

ALIVE INSIDE

SOCIAL MEDIA BRANDING GUIDE

Alive Inside

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Headlines:

Proxima Nova - Extrabold

Sub Headlines:

Proxima Nova - Semibold

Body Copy:

Proxima Nova - Regular



Alive Inside
Alive Inside
Alive Inside
Alive Inside
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Extra Bold Type over solid black background. Use this treatment when all text graphics are created.

Overall Notes:

BRIGHT

EMOTIONAL

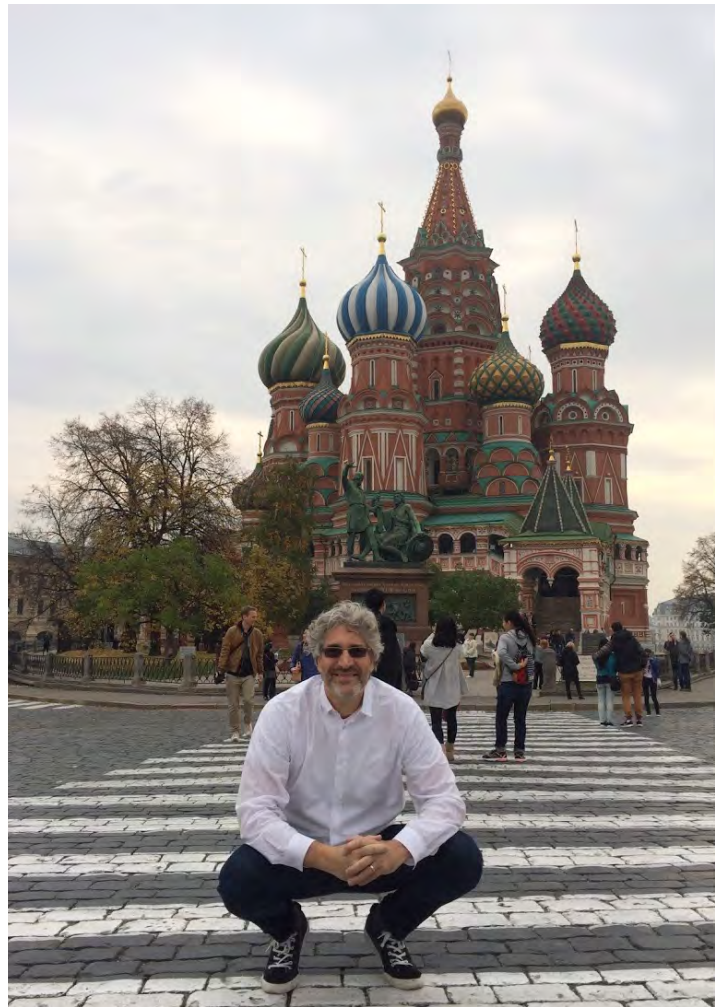
CULTURALLY SIGNIFICANT

TIGHT CROPS

STRONG CINEMATIC COMPOSITIONS

PROFESSIONAL

Things that work:



GOOD COMPOSITION



CULTURAL SIGNIFICANCE



GROUP SHOTS

Things don't work:



SELFIES



SELFIES



SELFIES

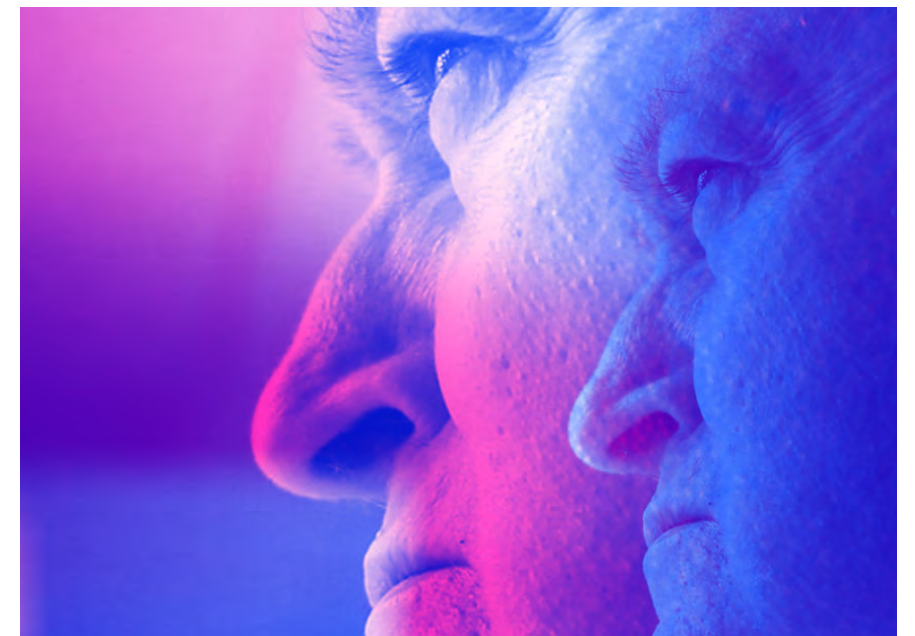
Double Exposures



Using one image, we put a color to white gradient on the image. We then use the same image and create a new gradient with a contrasting color and multiply them.

This image treatment is used to create a dramatic and visual interesting approach to cut through the noise

Double Exposures cont



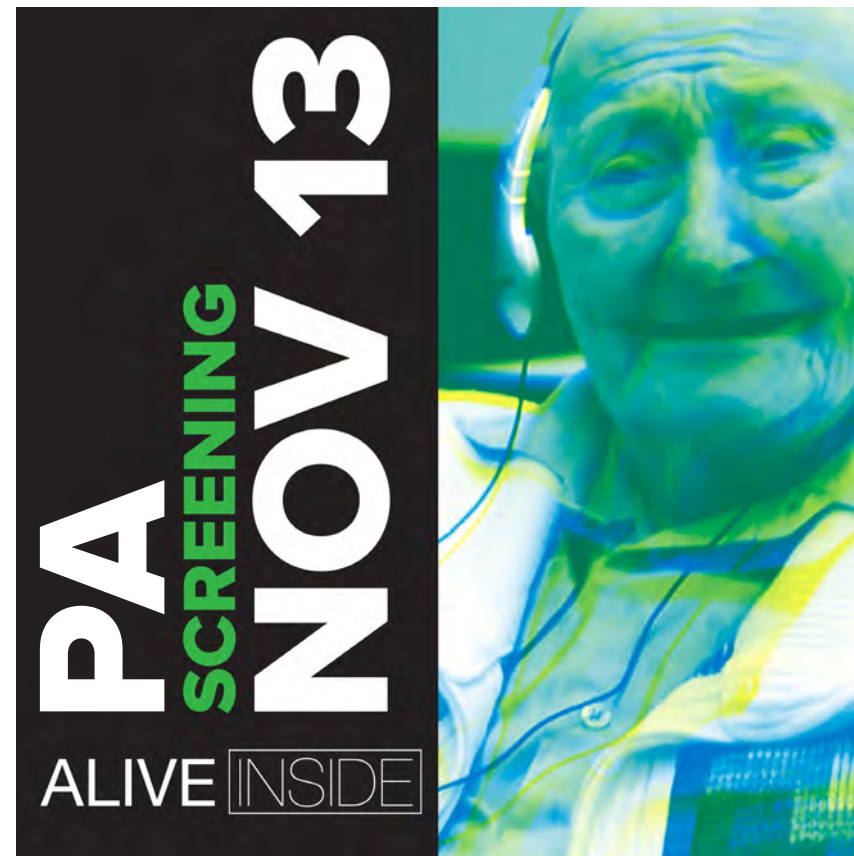
Thought Starters to Make More Ownable & Shareworthy

Provide more value to consumers. Messaging should be more targeted and designed to appeal to the film's primary fan base to add value and build trust.

Evoke consumer connection and emotion. Consumers are more likely to talk about and share content that makes them laugh, inspires them, motivates them or makes them feel something positive.

Break through the clutter with more distinctive imagery and an ownable look – content templates and more vibrant images. Consider more custom content featuring Music & Memory.

Screening Events



INCLUDES A COMPELLING IMAGE AND POST COPY HAS RELEVANT INFORMATION + LINK TO BUY TICKETS.
THESE POSTS SHOULD BE GEO-TARGETED (WHICH WE CAN DO WITHOUT PAID MEDIA).

Screening Events alt



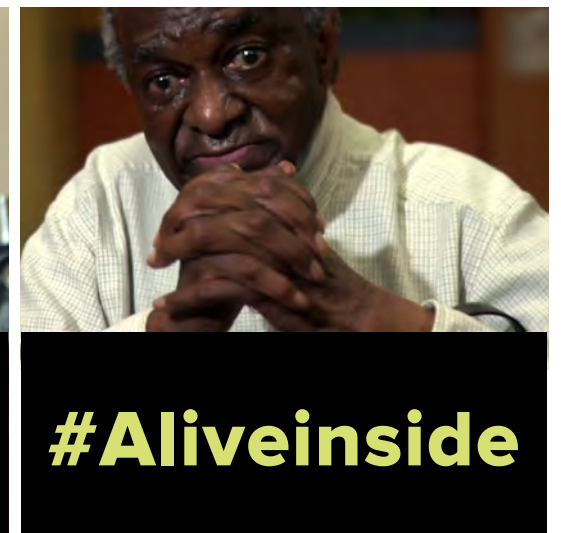
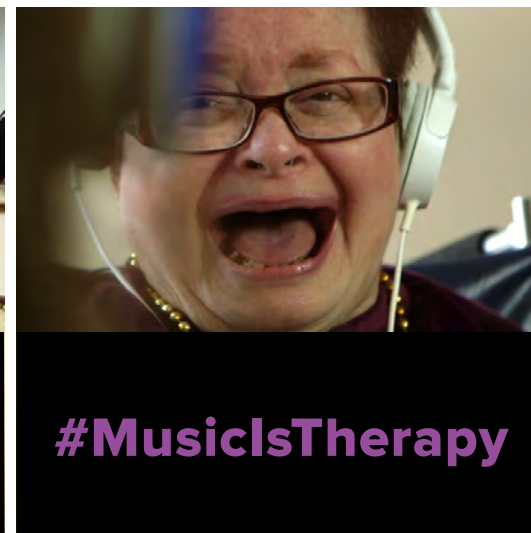
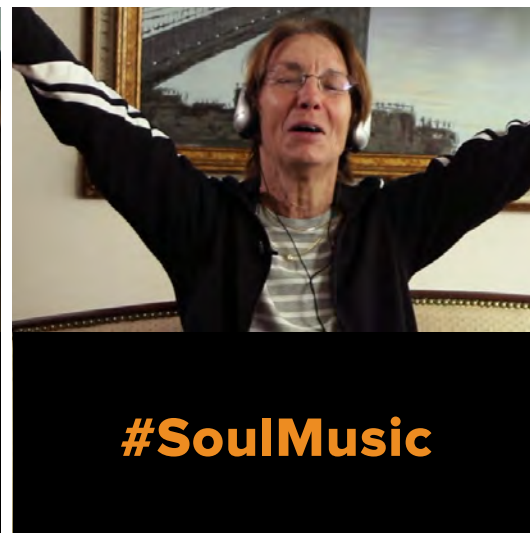
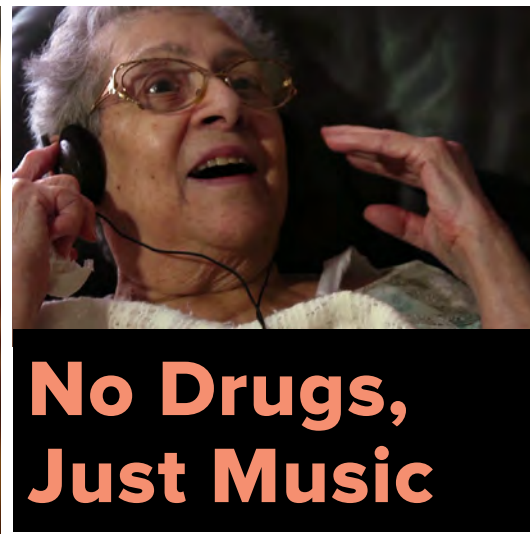
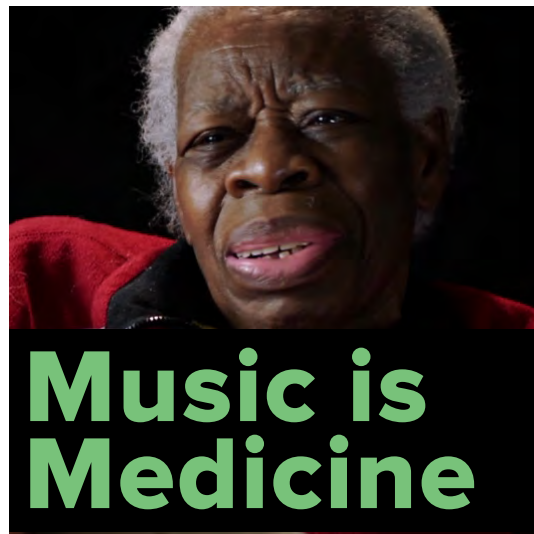
ALL GRAPHIC APPROACH, BOLD, CLEAN, CLEAR

Testimonials

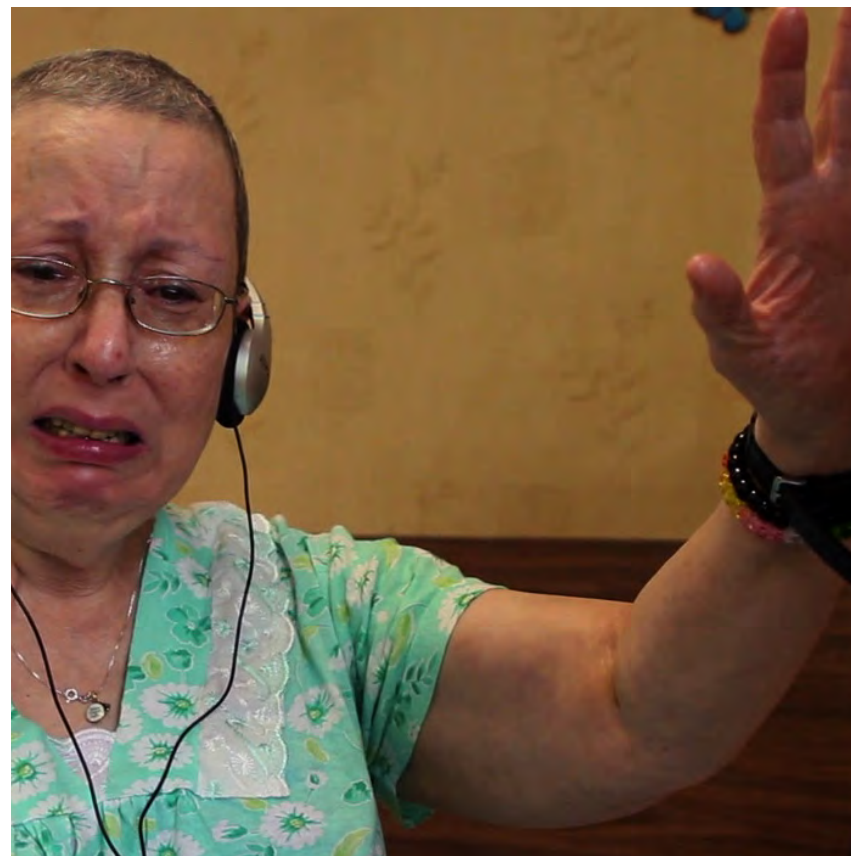


IMAGES THAT SHOW PATIENTS RESPONDING TO MUSIC ARE VERY EFFECTIVE IN EVOKING EMOTION.

Testimonials alt



Sharing Relevant Articles, Videos & Quotes (Alzheimer's, Dementia, Music Therapy, the elderly, etc.)



WHERE POSSIBLE, CONSIDER USING STILL IMAGES FROM THE FILM RATHER THAN THE ARTICLE THUMBNAIL

Movie Fan Quotes

**“Alive Inside’
is a rarity:
an optimistic
documentary
about
a desperate
reality.”**
**Emma Brown,
Interview**

**“Love that story!
Music is medicine
for the soul”**
**John Stevens,
Landover, PA**

**“It’s simple
and it’s
very powerful.”**
**Elisa Conover,
Savannah, GA**

**Can’t think of
many movies
that are as
inspiring and
potentially
mind-shifting
@Aliveinsidefilm**

**“In a world drowning
in bad news about
dementia -
an estimated 5 million
Americans currently
suffer, 10 million serve
as their caregivers,
with both numbers
inevitably going up
“Alive Inside” is
positively tonic.”**
- Kenneth Turan 🍅

**“Love that story!
Music is medicine
for the soul! 😊”**
- Jennifer Jandak Wood 📘

**Sundance
Homer
360° Contemporary
Provincetown
Calgary
Berkshire
Seattle
Audience
Award
Best Doc
Alive Inside
See the Film
Change Lives**

**Go watch
@AliveInsideFilm
a beautiful film
about the power of
music for elder care.
The work that
@Music_n_Memory
does is truly inspiring**

TEXT TREATMENT OVER BLACK
SHARE REVIEWS FROM CREDIBLE SOURCES AND/OR SOURCES THAT RESONATE WITH THE FILM’S FAN BASE.
DIRECT QUOTES FROM THE REVIEW

Music Related Quotes

**One good thing
about music,
when it hits you,
you feel no pain.**

Bob Marley

**If music
be the food
of love,
play on.**

William Shakespeare

**Music
can change the
world becuae
it can
change people.**

Bono

Interviews & Event Appearances



IMAGES NEED TO BE PROFESSIONAL-LOOKING AND COPY SHOULD PROVIDE MORE VALUE (E.G., SHARE INTERESTING FACTS, EXPLAIN WHY THESE EVENTS ARE RELEVANT, ETC.)

DVD Information



COPY SHOULD MAKE FANS FEEL LIKE ITS AN EXCLUSIVE OPPORTUNITY TO PURCHASE (E.G., "OWN THE INCREDIBLE STORY" OR "DON'T MISS YOUR CHANCE TO GET A COPY").

UGC Music Videos



COPY SHOULD TIE THE FILM TO THE VIDEO. WHERE POSSIBLE, WE SHOULD USE VIDEOS THAT ARE <1 MIN.

Wild Posting

MUSIC
SAVED
MY
GRANDMA
#ALIVEINSIDE

MUSIC
IS
MEDICINE
#ALIVEINSIDE

MUSIC
BEATS
DRUGS
#ALIVEINSIDE

LET YOUR
MEMORY
DANCE
#ALIVEINSIDE

THIS IS
YOUR
BRAIN
ON MUSIC
#ALIVEINSIDE

ALIVE INSIDE
CHANGED
MY LIFE :-)
#AWAKENED

I FEEL
ALIVE
INSIDE
#MUSIC
#MEMORY

I <3
ALIVE
INSIDE
#BEATALZHEIMERS

WE ALL
ARE
ALIVE
INSIDE
#AliveInsideFilm

Music is
Medicine
#AliveInsideFilm