

2036 ORIGIN UNKNOWN

A SALES & MARKETING CASE STUDY



AWARD WINNING PRODUCER REPRESENTATION

INTERNATIONAL SALES

DISTRIBUTION

CREATIVE SERVICES

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SCRIPT DEVELOPMENT

Coffee & Cigarettes typically work with the producer(s) and director to help shape the script, primarily from an international sales and distribution value perspective.

We also evaluate the script from a marketing perspective. A detailed scene-by-scene analysis can be incredibly valuable for the planning of:

- 1. Unit Photography** – ensuring key moments of the film are captured as high resolution stills for the distribution and international sales publicity and marketing campaigns
- 2. Specials Photography** – ensuring photography for the film's Key Art (poster) is adequately planned as this is one of the most important marketing tools that the film will require for all stages of its lifecycle
- 3. Marketing Opportunities** – including Journalist and competition winner set visits, social media and online PR campaign planning, brand partnership and product placement opportunities and much more...



CASTING CONSULTATION

We typically work with the producer and director offering assistance with the vetting of the casting director's lists from an international sales value perspective.

Cast lists produced by casting agents are usually created from an artistic perspective only and do not take into account the pre-sale international sales MG value or distribution value of those names.

In addition to consultation on the relative value of cast names presented by the production team Coffee & Cigarettes also produce an additional set of names that both carry international sales value and that we feel would be a good fit for the roles.



CASTING CONSULTATION

Coffee & Cigarettes worked closely with the producers on the casting of *Origin Unknown*. Having gone through long lists of male actors in the lead the producers were having trouble finding a name who was available and who could generate international sales MGs that would support the budget.

After a great deal of consideration we suggested the producers change the lead role from a male to a female character. This gave us access to a whole new list of potential stars and we hit on the idea of Katee Sackhoff which was a similar model to sci-fi feature *The Machine* which we had worked on a year earlier. Katee brought with her a pre-existing sci-fi fan base from her starring role on *Battlestar Galactica*. It was the perfect choice.



SALES ESTIMATES

Sales Estimates are often the most essential piece of the puzzle needed by producers to unlock finance. Coffee & Cigarettes can provide these estimates as a stand-alone service (attachment of a sales agent is not necessary as it usually would be).

This means we are able to provide producers with low / medium / high case scenario projections for worldwide pre-sale MGs, broken down by territory, based on a single cast scenario.

We can run as many different cast scenarios as are needed so that the producers can see how the film's value changes dependent on the different cast combinations.

What we ideally need to run estimates:

1. Main cast details
2. Director
3. Producer(s) details
4. HOD details
5. Writer details
6. Production budget
7. Script (although possible to run from a treatment)
8. Production country
9. Language
10. Any sales deck that is available

Budget: \$1M **Sales Estimates** **Title: EXAMPLE**

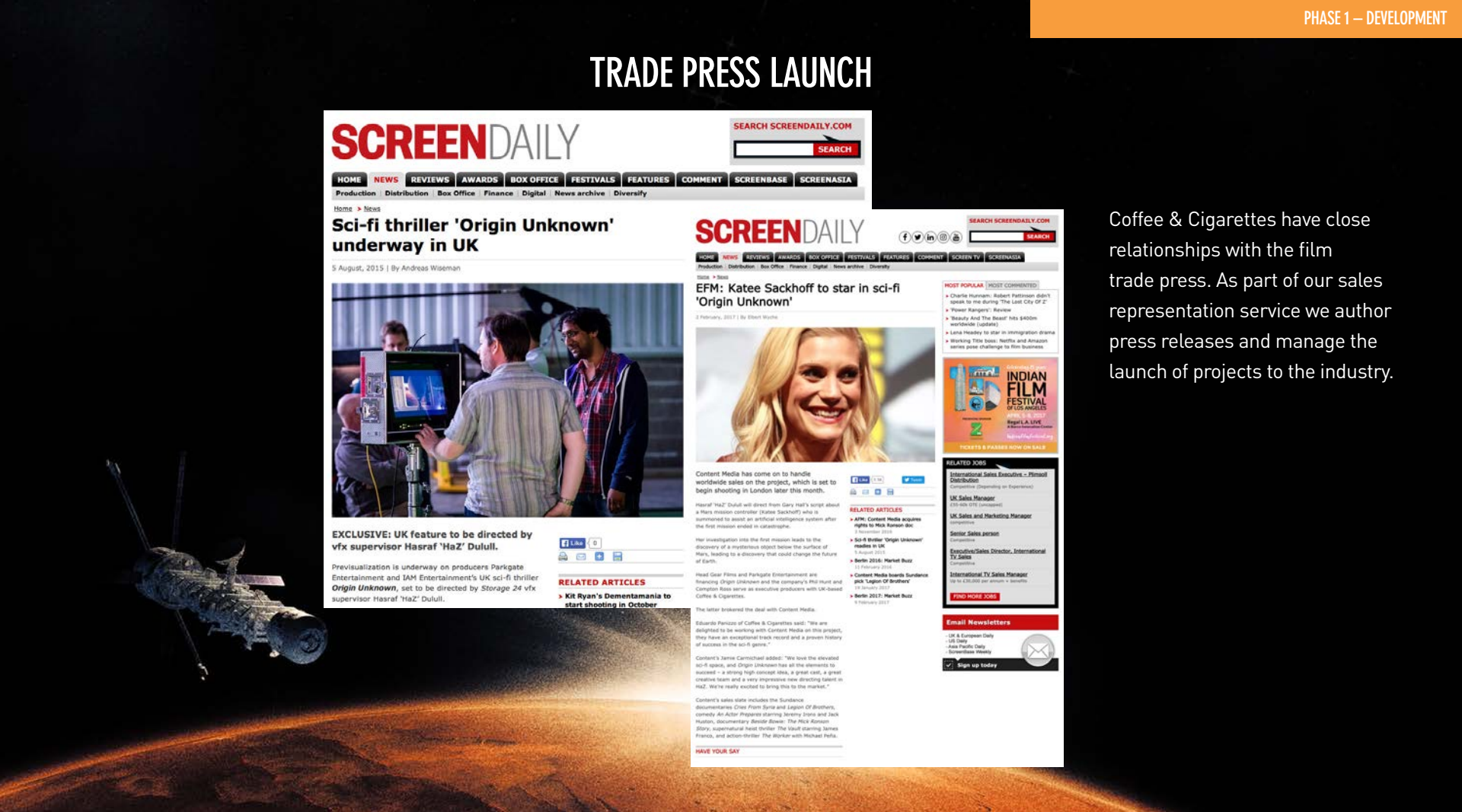
Cast: _____
 Director: _____
 Producer: _____
 Language: _____

Written: _____
 HODs: _____
 Country: _____

Territory	US\$000's			Remarks
	LOW	MID	HIGH	
Europe				
BENELUX	10	25	50	
FRANCE	50	100	150	
GERMANY	50	100	150	
GREECE	2	7	10	
ITALY	15	25	50	
PORTUGAL	5	10	15	
SPAIN	15	25	50	
SCANDINAVIA	10	15	20	
UNITED KINGDOM	25	75	150	Subject To Potential Censorship Issues
SUB TOTAL	182	382	645	
North U.S.A.				
CANADA	0	150	250	
UNITED STATES	0	150	250	
SUB TOTAL	0	150	250	
Australia / Far East				
AUSTRALIA/NEW ZEALAND	15	75	125	
CHINA	10	50	225	Subject To Potential Censorship Issues
HONG KONG	0	0	0	
INDONESIA		Censorship		Subject To Potential Censorship Issues
JAPAN	15	50	75	
KOREA, Sth	15	50	75	
MALAYSIA		Censorship		Subject To Potential Censorship Issues
PHILIPPINES		Censorship		Subject To Potential Censorship Issues
SINGAPORE	0		15	
TAIWAN	5		15	
THAILAND	5		15	
PAN ASIAN PAY TV	15	75	100	
SUB TOTAL	80	317	570	
Latin America				
ARGENTINA/PARAGUAY/URUGUAY	1	50	150	
BRAZIL	20	75	150	
CHILE		5	15	
COLOMBIA	5		15	
MEXICO	5	10	20	
PERU/EQUADOR/BOLIVIA		5	15	
VENEZUELA	3		15	
LATIN PAY TV	20	75	100	
SUB TOTAL	72	230	480	
Eastern Europe				
BULGARIA	3	5	10	
CIS	25	75	150	
CZECH REPUBLIC / SLOVAKIA	5	10	15	
Former YUGOSLAVIA	5	10	15	
HUNGARY	5	10	15	
POLAND	10	20	40	
ROMANIA	3	5	15	
CEE PAY TV	15	20	40	
SUB TOTAL	71	155	300	
Other				
AFRICA	0	0	0	
AFRICA PAY TV	10	15	25	
INDIA	5	7	10	
ISRAEL	7	10	40	Subject To Potential Censorship Issues
MIDDLE EAST	15	20	30	Subject To Potential Censorship Issues
TURKEY	5	7	15	
SUB TOTAL	42	59	120	
GRAND TOTAL US\$	447	1293	2,365	
GBP Exchange rate	£334	£966	£1,766	0.746726



TRADE PRESS LAUNCH



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Sci-fi thriller 'Origin Unknown' underway in UK

5 August, 2015 | By Andreas Wiseman



EXCLUSIVE: UK feature to be directed by vfx supervisor Hasraf 'HaZ' Dulull.

Previsualization is underway on producers Parkgate Entertainment and IAM Entertainment's UK sci-fi thriller *Origin Unknown*, set to be directed by Storage 24 vfx supervisor Hasraf 'HaZ' Dulull.

Hasraf 'HaZ' Dulull will direct from Gary Hall's script about a Mars mission controller (Katie Sackhoff) who is summoned to assist an artificial intelligence system after the first mission ended in catastrophe.

Her investigation into the first mission leads to the discovery of a mysterious object below the surface of Mars, leading to a discovery that could change the future of Earth.

Head Gear Films and Parkgate Entertainment are financing *Origin Unknown* and the company's Phil Hunt and Conlan Ross serve as executive producers with UK-based Coffee & Cigarettes.

The letter broke the deal with Content Media.

Edwards Perazzo of Coffee & Cigarettes said: "We are delighted to be working with Content Media on this project, they have an exceptional track record and a proven history of success in the sci-fi genre."

Content's James Carmichael added: "We lost the elevated sci-fi space, and *Origin Unknown* has all the elements to succeed - a strong high concept idea, a great cast, a great creative team and a very impressive new directing talent in HaZ. We're really excited to bring this to the market."

Content's sales slate includes the Sundance documentaries *Cosm From Space* and *Lagoon Of Brothers*, comedy *As Acted Properly* starring Benno Frier and Jack Huston, documentary *Inside Bowie: The Rock & Roll Story*, supernatural heart thriller *The Vault* starring James Franco, and action-thriller *The Alchemist* with Michael Fells.

HAVE YOUR SAY

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EFM: Katie Sackhoff to star in sci-fi 'Origin Unknown'

2 February, 2017 | By Elliott Wurtz



Content Media has come on to handle worldwide sales on the project, which is set to begin shooting in London later this month.

RELATED ARTICLES

- APM: Content Media acquires rights to Nick Samson film
- Sci-Fi Thriller 'Origin Unknown' makes its UK debut
- Berlin 2016: Market Buzz
- Content Media boards Sundance pick 'Lagoon Of Brothers'
- Berlin 2017: Market Buzz

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- Charlie Hargrave: Robert Pattinson didn't speak to me during 'The Last City Of Z'
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- 'Stacey And The Beast' hits \$400k worldwide (update)
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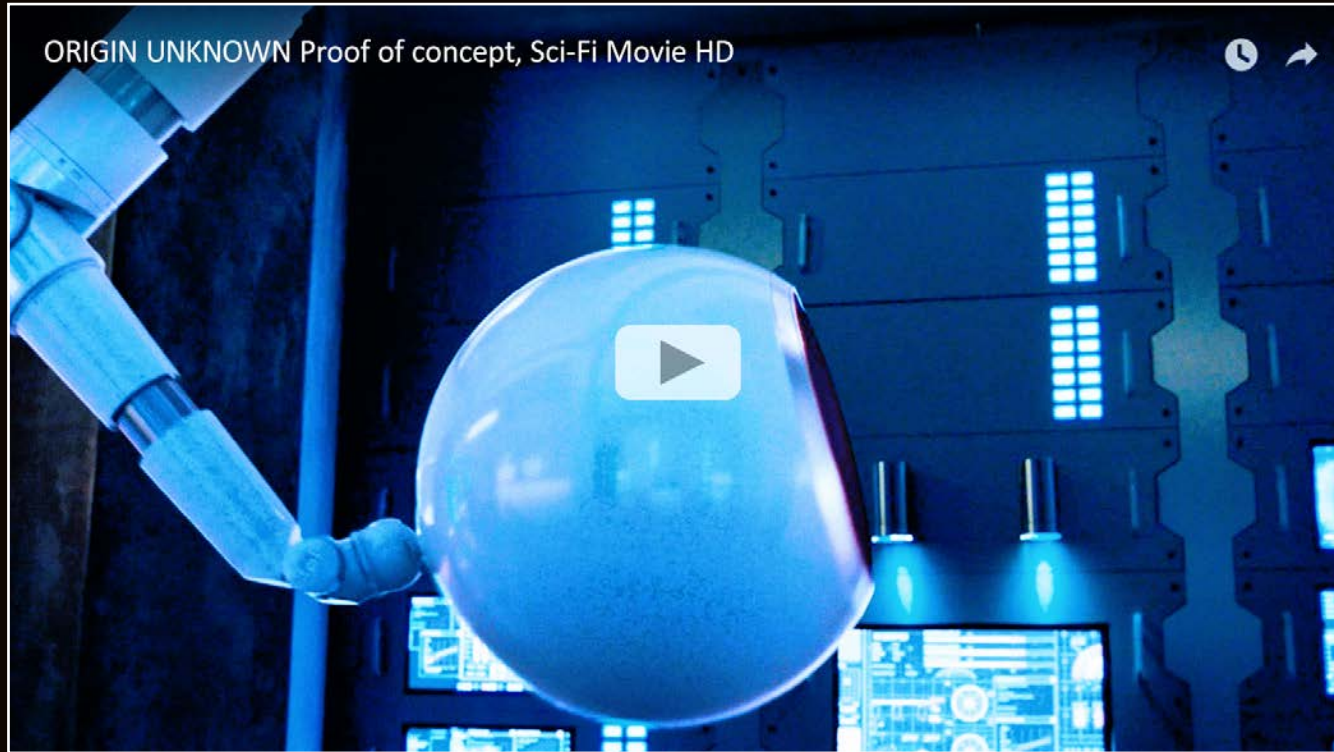
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Coffee & Cigarettes have close relationships with the film trade press. As part of our sales representation service we author press releases and manage the launch of projects to the industry.

PROOF OF CONCEPT



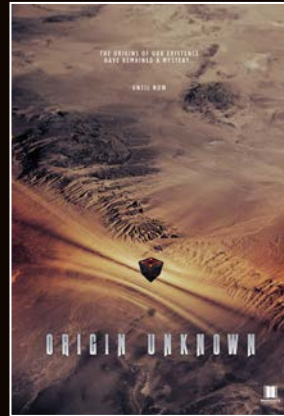
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Password: OUPOC2017

PRE-PRODUCTION POSTER CONCEPTS



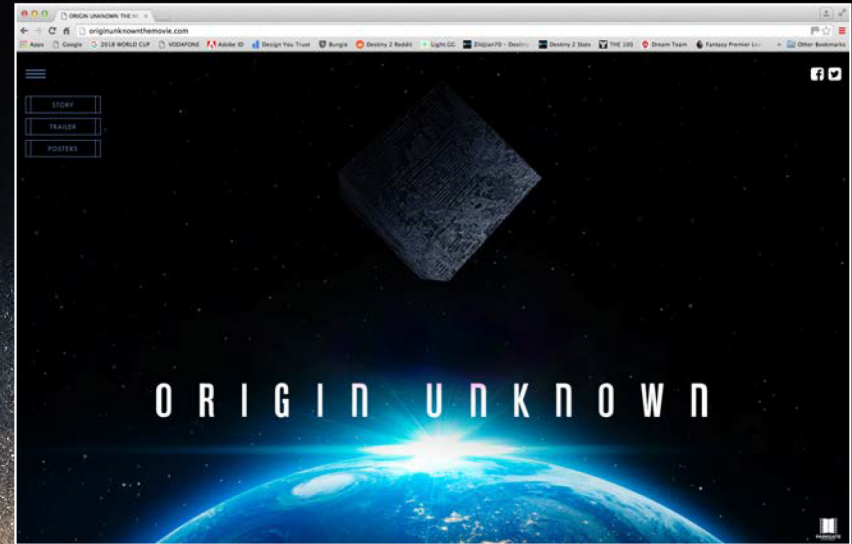
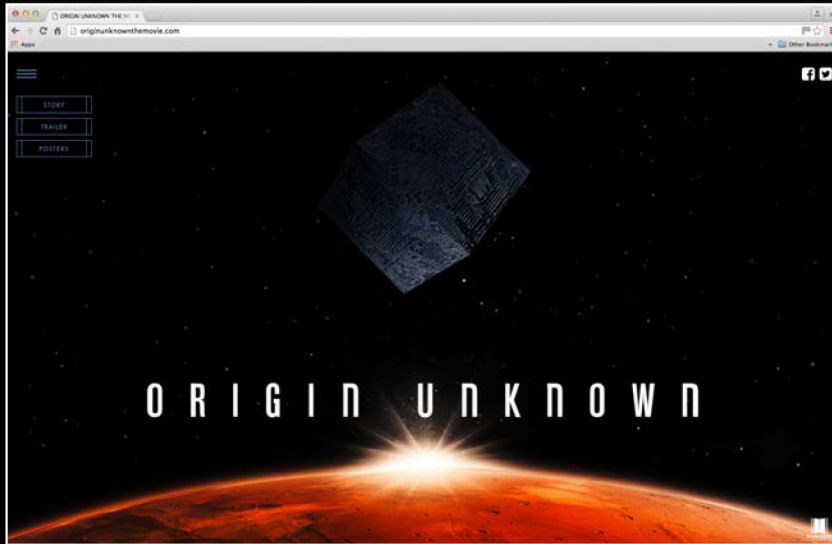
PRE-PRODUCTION POSTER CONCEPTS



SALES PACK



WEBSITE



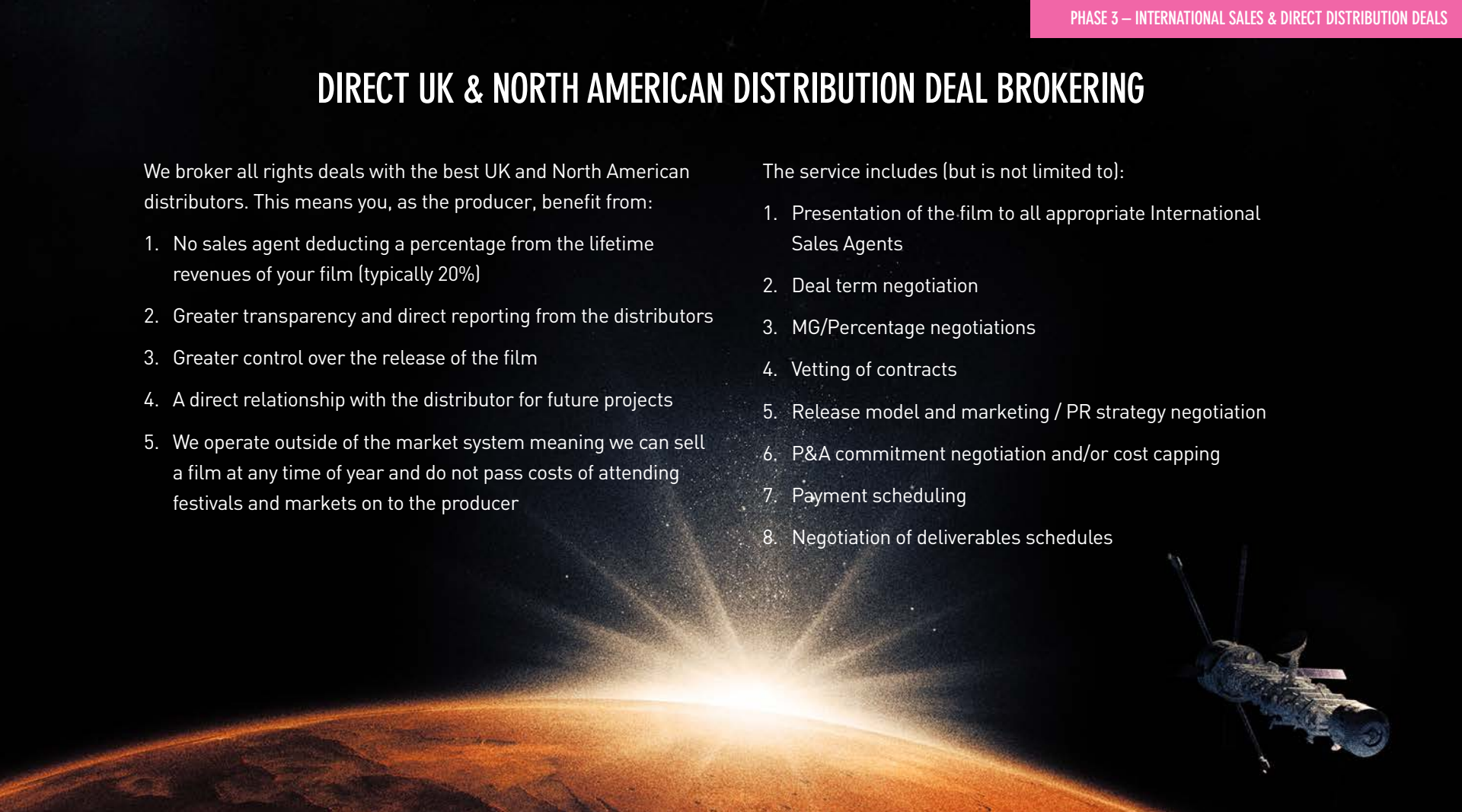
DIRECT UK & NORTH AMERICAN DISTRIBUTION DEAL BROKERING

We broker all rights deals with the best UK and North American distributors. This means you, as the producer, benefit from:

1. No sales agent deducting a percentage from the lifetime revenues of your film (typically 20%)
2. Greater transparency and direct reporting from the distributors
3. Greater control over the release of the film
4. A direct relationship with the distributor for future projects
5. We operate outside of the market system meaning we can sell a film at any time of year and do not pass costs of attending festivals and markets on to the producer

The service includes (but is not limited to):

1. Presentation of the film to all appropriate International Sales Agents
2. Deal term negotiation
3. MG/Percentage negotiations
4. Vetting of contracts
5. Release model and marketing / PR strategy negotiation
6. P&A commitment negotiation and/or cost capping
7. Payment scheduling
8. Negotiation of deliverables schedules

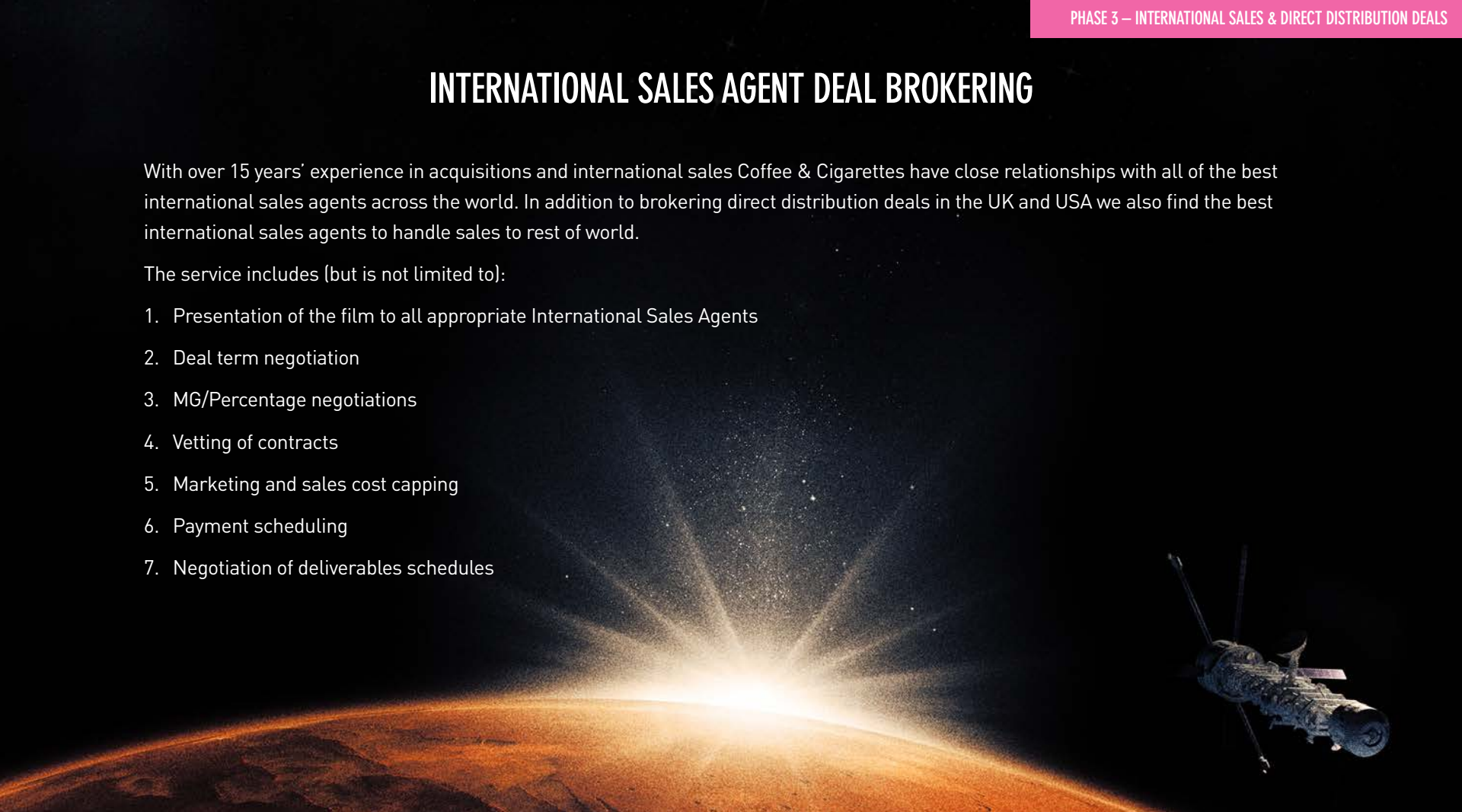


INTERNATIONAL SALES AGENT DEAL BROKERING

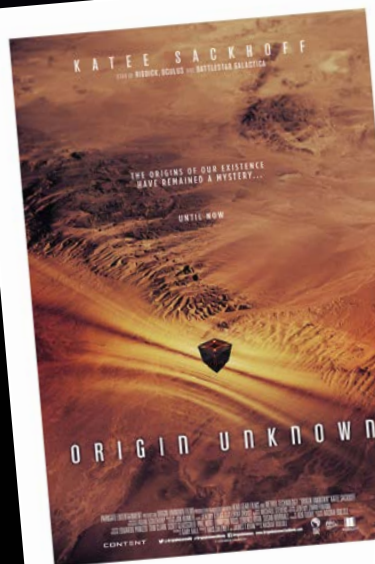
With over 15 years' experience in acquisitions and international sales Coffee & Cigarettes have close relationships with all of the best international sales agents across the world. In addition to brokering direct distribution deals in the UK and USA we also find the best international sales agents to handle sales to rest of world.

The service includes (but is not limited to):

1. Presentation of the film to all appropriate International Sales Agents
2. Deal term negotiation
3. MG/Percentage negotiations
4. Vetting of contracts
5. Marketing and sales cost capping
6. Payment scheduling
7. Negotiation of deliverables schedules



UNIT PUBLICITY



KEY CAST

KATEE SACKOFF

(Don't Knock Twice, Rabika, Oculus, Battlestar Galactica) as Mackenzie "Mack" Wilson.
Katee is represented by UTA and management firm Blu, an Entertainment Company.

RAY FEARON

(Beauty and the Beast, New Blood, De Vinci's Demons) as Sterling

JULIE COX

(Broadchurch, Jo, Mission: Impossible) as Lana

KEY CREW

The screenplay for Origin Unknown is written by **Gary Hall** based on a story by DULU.

The director of photography is **Adam Southrop** (aerial unit on Prometheus, Spectre).

The VFX will be handled by **Territory Studio** (The Martian, Guardians of the Galaxy, Blade Runner 2).

Paddy Eason is the VFX Supervisor (28 Weeks Later, Harry Potter and the Prisoner of Azkaban).

Michael Stevens (Million Dollar Baby, Invictus, Gran Torino) will compose the film's score.

Producers are **Anis Shrivast**, **James T Ryan** of **Purple Entertainment**, a British film company based in London, specialising in the production of genre films.

WEST LONDON STUDIOS

WEST LONDON FILM STUDIOS
SPRINGFIELD ROAD
HAYES UB4 0RG

Under new management since January 2014 West London Studios provide studios and facilities for film, television, commercials and video production. Productions of note include *Bridget Jones's Diary*, *The Invention Game*, *Prep School*, *Amiable Horizons*, *Diesel* and *Fergus the Beggarman*.

SYNOPSIS

After the first manned mission to Mars ends in a steady crash, mission controller Mackenzie "Mack" Wilson (Sackoff) is summoned to assist an artificial intelligence system – A.I.R.T.I. Three investigators uncover a mysterious object under the surface of Mars, leading to a discovery that could change the future of our planet as we know it.

DIRECTOR'S VISION

To turn up *Origin Unknown*, I would say to an edge of the seat thriller exploring the relationship between humans and artificial intelligence working together to solve a mystery on Mars.

If I was to go into more detail without giving away so much of the story, I would say audiences can expect a rollercoaster ride of twists and turns driven by characters who are emotionally charged whilst surrounded with the world of space exploration. At and most importantly the question of how far will we go to explore the mysteries of our cosmos whilst retaining our identity as human beings?

Lastly the film is inspired heavily by the classic Sci-Fi rather than the movies we currently know about, so films like *Alien*, *Flight of the Navigator*, *Space Odyssey 2001* and even *Blade Runner*, are huge inspirations for the vision we have created for this film.

DIRECTOR: HASRAF 'HAZ' DULULL

HAZ is a writer / director / producer who worked out as a Visual Effects artist on feature films such as *The Dark Knight* and *Prince of Persia*, before moving into a VFX Supervisor role where he was *US (Charlie)*. His mix of creativity and smart production approach led him to him becoming a VFX Producer on shows such as *Football Season 1* and *The Atoner* on Channel 4.

In between VFX he would create short films, one of them – *Project Kismet* went viral in 2013 landing him a manager in Hollywood and his first feature film development deal.

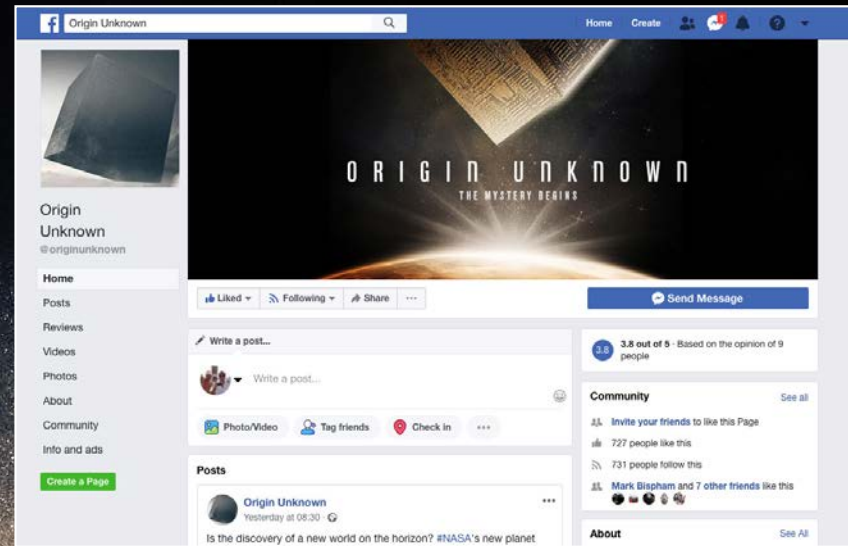
HAZ recently delivered his debut feature film – *The Beyond* and went straight into shooting his second feature film – *Origin Unknown*.

Most recently it was announced that HAZ has been tapped to helm the futuristic version of *Robin Hood* with the Hollywood studio behind films such as *300*.

IMDb: http://www.imdb.com/name/nm2629609/?ref_=nm_ihl_1

Robin Hood <http://www.hollywoodreporter.com/their-vision/futuristic-robin-hood-300-producer-180188>

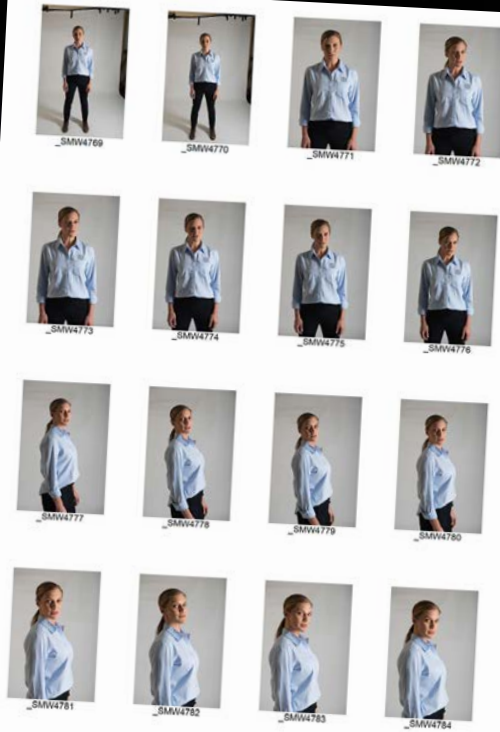
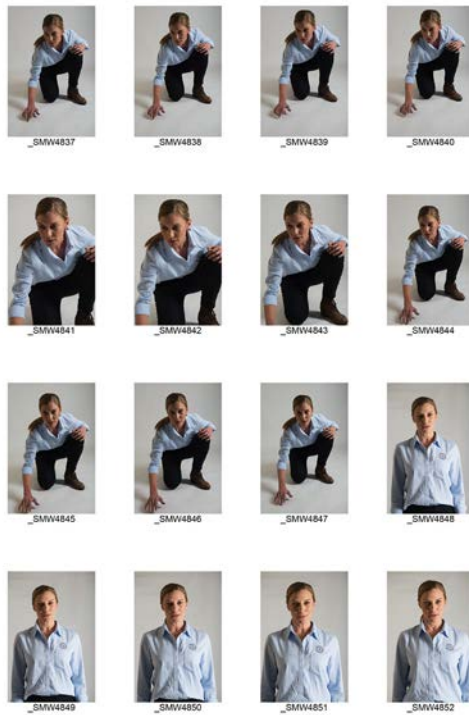
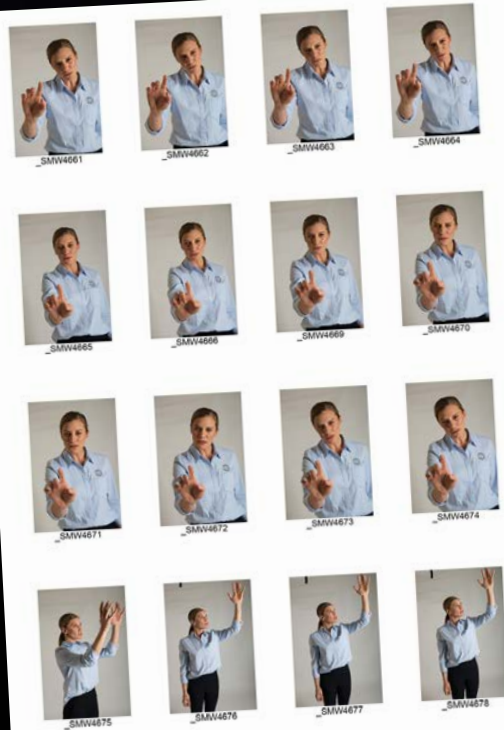
SOCIAL MEDIA



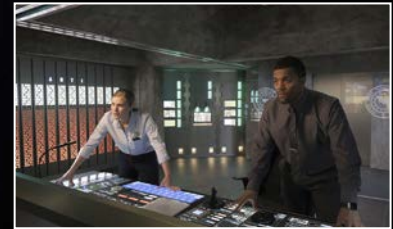
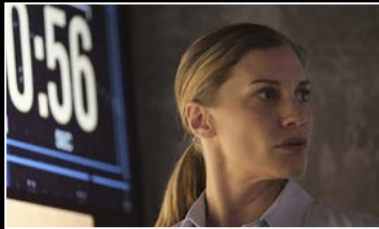
SOCIAL MEDIA EXCLUSIVE POSTERS



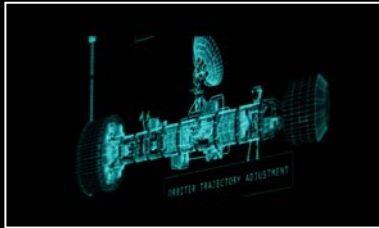
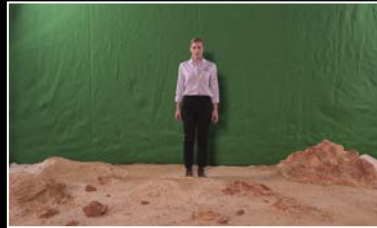
SPECIALS SHOOT MANAGEMENT



UNIT PHOTOGRAPHY MANAGEMENT



EPK PRODUCTION MANAGEMENT



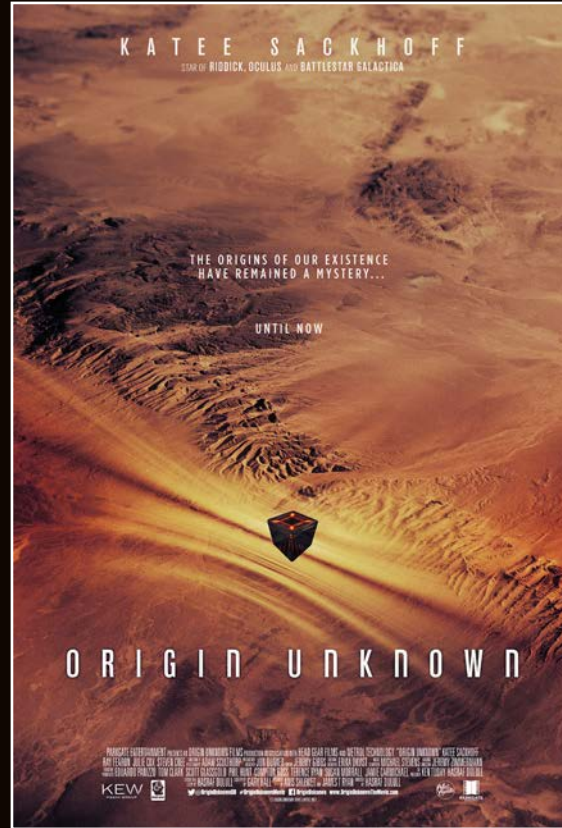
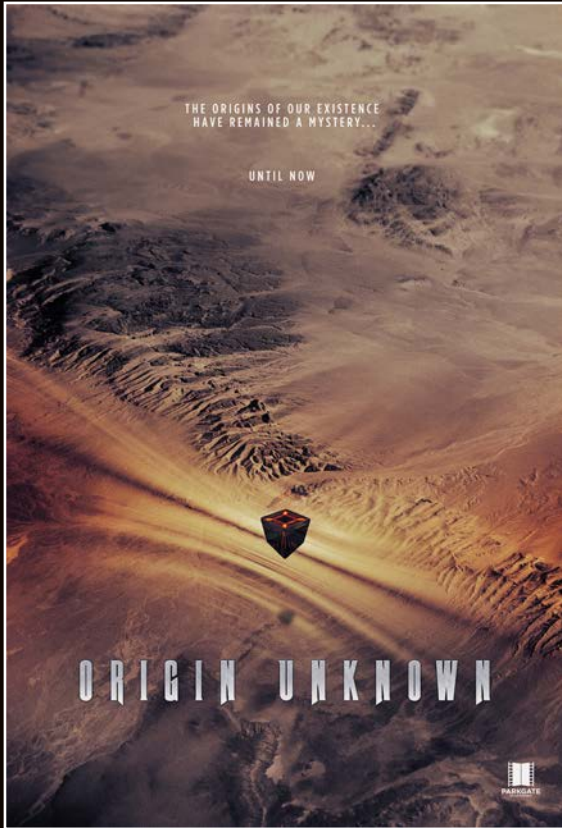
SALES / TEASER TRAILER



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SALES POSTERS



DISTRIBUTION CAMPAIGN CONSULTATION

The distribution stage of the film's lifecycle is a potential minefield for producers. The team at Coffee & Cigarettes have over 10 years' experience in distribution and have overseen the release of over 450 films from Theatrical to physical and digital Home Entertainment and beyond.

For the producer we can be there every step of the way to advise on (but not limited to):

1. Distribution release models
2. Release dates and competition
3. P&A levels
4. Marketing and PR / Social strategy
5. Creative materials execution



DISTRIBUTION TRAILER (OVER 1,000,000 TRAILER VIEWS)

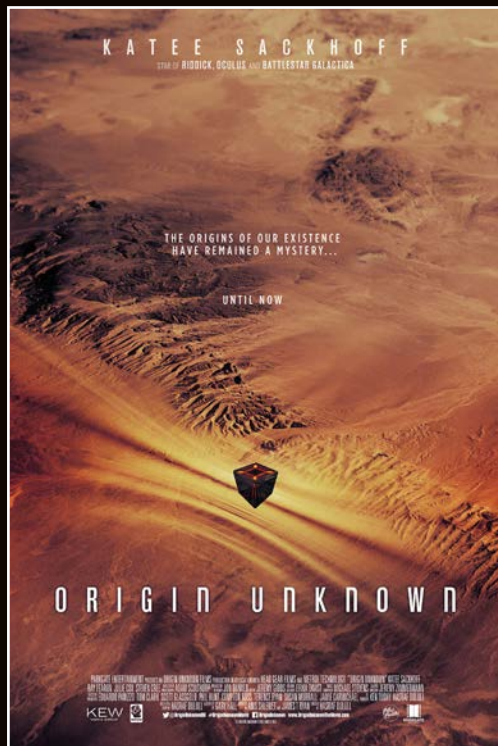


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DISTRIBUTION POSTER CONCEPT DESIGNS



FINAL DISTRIBUTION POSTER DESIGNS



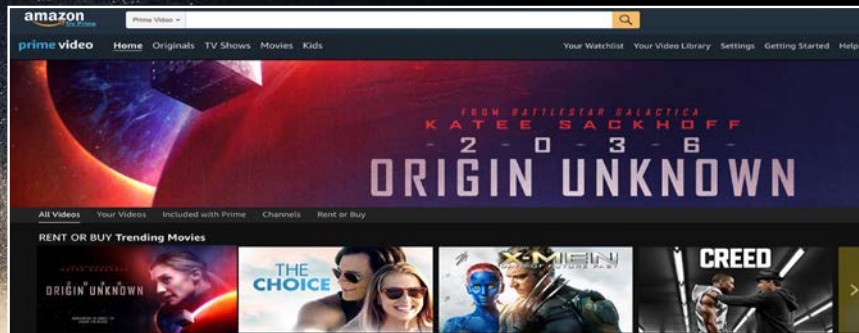
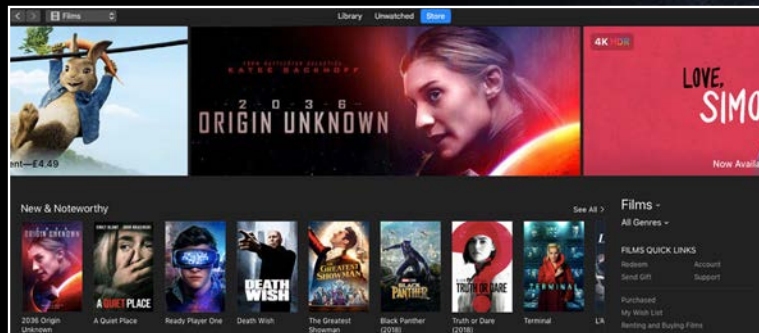
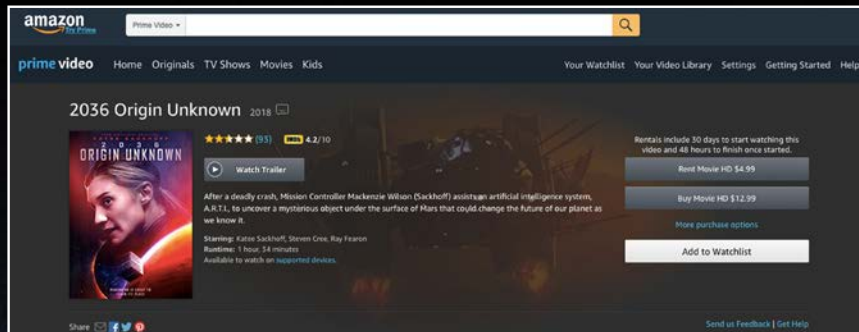
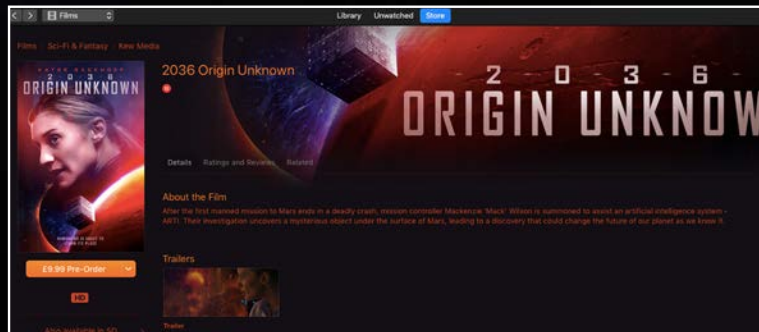
US & UK DISTRIBUTION CAMPAIGN CONSULTATION

Coffee & Cigarettes worked with the US and UK Distributors of Origin Unknown to generate a prefix to the film's title that would help to drive additional digital platform sales. It is increasingly common for digital platforms, especially in the US to list films alphabetically and a film at the top of the list may see a 50% uplift in sales when compared to a similar film at the bottom.

By adding the prefix '2036' to the title we would ensure that the film would appear at the top of those digital platform listings, above 'A'.

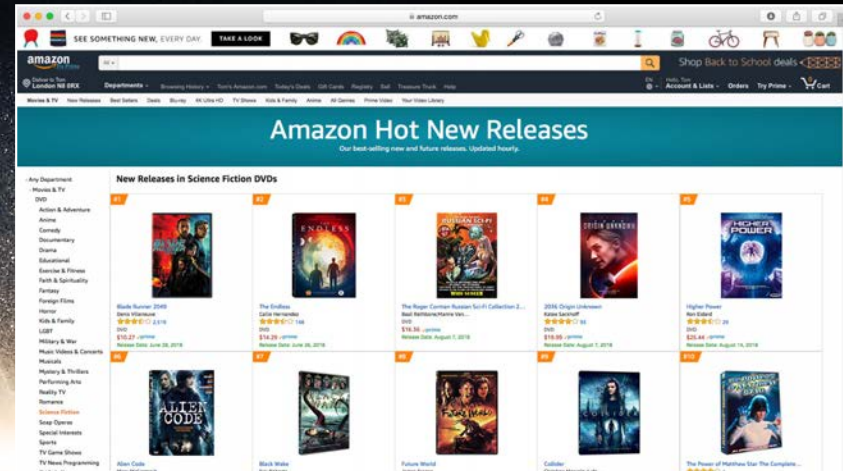
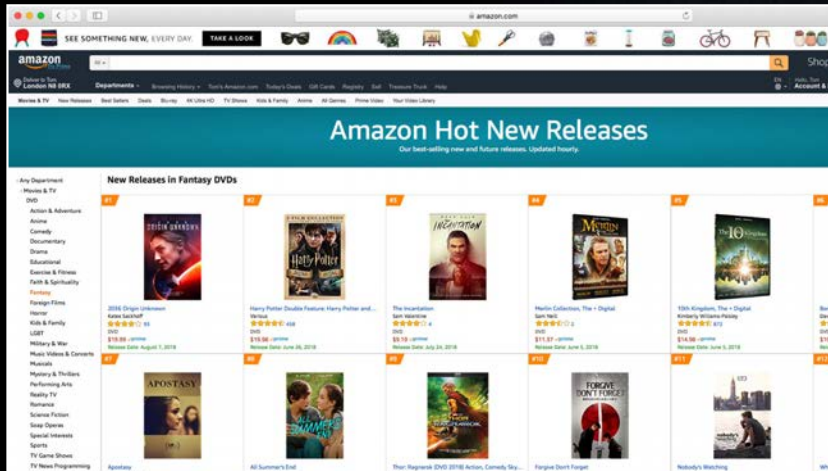


DIGITAL PLATFORM RELEASE



THE RESULTS

1. 20 Screen USA Theatrical Release
2. DVD/Blu-ray SOLD OUT in Best Buy and Amazon in USA
3. Ranked No.1 in the Amazon USA fantasy chart
4. Ranked No.4 in the Amazon USA Sci-fi chart
5. Over 1,000,000 trailer views across all platforms



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CREATIVE SERVICES**DESIGN****MOTION****DIGITAL**