

Targeted Audiences

We initially propose targeting the following audiences (which may be adjusted after further consultation with our digital marketing expert, Annelise Larson of Veria.ca):

- Fans of horror, who especially love stories of demons, possession and hauntings;
- Fans of the paranormal, ghosts and the concept of life after death;
- Fans of psychological thriller movies.

Initial Market Research

Initial digital market research has revealed the following examples of online opportunities for engaging the above audiences:

- Countless bloggers, vloggers, zines & podcasters who take love horror movies, such as <http://bloody-disgusting.com/> & <http://www.dreadcentral.com/> & <http://horrorfreaknews.com/>)
- The very active subreddit devoted to the horror genre - <https://www.reddit.com/r/horror/> & the horror fandom wikia http://horror.wikia.com/wiki/Horror_Film_Wiki
- As well as the subreddits about ghosts & the paranormal - <https://www.reddit.com/r/Ghosts/> & <https://www.reddit.com/r/Paranormal/>
- Online discussion boards, forums and groups for communities who believe in the afterlife and paranormal, such as <https://www.unexplained-mysteries.com/forum/forum/10-ghosts-hauntings-amp-the-paranormal/> & <https://www.facebook.com/groups/centerforparanormalstudies/>
- Active conversations on Twitter using relevant and active hashtags like #horror #ghosts #hauntedThursday #haunted #paranormal #parapeeps

Digital Promotion & Distribution Plan

A much more complete strategy will be researched and outlined once this project is financed, but the initial research above suggests the following elements be included:

- A **strong Twitter, Reddit & Wikia strategy** that includes active participation in relevant conversations on these platforms;
- Respectful participation that adds value to the **online discussion boards, forums & groups** for those who are true believers in the paranormal and life after death;
- Outreach and engagement with other relevant **online influencers, communities and conversations** such as those indicated already by the initial market research;
- An interactive **AR experience** that will expand the *Cornered* storyworld and invite fans to be chilled, thrilled and scared out of their minds by their own ghosts and demons;
- Screenings at relevant **genre film festivals** such as Toronto After Dark, Festival Fantasia, and Fantastic Fest;
- VOD distribution on **horror specialty platforms** like <https://www.shudder.com/> & <https://www.screambox.com/> as well as more **mainstream digital distribution hubs** like Amazon Prime, Netflix, iTunes, Google Play, Sony PlayStation Network and Microsoft.