



OURS D'OR
FESTIVAL DE BERLIN

Coup de cœur. Allez-y! ★★★★★ STUDIO CINÉ LIVE
Le film du mois. ★★★ PREMIÈRE **Un grand film.** LE NOUVEL OBS
Une magistrale réussite. Haletant. POSITIF ALLOCINÉ
Fort et puissant. Poignant. Passionnant. LE FIGARO L'EXPRESS TÉLÉRAMA

Télérama

Le Monde

LCI

UGC
M+

LE 8 JUIN

STUDIO
CINÉ LIVE

franc
E
TOUR

france
inter

UNE SEPARATION

French release

memento
films

Acquisition

- Just before Berlin 2011
- DreamLab Film (*About Elly... / Sept. 9th 2009*
Silver Bear Berlin / + 100 000 admissions – 45 prints)
- Rights : theatrical / video / TV

Main figures

- Release date : June 8th 2011 (Limitless / The Prodigies/ London Boulevard / Low Cost) - Weather !
- P&A budget : 500 000 € + 150 000 € after release
- Admissions (till today) : **475 222**

1st week : Admissions : 151 217 – Prints : 106 – 1 440 per print

2nd week : Admissions : 129 605 – Prints : 161 (- 14%) – 805 per print

3rd week : Admissions : 103 291 – Prints : 210 (-20%) – 492 per print

4th week : Admissions : 91 109 – Prints : 230 (- 12%) – 396 per print

5th week : Prints : 240

.... Should end over 800 000 admissions

Figures tell

Stability

Art house sleeper – booked in theaters July + August

1st Iranian movie (admissions)

« Kandahar » 255 640 / « Persian Cats » 231 053 admissions

« Contes de la Mère Poule » 444 000 (program of 3 cartoons)

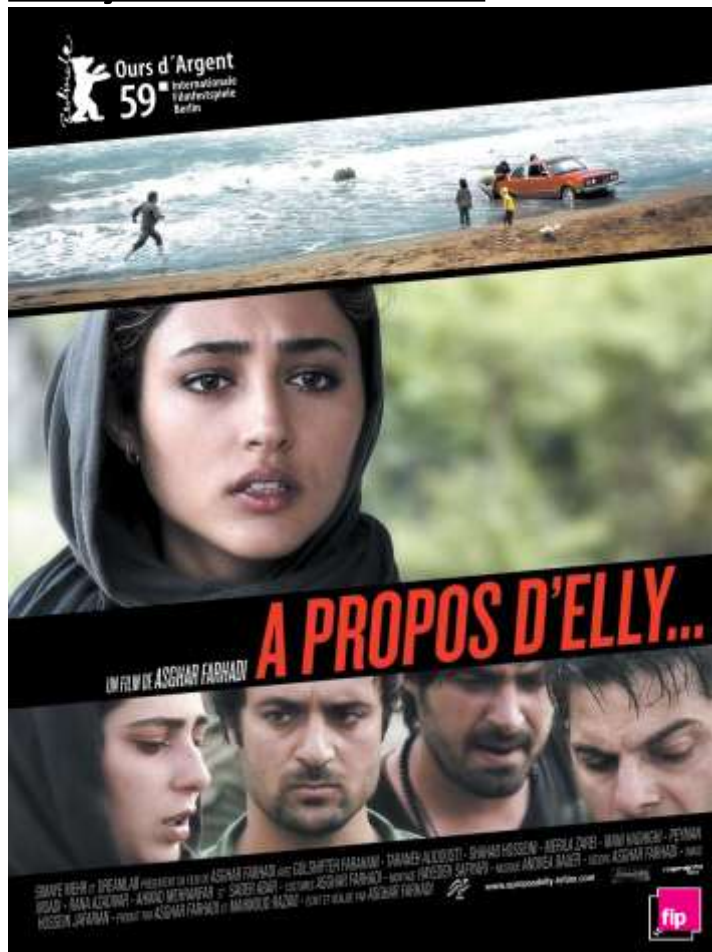
But we didn't really focus on the « Iranian side » in marketing elements : it's a master piece – universal – art house but efficient

Exhibitors

- Everyone loved the movie / applause
- Deal on number of screenings / number of weeks / number of seats in theaters
- Some will program it again after summer / others keep the print for the whole summer
- Many small towns wanted the film : ADRC helped (more than 50 prints)
- 106 prints first week / to 240 prints today (60 to 70% 35mm)

Creation of marketing elements

- Trailer : thriller / Bears + quotes from Berlin
- Key artwork : remember « About Elly... » / efficient / modern



Poster campaign – part 1



Flash Metro – 1 000 posters – June 1st /8th

Poster campaign – part 1

Kiosques – 450 – June 2nd/8th



Poster campaign – part 1

For KIOSQUES + FLASH METRO : 2 POSTERS (different quotes)

Le film du mois! ★★★ PREMIÈRE
Un grand film magistralement écrit, filmé et interprété. LE NOUVEAU LOUS



OURS D'OR
FESTIVAL DE BERLIN

UNE SÉPARATION
UN FILM DE ASGHAR FARHADI

Télérama Le Monde LCI LE 8 JUIN UGC M+ STUDIO CITY inter

Coup de cœur. Allez-y! ★★★★★ STUDIO CINÉ LIVE
Puissant. Vertigineux. Passionnant. Poignant. Haletant. LE PICARD LE NOUVEAU LOUS SOLARIS L'ESPÈCE ALLUCINE



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Poster campaign – part 2 / after release

Colonne Morris – Provinces

260 Colonne – June 21/27th

+

Colonne Morris – Paris

100 Colonne – June 28th/July 4th



Partnerships - media



(weekly – circulation : 650 000)



(monthly – circulation : 110 000)



(daily – circulation : 330 000)



(national state-owned radio station)



(TV – Groupe TF1)

Partnerships – non media



(Label – UGC likes the film)



AFCAE (Arthouse theaters French association)

Unanimous support

Screenings for exhibitors (more than 20)

Leaflets for theaters + for Memento

Partnerships – non media



(nationwide dvd /books/music store)

Paris : MasterClass with A. Farhadi + L. Hatami
at Fnac St Lazare advertising in shop + on Fnac.com
+ on Evene.fr + mailing to Cinema schools
Provinces : ads in local shops for the premieres



**PARTENARIAT FNAC
UNE SEPARATION**

Venez retirer à l'accueil de votre magasin une place pour l'Avant-première du film *Une séparation*.*

*Valable pour deux personnes sur présentation de votre carte Adhérent. Dans la limite des places disponibles.

OFFRE ADHÉRENT

OURS D'OR
FESTIVAL DE BERLIN

SÉPARATION
UN FILM DE ASGHAR FARHADI

de votre magasin sur fnac.com

Campaign - Press

- In BtoB press (Film Français, Ecran Total, Côté Cinéma,...)
- In newspapers :
 - Monthly : Positif (+ Ciné Club at Forum des Images on May 24th), ...
 - Daily : Libération, Le Figaro, ...
 - Weekly : Journal du Dimanche, Les Inrocks (+ Ciné Club at Centre G. Pompidou on May 4th), ...

And also...

- Culture and Cinema
 - Ad campaign on [Allocine](#)
 - Blogs dedicated to cine/culture
 - Newsletters sent on a regular basis to exhibitors, partnerships, etc
- Iran
 - Newsletters sent to Iranian organizations (Paris + Provinces)
 - Press books + posters sent to restaurants, cultural places, etc
- Social networks
 - Fanpage dedicated to UNE SEPARATION on [Facebook](#)
 - [Twitter](#)
 - Campaign on Facebook to recruit likers (free tickets to win for Premieres our regular screenings).

UN TRIOMPHE!



*Un chef d'œuvre.****
LE MONDE

*Incontournable.*****
LE JDD

Un film virtuose.
L'ESPÉRANTO

*Un film choc.*****
LE FIGARO

*Une pépite.****
LE PARISIEN

Un film immense.
L'HUMANITÉ

*Coup de cœur.*****
STUDIO CINÉ LIVE

*Impressionnant.*****
LA CROIX

*Le film du mois.****
PREMIÈRE

Passionnant.★
TELÉRAMA

*Magistral!*****
LE NOUVEL OBS



ACTUELLEMENT



Recherchez le titre dans les annuaires de France Inter sur FRANCEINTER.COM

Acclaimed unanimously by all the press supports

- « Master piece *** »

Le Monde

- « Coup de cœur **** »

Studio/Ciné Live

- « Master piece *** »

Le JDD

- « Movie of the month *** »

Première

- « Brilliant **** »

Le Nouvel Obs

- « Fascinating »

Télérama

UNE SEPARATION – Memento Films Distribution

Acclaimed unanimously by all the press supports

- Asghar Farhadi + Leila Hatami : 3 times in Paris - more than 50 interviews (art house to main stream)
(April/May/June) to meet the press (national + provinces)
and attend premieres (introduction on stage, Q&A) + MasterClass Fnac
- Broadcast : Canal Plus / Le Grand Journal, France 2 News... + Radios (Europe 1, France Inter)
thanks to : great asset : Leila Hatami

After release : many articles about the success

- A SEPARATION became THE movie you have to see

Asghar Farhadi

- Re-release of ABOUT ELLY (July 13th) + FIREWORKS WEDNESDAY (July 27th) – 10 prints/film



Text from the interview with Asghar Farhadi, discussing his work and the film 'A propos d'Elly'.

Text from the interview with Asghar Farhadi, continuing the discussion.



Text from the interview with Asghar Farhadi, discussing his work and the film 'La fête du feu'.

Text from the interview with Asghar Farhadi, continuing the discussion.

Text from the interview with Asghar Farhadi, continuing the discussion.

Asghar Farhadi

- The adventure will go on with the DVD (Memento Films) on November 8th

