



# **BFI LONDON FILM FESTIVAL**

**4 – 15 October 2017**

in partnership with



## **BFI LONDON FILM FESTIVAL ANNOUNCES PR AGENCIES**

### **SELECTED TO TAKE FESTIVAL FORWARD**

#### ***DDA and Four Colman Getty appointed to work on 61<sup>st</sup> edition of the BFI London Film Festival***

**LONDON – Wednesday, 14 June 2017:** The BFI has appointed DDA and Four Colman Getty to provide Press and PR services for the 61<sup>st</sup> BFI London Film Festival, taking place at venues across the capital from 4 – 15 October 2017. The contracts were appointed after a competitive tender process.

With record attendances in 2016, the profile and scope of the BFI London Film Festival (LFF) has grown over recent years. To accommodate this growth, the BFI divided the contract into two separate briefs for the first time. The BFI has created a new in-house PR Manager role and appointed Mia Farrell, who will work with Festival Director Clare Stewart, BFI Head of Press and PR Judy Wells and the new PR agency teams.

DDA will manage the PR campaign and red carpet media management for the Festival's 12 Headline Galas, including Opening and Closing Nights, and its Special Presentation screenings (number TBC). They will also oversee red carpet media management for the BFI's LUMINOUS fundraising Gala event that celebrates British film and talent and helps secure the future of the BFI National Archive, taking place on October 3, the eve of the LFF.

DDA has also been awarded the LFF Gala Production contract, after a separate competitive tender process. With many years of expertise in producing high-profile red carpet events, they will manage the logistics, implementation and production of the LFF's Headline Gala and Special Presentation screenings (the production for LUMINOUS will be handled separately).

Four Colman Getty's brief is focused on the PR and publicity campaign for the Festival's Main Programme of circa 240 feature films including the competitive sections, the LFF Awards and the Events Programme, including LFF Connects, which focuses on film and its intersection with other creative industries and art forms.

The Main Programme is structured into Strands - Love, Thrill, Debate, Dare, Laugh, Cult, Journey, Family, Treasures and Experimenta and a focus will be on broadening the LFF's profile with new and diverse audiences. They will also be in charge of press accreditation for approximately 1000 media and managing LFF press screenings.

Both agencies will work together to drive the Festival's overall strategy forward and to meet its objectives for growth by targeting new and diverse audiences.

**BFI Head of Press and PR Judy Wells said:** *'The BFI London Film Festival is in a very exciting place. Long established as the UK's major film event of the year it has in the last few years become a forum for debate and the exchange of ideas, instrumental in nurturing new talent and an important gateway to the Awards season in the international film calendar. A really strong PR campaign, led by Premier PR over the last fifteen years, has been instrumental in helping achieve this. We were very impressed by the expertise, creativity and energy of both DDA and Four Colman Getty and it is exciting to be working with two agencies with distinct but complementary skill sets. This, combined with the experience Mia Farrell brings to the new in-house role, creates a really strong team to bring the LFF to new audiences and cement its reputation as one of the world's best film festivals.'*

**BFI Head of Festivals and BFI London Film Festival Director Clare Stewart commented:** *"We are thrilled with the appointment of both DDA and Four Colman Getty to jointly lead the media strategy and campaign delivery for the BFI London Film Festival and to be working with DDA on the Gala production contract. Both companies impressed us with their vision, ideas and personnel proposals and we are looking forward to collaborating with them on the Festival campaign, so vital for the positioning of the films we screen and the talent we welcome to London. They inherit the Festival in great shape, and I would like to acknowledge the significant contribution our incumbent agency Premier has made over many years to the growth and development of LFF, for which we are extremely grateful."*

**DDA President of Film and TV Neil Bhatt said** *"Under the stewardship of Clare Stewart and the exceptional BFI team the London Film Festival has firmly established itself as one of the highlights of the international festival calendar; an integral feature in the UK's cultural landscape and a vital part of every awards season. We are delighted to have been selected to join the Festival's journey, collaborating with our new partners at Four Colman Getty and building on the great foundations already laid as we bring almost fifty years of our own experience and passion to both the campaign media strategy and event production elements of this very special festival."*

**Four Colman Getty Chief Executive, Dotti Irving said:** *"The BFI London Film Festival is a jewel in the crown of London's busy cultural diary and one of the most essential festivals in the global calendar. We couldn't be more pleased to be working with the BFI and our PR partners at DDA to deliver a refreshed campaign that builds on previous Festivals and applies additional insights and connections to bring LFF to new audiences."*

The BFI London Film Festival is Britain's leading film event and one of the world's best film festivals. It introduces the finest new British and international films to an expanding London and UK-wide audience and attracts significant international film industry participation. LFF is a compelling combination of diverse films, red carpet glamour, friendly audiences and vibrant exchange. LFF provides an essential profiling opportunity for films seeking global success; promotes the careers of British and international filmmakers through its industry and awards programmes and positions London as the world's leading creative city. The 2016 LFF screened 397 feature, documentary, shorts, animation and archive films, 6 LFF Connects events and 4 Screen Talks. The LFF welcomed more than 800 British and international filmmakers and catered for over 2000 Press and Industry delegates. The LFF Awards celebrate the films in Official Competition at the LFF, with categories for

Best Film, Best First Feature, Best Documentary and Best Short Film. A BFI Fellowship is also awarded at this event, held on the last Saturday of the LFF.

- Ends-

## **PRESS CONTACTS:**

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## **NOTES TO EDITORS**

### **About the BFI**

The BFI is the lead organisation for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class film makers in the UK - investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

The BFI is a Government arm's-length body and distributor of Lottery funds for film. The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Founded in 1933, the BFI is a registered charity governed by Royal Charter.

The BFI Board of Governors is chaired by Josh Berger.

### **The BFI London Film Festival**

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### **Clare Stewart biography**

Clare Stewart's 21 year programming career has encompassed leadership roles as Festival Director, Sydney Film Festival (2006-2011) and the inaugural Head of Film Programs at the Australian Centre for the Moving Image in Melbourne (2002-2006) as well as various roles at the Australian Film Institute (1996-2001), including Exhibition Manager, and programmer and Committee Member of the Melbourne Cinémathèque (1995-2002). She has been BFI Head of Festivals and BFI London Film Festival Director since October 2011.



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