

 **SOPHIE DULAC**
distribution



MY LITTLE PRINCESS

A film by Eva IONESCO

- PRESENTATION -

PARIS PROJECT

Wednesday 6th July



SEMAINE
DE LA CRITIQUE
CANNES 2011

FRANÇOIS MARQUÈS présente

ISABELLE HUPPERT

MY LITTLE
PRINCESS

UN FILM DE EVA IONESCO

AU CINÉMA À PARTIR
DU 29 JUIN

ANAMARIA VARTOLOMEI

Produit et coproduit par... Réalisé par... Distribution...
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Liberation

**CINE +
PREMIER**

**nova
LE GRAND MAX**

INTRODUCTION

- ***Les Production Bagheera*** (The dreamlife of angels / Julia)
in coproduction with ***Canal +*** and ***France 2 Cinéma***
- A FIRST FILM based on a true story of the relationship between Irina Ionesco (a photographer) and her daughter, Eva Ionesco
- With **Isabelle HUPPERT** as the mother.
- We have bought the film on script and we have followed all the post production of the film
- **Expectations** : around 100 000 admissions

MARKETING STRATEGY

- To sell the film as **the passionate relationship between a mother** (photographer/ acting by Isabelle HUPPERT) **and her daughter.**
- « **Isabelle Huppert** » and « **controversial story** » are the two most important reasons to watch the film.
- To focus all the communication on Isabelle Huppert.



MARKETING STRATEGY

- To make a poster and a trailer really **GLAMOROUS**.
- The poster has been made by a **famous fashionphotographer: Ali MADHAWI**.
- Release budget : 280 000 euros
- MOST OF THE BUDGET ON PROMOTIONAL COSTS :
 - a lot of posters in Paris (subways and kiosks)
 - an official presentation in Cannes



Poster in situation: subway



THE FRENCH RELEASE

- Selected for a special screening at
The 50th *Semaine de la critique* in Cannes



- THE DATE OF RELEASE : **WEDNESDAY 29TH OF JUNE**
 - During « La fête du cinéma »
 - The competition : big films for a young audience: ***Transformers 3, Les Tuches*** (a french popular comedy) and only two others arthouse films : **Ni à vendre ni à louer** and **La Prima cosa bella**.

Most of Films awarded in Cannes will be released in autumm 2011

THE FRENCH RELEASE

■ THE PRESS :

- **Very good press in Cannes** (Le Monde, Télérama, Libération, Les Inrocks, Cahiers du Cinéma, Le Figaro ...)

- Considered as **really original and provocative first french film**

LE MONDE:

« A strange women figure filmed without hatred neither pity »

L'HUMANITE :

« An enchanted and trivial fairytale »

LES CAHIERS DU CINEMA:

« The success of Eva Ionesco's first film overtakes from far the indictment she shows »

THE FRENCH RELEASE

- Isabelle Huppert's attractiveness in press:

VOGUE

E L L E



madame
FIGARO

GRAZIA

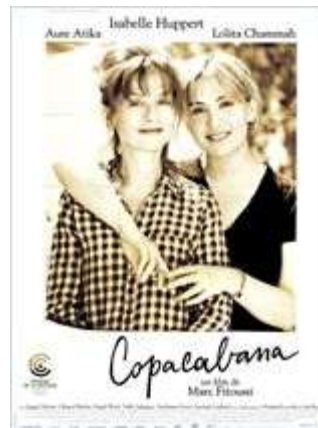
FEMME

ACTUELLE

STILETTO

THE FRENCH RELEASE

- **Isabelle Huppert's attractiveness on box office:**
 - *White material* by Claire Denis (148 151 admissions)
 - *Copacabana* by Marc Fitoussi (300 864 admissions)
 - *Ma mère* by Christophe Honoré (128 355 admissions)



THE THEATRICAL RELEASE

- NUMBER OF PRINTS : 50
 - **33** on 35 mm
 - **17** on digitals
- Most of the prints in Paris (16 out of 50) and in big cities (2 prints in Lyon for example)

THE THEATRICAL RELEASE

- STRATEGY OF PROGRAMMATION :
- -**Mostly in Art Houses Cinemas** but with some popular theaters in big cities like Lyon, Bordeaux, Toulouse, Marseille ...
- -A lot of multiplexes in Paris (UGC les Halles, Bercy, MK2 quai de seine , Gaumont Parnasse)
- - Three pages « *Isabelle Huppert's portrait* » in the UGC monthly magazine « *illimité* »

PARTNERSHIPS

- Media partners :
 - Daily newspaper : Libération
 - Radio : Radio Nova (special work on the sound track of the movie)
 - TV : Cine+ Premier

