

MIFF PSA ENGAGEMENT CAMPAIGN

Written by

BF&T / WIFT Members

FADE IN

Black screen, then reveal a Film Reel countdown 5-4-3-2-

VOICE (V.O.)
My film's in the can... Now what?

INT. COMPUTER MONITOR - DAY

UPBEAT MUSIC plays. Google search for FILM FESTIVALS. Fingers CLICK on keyboard. Scrolling down to land on MELBOURNE INTERNATIONAL FILM FESTIVAL.

VOICE (V.O.)
MIFF. That's what's next!

EXT. OAKS THEATER - NIGHT

Limo pulls to curb. Foot steps out onto red carpet. Exterior of cinema from POV character exiting limo. Crowds gather and chat. Interviews in progress.

INT. OAKS THEATER - CONTINUOUS

Inside the packed lobby, interviews take place. A line of people wait for snacks. Popcorn overflows into the glass case.

From the POV Character a FAST-MOTION rush through the ticket taker's box, through the theater door...

INT. OAKS THEATER - THEATER ROOM - CONTINUOUS

...into the packed theater, to a seat beside friends. Lights go down. Applause. ON SCREEN the MIFF LOGO shows.

VOICE (V.O.)
MIFF. Now that's how I want my film shown.

ON SCREEN the EDC "Tomorrow Launches Here" logo.

INT. OFFICE - DAY

Back on computer screen. A mouse hovers over the submit button. CLICKS the button.

FADE TO BLACK.