well as any news from within the movie industry including trailers and noteworthy items. The newsletter will aid those who are subscribed to make sure they have seen all the reviews. It will also include a teaser of the next few movies that will be reviewed. Users are reminded to subscribe in each blog post, and are prompted to sign up any time they visit ChrisMovieReviews.com



*Note: At the time of this writing, a decision is being made as to whether to make this newsletter bi-weekly or monthly, or keep it as is. There will still be a newsletter in any case.*

**Comments:** On all social media platforms the comments section should be reviewed regularly and, more importantly, comments should be replied to. Within the comment sections may be requests for reviews or other requests that can help this blog grow.

**Contests and Promotions:** There is a plethora of opportunities for contests in the world of film, from backstage tours to movie posters and everything in-between. Should a film company reach out, this blog would be a fantastic avenue to conduct promotions.

**Hashtags:** Utilizing hashtags on social media can be crucial for being discovered and growing your audience. The hashtags for this blog are

#ChrisMovieReviews

#CMR

#MovieReview

In addition, any hashtags relating to the movie being reviewed or relevant topic should be included.

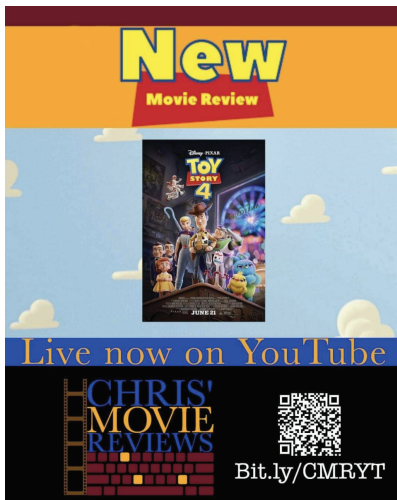
## **A Note on Traditional Public Relations**

We live in a digital society. While there does remain some things that are still analog, the vast majority of this blog takes place in a digital format. For that reason, traditional public relations will not function much with this brand. Perhaps the only opportunity would be to publish reviews in a newspaper, but even that is becoming outdated.

# Visualization

Movies are primarily a visual medium. To match that, several graphics and images are created for each movie review

**YouTube Thumbnail:** This graphic not only shows the audience what movie the review is focused on, but also conveys the brand, utilizing both the logo and a projector background, giving the appearance of a movie theater. A sample is shown to the right. In a pinch, this can also substitute for an Instagram image.



**Instagram Image:** Throwback movie reviews are uploaded directly to Instagram due to their shorter nature. New movie reviews are longer and can only go on YouTube. To promote the release of a new review, an Instagram graphic, like the one on the left, is created.

*Note: The possibility of Instagram stories for hosting these reviews (in addition to YouTube) is currently being investigated.*

**Movie Posters:** One of the most recognizable parts of movies is their movie poster. When possible, this poster should be used to promote the movie, giving the audience a quick, visual relationship between this blog and the movie being reviewed.



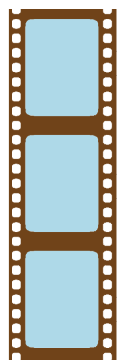
*Other images and media may be utilized as well. A collection of images does exist that can be used for the blog. Instagram stories are utilized to show what movie is currently being watched. The concept of an opening animation is also being toyed and experimented with. Currently only an end screen exists, listing all the ways to connect with the blog.*

# Crisis Plan

There are two major potential crises that could occur to this blog.

## Crisis #1: Personal Faltering

In a world that so largely relies on social media and internet connectivity, there is always the possibility of a mistake being made. While this blog intends to keep in good moral standing, everyone is human. To further protect against any potential risks, some guidelines are necessary:



Minimize swearing, and bleep it out when necessary.

Reviewing of R-rated movies is acceptable, but nothing above an R-rating.

Maintain a clean profile on personal social media.

## Crisis #2: COVID-19

Admittedly, most plans would not have a specific scenario. Yet the current world situation has had a significant impact on the entertainment industry as a whole. While there are still streaming platforms delivering movies, all movie studios have halted production. There is simply no way of knowing when these movies will resume. Luckily, Chris' Movie Reviews has a plethora of movies on DVD, and access to many streaming sites.



*Note: This graphic may be used for any crisis situation, but can also be used to provide any update to the state of the blog, including when posting a blog is not possible on a certain day.*

## In Case of Crisis

Should a scenario ever arise that results in negative attention, a prompt, caring response should be distributed. When possible, this response should be on video and posted to the Instagram and YouTube accounts. This video should be preceded by the above "Update" graphic. The graphic should also be used if posting to Instagram as a photo. If such a scenario occurs, immediate steps should be taken to reduce the risk of any further scandals.

# Return on Investment

The investment needed for this blog is minimal. Videos are recorded on a phone and most movies are already owned. Most streaming platforms are already accessed and do not require additional money.

The greatest investment on this blog is time. As a fan of movies and an owner of DVDs that go unwatched, the investment is worth it. Should this blog grow and be able to support advertisements, even just on YouTube, then the investment becomes even more worthwhile.



The content, ideas, and brand within this document are the property of Christopher Gadd.

For questions, comments, or more information  
email [ChrisMovieReviews100@gmail.com](mailto:ChrisMovieReviews100@gmail.com)