

MARKETING ACTIONS FOR THE TRIP

The actions below are agreed to be done for the production of “The Trip” with the extra incentive “lisäkannustintuki”

- Set visit for the city officials
- Press release with mention of Tampere and the locations used in Tampere, published when production allows it (after shooting). Information of locations used for Tampere to promote the locations separately.
- A testimonial video of making a film in Tampere, including making of footage from the set
- A collection of making of still photos from the set, released once the film is released
- Screening of the film in Tampere for special guest and city officials once the film is released
- A Masterclass session of the filmmaking process held after the release, either in person or as a webinar, to be discussed later

