

# In Search of Bob Marley's Legacy

## MARKETING PLAN

**Documentary Feature:** This film is the journey of Bob Marley's granddaughter, Donisha Prendergast, into the world of Rastafari. Her exploration takes her to some of the countries where her grandfather's captivating performances delivered the Rastafarian message through his music and his words. Donisha's travels uncover not only the reach and inspiration of her Grandfather's message, but also examines the history and evolution of the Rastafarian movement.

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**Strategic Competitive Analysis:** This Film takes the mystical Rastafarian religion to the masses through the exploratory and investigative journey of Bob Marley's granddaughter, Donisha Prendergast. Complementary to the focal-theme of self-discovery and travel is that of the inspiring reggae music soundtrack and African drumming which both drives the narrative and accompanies Donisha's moments.

**Feature Elements:** The Feature's pull elements are: The personal journey of a Rastafarian girl becoming a woman, whilst searching for deeper understanding within her faith and trying to find her purpose in both life and faith on this spiritual, emotional and geographical journey. The documentary also features an engaging reggae soundtrack that will be appealing to reggae fans worldwide. The mix of music, travel and Rastafari are a powerful combination that will appeal to a wide cross-section of viewers.

**Socio-cultural:** This documentary will premier in Canada. It will be released in the Toronto, Montreal and Vancouver markets where there are significant multicultural populations as well as individuals from the mainstream who would be interested in this film. In the case of the Toronto and Montréal markets, there are vibrant Jamaican-Canadian and Rastafarian communities (12 Tribes of Israel, Boboshanti, Nyabinghi) who would support this film. Additionally, the film would also appeal to Marley followers and reggae music fans of every race, creed or cultural background throughout these cities.

At the local level, we'll literally appeal to the grassroots: advertising in the Metro newspaper, and putting up posters in Jamaican-Canadian hotspots like *Randy's Patties*, *Willy's Jerk*, and *Nicey's Market*. At the national and international level, the Jamaican Canadian Association has chapters and a large and vocal membership base that can help spread the word. At events such as this annual one at Harbourfront, our own Ras Iville (part of the steering committee and consultant / on camera personality in the documentary and on the website) serves up his famous barbecued corn and One Love Corn Soup. This and Caribana, North America's largest street event, are excellent venues at which to promote the website and documentary

## Customer

**Who would be interested:** The Jamaican-Canadian communities in Canada and internationally; the Rastafarian communities in Canada and internationally; Bob Marley followers and reggae music fans of all cultures, creeds and ethnicities worldwide.

**Why would they be interested:** Reggae music and Rastafari are intricately intertwined. The message of love, peace and equality that give daily inspiration to Rastafarians are found in the music. The music will be a big pull for many viewers.

**Where and when could they view the film:** Limited release in Toronto, Montreal and Vancouver in 2009 to be followed by global release in select countries such as United Kingdom, Germany, Japan South Africa, Ethiopia, Ghana and all of the English-speaking Caribbean islands.

## Competitive

**Strengths:** The strong audience base, consisting of Jamaican-Canadians, Marley fans and the Rastafarian community.

**Weaknesses:** Limited financial resources for the promotion of the film, as well as our limitation in screens made available for theatrical release.

**Strategic stance:** Strategic *partnerships* with corporations which will contribute to building awareness of the film, as well as product *Tie-Ins* and *Contests* through mediums favoured by our target-market. This will all be complemented by publicity garnered through articles and features on our activities in the local and international news media.

**Web Presence:** As previously noted, we are limited on funding for our marketing campaign leaving us with creative ways of building awareness through Public Relations, to be complemented by the Buzz-marketing (word-of-mouth) created through an ingenious web presence. Our web offering will consist of two websites with distinct, but overlapping purposes which will launch at separate intervals along the marketing cycle.

1. Coinciding with the beginning of production in June, an informational and promotional website will debut at the end of June 2008, in order to maintain active and interactive interest throughout Donisha's journey. The Site's features will include:
  - Donisha Prendergast's text, image, and video-based blog / production diary alongside that of crew members who wish to contribute their own insights into the trip of a lifetime.
  - News updates on special activities that took place during the shoot;
  - A contest to find original artwork for a companion DVD and CD; the design of promotional materials and product packaging will be based on the winning design uploaded to the website; students at the Edna Manley School of Art in Kingston, Jamaica, the Toronto Art School, and other selected art schools will be invited to participate, as will the general public; production can select several of the best designs, and the public will be encouraged to vote for their favourites;
  - Promotional video(s) of the documentary: teasers, trailers, excerpts;
  - Advertising and sponsorship information;
  - Reciprocal links to Vision TV's main site, which may host this as a microsite.

This "making of" micro-site will be available during the entire production and post-production period and will be a great promotional tool in its own right for the documentary, Vision TV and the main website.

2. The second site called of *Rastafari and Reggae: A Soul's Journey* goes live at the end of January 2009, before the world premiere of *In Search of Bob Marley's Legacy* on the Vision TV network.

**Marketing of the Site:** All marketing, launch and promotional plans will be coordinated with the website producer (sharing resources to simultaneously promote both the television and online components), and with Vision TV's marketing and promo departments, in order to create a unified and cost-effective campaign. The first phase will focus on creating awareness for the first (and upcoming) website, the production of the documentary, Donisha Prendergast, and Vision TV's premiere. The second phase will focus on promoting the finished documentary, the main website, and secondary market television sales.

Vision TV considers the documentary to be a tent pole in its schedule, around which it will program and promote related events to make a big splash and to maximize press coverage. They are increasingly successful at maximizing their viewership and optimizing related website traffic as they pursue their integrated brand approach.

## **Brand**

There is already strong brand recognition for Bob Marley and reggae. He was largely responsible for the spread and certainly the popularity of the music outside Jamaica, including crossover audiences. For the past seven years, he has **consistently remained in the top ten of best selling musical artists among those who died, according to Forbes magazine.** While there remains a lot of mystery about Rastafari, many are nevertheless aware of its existence. This is a perfect opportunity to leverage the popularity of its greatest proponent to help educate people about the movement. Efforts can be focused on tapping into this interest vs. starting from scratch to explain what the website is about.

## **Targeted online advertising**

After launching the promotional website at the end of June, we'll utilize the targeted advertising opportunities offered by Facebook to reach individuals interested in Bob Marley, reggae, and music. For example, by using these keywords, our messages can be placed in front of a large number of people who are interested in these subjects, and the number grows by leaps and bounds even in the course of a few hours. For instance:

# **Marketing Objectives and Strategies**

## **Strategies**

**-Penetration:** Starting within select geographic test-market areas generating buzz through the local media, as well as small-scale sponsorships and grass-roots promotion.

**-Product Development:** Our product-development test-market will be select Art-house Theatres in Downtown Toronto, Mississauga, Scarborough, North York and Brampton.

# Marketing Plan

## Product or Service Management

**Features:** Reggae music, celebrities, Rastafarian historical features, archival footage of Rastafarian movement. Derivative works include music CD, DVD (Retail, Broadcast and Educational), Theatrical Presentation (Musical) and a coffee table book featuring stills taken from international locations.

**Package decisions:** Packaging must display the Rastafarian colors, as well as images of locations visited by Donisha.

**Physical design:** The physical design of our promotional materials, feature and DVD artwork will be based on the design of the winner of the contest we intend to launch as part of our publicity campaign for the film. This contest will be amongst the 'Edna Manley School of Art' (Kingston, Jamaica) and the 'Toronto Art School' (Toronto, Canada) as well as other select Art Schools in Toronto, Canada and Kingston, Jamaica for two (2) portraits (drawn and coloured, photographed or painted) to be used for the feature's official artwork and the DVD's front cover.

## Distribution

**Distribution Channel:** Theatrical, TV, DVD (educational & home), Website.

## Marketing Communication

**Personal Selling:** Assigned agents and Ms. Patricia Scarlett will take charge of selling the feature documentary to distributors, bookers and broadcasters. Personal selling will also be assisted by sales promotion which will offer ticket-discount *coupons* within our one-day print ads to be carried in the 'Metro Newspaper' on release day.

### Non-personal

- **Promotional Spot:** Vision TV and other broadcasters.

**-Advertising:** On release day we will have a Half-Page Print Ad in the 'Metro Newspaper' and 'Share Weekly Magazine'. Our grass-roots marketing will consist of posters in the City-wide locations of 'Randy's Patties', 'Willy's Jerk' and 'Nicey's Market'.



**-Internet Advertising:** On release date we will have a Richmedia button featured on both the homepages of Yahoo Canada as well as YouTube.

### **YouTube**

Video teasers from the documentary will be uploaded to YouTube and include a promo for the website as well. Given the interest in reggae and Bob Marley, and we expect enough interest in the video to generate traffic.

## **- Search Engine Optimization**

Aholattafun has a whole lot of experience with search engine optimization, and we will work closely with them to organically build an effective online click-through campaign designed to drive maximum traffic to the website. Since the main objective is to get great numbers, we will subscribe to their Gold campaign for a year to optimize potential reach. This particular approach utilizes the three most popular search engines—Google, Yahoo, and MSN. A sample Gold report is attached as xx on page yy. Regular monthly analysis of the outcome from specific keywords, and the click through rate, allows the configuration to be tweaked for maximum results.

Right now, searching on the terms “reggae,” “Bob Marley,” and “Rastafari” on Google shows that there are no sponsored links at all. For now, the opportunity to reach people who are interested in these and related search terms is wide open, and is bound to result in a relatively robust click through rate. The beauty of an advertising campaign built on a cost per click approach is that the message is exposed like a regular ad, even if it isn’t clicked on at the time. Costs are lower than conventional advertising because the producer only pays when the link is clicked. If the user visits, likes what she sees, but forgets to bookmark the site, it can still be found through these ads, searches, and browser history. Again, the budget can be capped and reviewed on a regular basis to make adjustments.

**- Jamaican Consulate:** Toronto and internationally

**- Jamaican Canadian Association:** This organization has a significant membership based and has chapters around the world.

## Publicity, media relations



Kevin Pennant  
Founder and Creative  
Director

We will engage *Pennant Media Group* (PMG) to provide a unified communication strategy for both documentary and website, and to coordinate those efforts with David Todd, Manager of Media Relations at Vision TV. Understandably, the broadcaster is most interested in marketing to its own audience. Our mandate aligns with that purpose, but also goes beyond it, to the rest of the world. PMG has a great deal of experience in the television, film, music and theatrical industries, and intimately understands our target market. Highlights of their experience include:

- Promotional coordinators for films such as *Made in Jamaica*, *August Rush*, *Letters From Iwo Jima* and more
- Media advisors for Hilary Duff, Alicia Keys, Sean "Diddy" Combs, Charlotte Sullivan, Amanda Brugel, Jenny Levine, Moses Znaimer, Tonya Lee Williams and more
- *Rumours* (CBC), *Moccasin Flats* (APTN, Showcase), *Ancestors in the Attic* (History Television), *Working Over Time* (History Television), *Skin Deep* (InnerCity Films), etc.
- Toronto International Film Festival, ReelWorld Film Festival, Rendezvous with Madness Film Festival, Caribbean Tales Film Festival and Regent Park Film Festival.

Rita Marley and Donisha Prendergast are expected to attend the Toronto International Film Festival this September to promote Rita's film, *Africa Unites*, and PMG will help to coordinate their public appearance.

Over the course of website development and launch, and the documentary production and premiere, PMG will focus on three key areas:

- Media relations
- Print, television, radio and online promotions
- Cross-promotions
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Key activities will include:



- Unit publicity, press kit/press material development and dissemination, including follow-up calls.
- Organization and execution of all media mail outs, phone calls and other communications, including all media interface on behalf of the documentary and website
- Key media interviews and spots in mainstream print, radio, TV and on-line media.
- Cross-promotional activities as they become available.

The communication strategy is intended to create a buzz, a public awareness of the project and the significance of its reach for the period of a year. Local newspapers will be part of the campaign: Eye Magazine, Now Magazine, Toronto Star, Share Magazine and The Jamaica Gleaner (Canada), as will specific Internet sites like the Reggae Festival Guide ([www.reggaefestivalguide.com](http://www.reggaefestivalguide.com))

The Jamaican Consulate in Toronto is already prepared to host the launch event for the documentary and website. Details remain to be determined, but would likely include a film screening, an opportunity to meet Donisha Prendergast and other members of the Marley family, and to surf the supporting website.

On launch date, ads will be placed in local and national newspapers. Media releases, editorial content, television and video coverage of the event will be disseminated widely and posted online.

**-Direct Marketing:** Our direct-marketing will be done through E-mail advertising as well as promotional flyers and posters. We will be emailing a feature artwork decorated press release with links to our website to a demo-specific database.

**-Event Marketing:** We would like to contribute as a Silver sponsor in 'Caribana' and other Jamaican gatherings/social events or reggae music events for two (2) weeks within the Summertime to promote the website; this will be followed by lead-up advertising within the four (4) weeks prior to release date. These sponsorships will assist us in promoting the Feature and our interactive website as we will sponsor events with the understanding that we may have a booth at the event. Events selected will be those targeting people of all ethnicities with a love for reggae music and a household income exceeding 60K per-annum.

## Segmentation Base

## **Geographic**

**Countries:** Canada, United States and Jamaica

**Country Regions:** New York and Miami (United States); Kingston and Montego Bay (Jamaica); Mississauga, Brampton, Scarborough, Downtown Toronto (Toronto, Canada)

**Population:** Jamaican Population: 2,780,132 (July 2007 est.); New York's Population: 8,213,839 (2005); Miami's Population: 362470 (2007) and Toronto's Population is 2.48 million.

## **Demographic:**

**Age:** 17-65

**Gender:** Male & Female

## **Social**

**Culture:** All ethnicities

**Religion:** All

**Race:** All

## **Thoughts and Feelings**

**Knowledge:** Target audience has a little knowledge of Rastafarians and reggae music, though this knowledge is not compulsory in understanding to understand and enjoy the film.

**Attitude:** Open to vicariously sharing the inspiring and thought-provoking journey of an attractive and intelligent young woman in search of her roots and life's purpose within her religion and culture.

**Benefits sought:** Information, inspiration and entertainment

## **Behavior**

**Media usage:** Our target market consists of people who consume either or all media daily, namely TV, radio, print and web content.

**Specific media usage:** Print, Web, Buzz-marketing (Public Relations/Word of mouth) and Event Marketing

## **Combined Approaches**

**Psychographic Profile:** Reggae Fan, Lover of history, Marley Follower, Rastafarian, Religious observer, Curious movie-goer.

**Geo-demography:** Our test-market will be Adults 17-65 years of age of all ethnic and religious backgrounds within the territories of Scarborough, Mississauga, Brampton, North York and Downtown Toronto. As well as the aforementioned International territories pending the success of the test-market and the distribution arrangements made through sales associates.

## **Sponsors and Tie-Ins, Advertisers**

### **Sponsors and advertisers**

Corporations that sponsor the documentary and the website will have a vested interest in making their customers aware of the products they support. We will coordinate media campaigns with those who get on board to increase the impact on our mutual target markets.

Being that our main form of marketing communications will be public relations, this will be the conduit of exposure for our prospective sponsors.

In tandem with our intent to launch a coffee-table book as a derivative work from the feature film, we would like to foster a mutually beneficial relationship with 'Chapters Indigo' Bookstore. In exchange for product and brand-placement within the film, as well as being the venue platform for the Press-Conference launch of the film ('Indigo' Bay & Bloor) in 2009, we'd promote Indigo's Bob Marley and Rastafarian related materials on our website and in our promotional materials.

Congruent with their promotion of their new "1 Series Cabriolet" to young urban upwardly mobile professionals, we'll approach BMW for a vehicle for Donisha. Both Donisha and our prospective viewers suit the demo-psychographic and lifestyle sought by the



BMW, making them a fit for this cross-promotional venture. We've selected BMW as it was the vehicle of choice for her legendary Grandfather the late great Bob Marley, who musingly referred to the meaning of BMW as "Bob Marley and the Wailers". Featured as the vehicle of choice for Donisha, we are offering BMW visibility in our print materials for the marketing of the Feature –BMW will have presence in our both our production and publicity photos as well as being mentioned in the Film by Donisha who will speak of the vehicle as not only being her Grandfather's vehicle of choice, it is still the vehicle of choice amongst the Marley family. In turn, we'd like BMW to feature, a banner interstitial advertisement on the release-date of the film and for four (4) days directly following the release-date, on their website. We would like to also be featured in their select Point-of-Purchase materials (Posters and Brochures) featuring the "1 Series Cabriolet" which Donisha will be driving.

Roots Canada is the clothing brand we have chosen to partner with due to its' popularity, sense of innovation as well as its' stylistic and cultural appeal within the urban and ethnic communities 18-35



demographic. A brand bearing the name of one of Rastafarians most intrinsic principles which is their "Roots", a brand which has also embraced Jamaican culture in the past due to them emblazoning their clothing and bags with the Jamaican and Rastafarian colors in the past. The "Jamaica" line which was popular in 'Roots' between the years 2003-2006 was one of their biggest hits, along with their appeal and contribution to the ethnic community which won the company a Bob Marley Day Award in February 2005 for their "achievements in fostering a spirit of community and multiculturalism."

We would like 'Roots Canada' to assist us in the promotion of the Film by developing a reggae line, this branded line should be developed in time for the Christmas rush and will serve as a Public Relations vehicle for the Film.