

JosephDaniel Film Production

0912-804386 email: ethiojoseph2@gmail.com



Profile participate on the films

Mandelas gun Hollywood film that I done



Meba coming soon film

Venesia coming soon film

Yewededu semon

Amran

Doneru

Abro abede



Wedde fiker

Melkam set

Felashawe



Freedom



Tv commercials

3f commercial

Dkt Ethiopia loop

Style

Enyi real estate

Helvest

Telecommunication

Abay bank

Dstv

Nile furniture

Wello tereshare hospital

Shoa dubai

Feature films produce

Wede fiker

Freedom

About to launch the 3rd film

Documentary

Electric world company profile

Event

Kenenisa hui chen international hotel grand opening ceremony

Date _____

To _____

Joseph Daniel film production is a well going company which is established in 2014 G.c

Up on this one of the most significant income generated industry all over the country

Our film production so far made so many tasks on the industry that stated below

Film producing

Documentary films

Promotion TV / radio

Event organizing

Film producing wede fiker, freedom

Documentary Electric world

Promotion kana higher clinic, Nile furniture

-

- Synopsis Where a guy born from different nations which was born in a poor village with no future but posses different talent in search of his father's identity. This film is all about a person having different personality.
- Executive Producer – joseph Daniel
- Gener – comedy romance
- Rate - 1.50 m

Cinema autography

Camera5D mark iii which is the latest and widely used in film production

Zoomer, dolly, crain, boom, boom mike and up to dated equipment

1. Introduction

Human beings have different needs which can be described mainly by the degree of their financial freedom and constraint. From this notion and the natural human behavior, marketers developed a parallel response for that particular need of the group by embedding it in every core product or service what we call it a product value proposition. A solution or product's value proposition is the provision of the functional, emotional and self-expressive benefits delivered by a company that provides value to the target group.

Functional benefits are based on a product attribute that provides the customer with functional utility. The goal is to select functional benefits the product/service has that will create a greatest impact with customers and support a strong position relative to competitors. Emotional benefits provide customers with a positive feeling when they purchase or use a particular brand. They add richness and depth to the experience of owning and using the brand. Self-expressive benefits on the other hand, provide an opportunity for someone to communicate his or her self-image. They heighten the connection between the company and the customer by focusing on something linked to his or her personality. A self-expressive benefit can include the elegance and the feeling of being different from the majority.

The functional benefits are emanates from the marketing mix of "product". The emotional and self expressive benefits which are a satisfaction climax, originates from the marketing mix of "promotion" which can be gained through the process of association of an individual (celebrity), a programs (TV shows, Film, drama, etc) or an event (holydays, occasions, sports. . . .)

These abstract concepts are modulated by the marketing philosophers in a way to clarify the know-how on how to communicate, promote and transform a given business to the consumers mind so as to exploit the competitive advantage.

Taking this in to account Abay bank, the market leader in the financial industry launches an aggressive promotional activities within the banking industry in which it takes part. With this in mind, a variety of media vehicles has been utilized as a medium of market communication to reach the potential target group in a given time and space.

Among other, the use of product placement has become one of the most influential media vehicles which affect the viewer's perception attitudinally or behaviorally towards the exposed brand.

Our company being aware of the above marketing concept and the need of your esteemed bank, provides you a platform to utilize in my 3rd coming soon film titled ' the internationalist as a convenience marketing vehicle to market your financial products for the right target group; local, diasporas and others in promotional activities to share their mind and to position Abay Bank first in the competing banking industry by differentiating it from the others using a systematic deployment of product placement in the drama. The viewer's perception, attitude and behavior can be affected by a specious and perfumed art of a variety of placement strategy in the mediums, which our production company strives to formulate an ideal scenario for its optimal usage, and as a result brought up a wide customer base.

This proposal is, therefore, prepared to invite your esteemed bank to place your product in the famous drama “The internationalist” produced by Joseph Daniel film production;

The company’s document also expressed about the marketing team of the company as professionals specialized in providing tailor-made advertisement packages for its business customers, ensuring timely exposure to the target audience demographic and excellent product placement.

- **The wide media coverage both locally and internationally,**
- **The infotainment nature of the programs believed to attract youngsters and these youngsters are expected to be the major target audiences in the majority of business.**

I. Exclusive Bank sponsorship and product placement, advertisement packages:

In this option, the Bank will get the following promotional advantages which will stated below

- **Product placement by using the Bank’s product inside the movie**

Industrial analysis

As the number indicates that the generation rate will matter on the product or services to promote.

According to the statistic of the country most of the age rate is youngsters which is 77.2% and indicate us investing on the youngster will assure our product or service to the next generation.

Our target marketing will focus on us where as investing on youngster is a very well viewing promotional technique

Up on this the youngster will interest to see a film on cinema, the other way getting them is approaching cinema industry.

It had been known that I done the tv commercial of your firms, and product placement in my 3rd film titled ' the internationalist' .

Having said that I attached the tv commercial that I done to different related works in the vcd.

Sponsorship payment including VAT

- Platinum -150 000
- Gold - 100,000 birr
- Silver - 50.000 birr

PRIVATE CINEMAS

There are about so far 30private cinemas in A.A

Viewers

- 120 cinemas in the rural / country side
- 40 universities
- 4government cinemas

Number of viewers: - each cinema has a program of 8, 10 and 12 and 2 0'clock 100 viewers we can have 400 viewers in day which will be deducted during the show In our year approximately one million views

Payment producers for SponsorShip

- **Platinum** 50%payment
- **Gold** 75% payment
- **Silver** totalpayment

N.B – We are VAT registered – and we will negotiate on the terms and condition of any mechanisms

Platinum

Product placement of the firm will be seen as scene inside the film as story

- 6000 copies of flier back and front

- Back Full page company's logo and services and logo both at the front of flier and poster
- Name and company's logo will be post at the gate on the inauguration of the film.
- Company's logo in all billboards
- Back drop at the inauguration official ceremony of the film ceremony where the celebrity and different kinds of guest and high government officials takes a photo shot pause
- We will promote your company's logo and service on the Face book's fan page on the film's account
- We don't use horizontal market
- which is we peak only one from the industry
- Ushers wear a T-Shirt of the platinum sponsor's logo on inauguration of the movie
- Inauguration appreciation certificate
- Booklet of the film will be released to different cinemas, rural areas and to the diplomatic mission

Gold

Product placement of the firm will be seen as scene inside the film as story

- 4000 copies of fliers & front
- The front page only
- Company's logo in all billboards
- All fliers front page at sponsorship list
- Inauguration appreciation of certificate
- back drop of the the film's inauguration ceremony where the celebrity and different kinds of guest and high government officials takes a photo shot pause
- We will promote your company's logo and service on the Facebook's fan page on the film's account

Silver

- **3000 copies of flier back & front**
- **Company's logo in all billboards**
All fliers front page at sponsorship list
- **Inauguration appreciation of certificate**
- **Back drop of the the film's inauguration ceremony where the celebrity and different kinds of guest and high government officials takes a photo shot pause**

Hoping to hear from you soon

Sincerely