

A24 Creative Rationale

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The Situation

A24 is an independent film studio that specializes in films created by artists who care about the craft more than money. A24 has made big waves not only in the cinephile community, but also in the box office. Some of their most recent films have not only been box office successes (*Civil War*, *Talk To Me*), but also award-winning. One of A24's biggest movies, *Everything Everywhere All at Once* took home more Oscars than big studio films during the 2023 Academy Awards. Although there is plenty of buzz surrounding the independent film studio, it is still difficult for the studio to compete with the likes of Disney, Universal, Paramount and other large film studios. It is for this reason that an A24 streaming service would be a good investment. The service would reach more viewers at home, creating a more loyal fanbase and therefore increasing digital streaming profits as well as box office profits.

Target Audience

Primary target audience- Film fans aged 18-45; we aim to target fans of movies who want new and exciting content that supports filmmakers while also providing original experiences. Secondary target audience- Young adults aged 16-28; we also aim to target young adults, the biggest target audience of horror films, by providing a new slate of original and new horror films marketed towards the horror audience.

Role of Communications

To allow for a new and exciting pathway to watch independent films created by A24 and other independent film studios. The streaming service would provide a way to access all of A24's original films, as well as independent films produced by other indie studios which would be streaming on A24's service. Our main goal is to make A24 the place to stream for independent cinema and to provide your favorite filmmakers and actors a pathway to create the content they and their audiences want rather than corporate driven movies made solely for profit. A24 should be the place for film fans and film newbies to go to to watch new and exciting movies instead of the same old remakes and sequels.

Big Idea

A24 is a production company that cares about the art of filmmaking and puts the audience and filmmakers before corporate guidelines and stipulations. Because of this A24 is worthy of your subscription because it will allow for the movies you want to be made, rather than what the studios want to be made.

Supporting Evidence

- A24 is already financially viable for movies with such low budgets, having garnered a profit of 138.14 million dollars in 2023 alone.
- A24 has already created a name for itself among film fans, as well as people who just enjoy entertainment, creating hits such as HBO's *Euphoria*.
- If possible to get independent movies that are already cult classics or niche hits, the service would be more viable because it would take on the role of the home to stream independent cinema.

What We Want the Audience to Do

We want the audience to buy into A24 as a steaming service that not only provides new and original content, but also supports filmmakers and artists as well as the audience's wants and needs.

Mandatories

It will be absolutely necessary to portray A24 as the home of independent cinema, as providing a place for artists to freely express themselves, to focus on the nostalgia of indie cinema during the heyday of video rental stores, and to push new and exciting content over remakes and sequels that audiences are tired of. Each advertisement must focus on streaming "outside of the box," and how important indie cinema is to the art of filmmaking.