

TFL Audience Design Fund 2021- Eligible costs

Provided that the TFL Audience Design Fund will support the Audience Design Strategy accompanying the release of the film, eligible costs are those connected to the production and execution of the AD-strategy, as developed during the consultancy, and subsequently finalized and implemented by the producer and their partners for each of the three distribution territories envisaged, such as for example:

- Audience Designer/Strategy Coordinator (up to 10% of the grant)
- Artistic and creative social media or digitally driven ideas
- Innovative cross-platform communication and engagement (local/global)
- Event-based audience interaction ideas (off-line/on-line; local/regional/global)
- Website and on-line creation/design/communication costs
(hosting/domains/design/technical etc.)
- Social media manager or similar limited-time staff costs needed for the implementation
- Production/editing of extra or special audio-visual/animated materials to be used in the abovementioned ideas and on-line/digital activities related to the AD-strategy
- Translation costs of i.e. website texts or text-based ideas that have to work in more than one language
- Other costs related specifically to developing/producing the prioritized ideas/actions in the AD-strategy
- Other promotional costs connected to the AD-strategy (e.g. Posters creation, Merchandise, etc.
- Cost of digitalization, creation of DCP or film copy for a special event screening included in the AD-strategy (NOT eligible DCP copies for festival submission, national distribution etc.)
- Participation cost for the AD workshop (travel expenses)
- Refund for general expense of the applicant (sales agent or producer) that manage the fund (up to 7,5%)