

Product Context

Who Directed It	Ken Loach
Which Companies were involved in production	16 Films, WHY NOT productions
which companies were involved in distribution and marketing	eOne
Which companies were involved in funding for the project	BBC Films; BFI films

Ken Loach

Ken loach focuses on social realism as a genre

Social Realism is a niche genre and is almost never has a high degree of success in regards to box office sales

Ken Loach is a highly successful award winning director (Oscars e.t.c) **attracting companies to work on I Daniel Blake** (Why not productions joined I Daniel Blake due to them knowing Ken Loach was on board)

Ken Loach is all over the marketing due to his critical success (Luring in the pre-sold audience of Ken Loach fans)

Known for being very left wing and anti-conservative (These views reflecting into IDB)

Technologies

Very few 'New technologies' were used. No 3D, IMAX due to the genre and there was not enough budget

Didnt use alot of online digital technogies due to their target audience to be older and more likely to use printed media rather than social media

The film was distrubuted on DVD after it had been at the cinema but it was also available as a digital download online.

Funding

Due to recieving funding from the BBC and BFI films it meant that the film had to fulfill certain obligations to recieve the funding

The BBC and BFI typically fund projects which are **Innately British, niche/alternative, culturally significant, educational or show British culture**

This may have had a influence on I Daniel Blake due to it presenting **regional areas of Britain; niche storylines; unusual character's and can be considered to be alternative in compaision to other mainstream films**

The low budget of the film meant there was no money for large extravagant sets or famous actors. However, it could be argued that due to the low budget it adds to the social realism of the film making the sotry lines of the characters more realisitc.

The BBC is a Public Service Broadcaster. The PSB remit means that they are required to be informative, educational as well as entertaining; presentinging diversity and to showcase new

Curran & Seaton

Due to IDB being independant ownship it would allow for more creative and less mainstream product; As seen within the movie with an accurate representation with the welware system and shining a negative light on the conservative party. This supports Curran & Seatons theory due to a mainstream product being highly unlikely to be this openly critial of the government.

Why is IDB Niche

quite Niche as they are hard to sell to a global audience (Harsh accents; run down areas e.t.c)

The film had a limited distribution to just a handful of countries

It did better in countries where the film could be subtitled or dubbed so that people could understand the harsh accents

Marketing

Daily Mirror, eOne productions put serveral articles within the Daily Mirror as if Daniel Blake was writing the articles himself as a form of marketing for the film

The Daily mirror was chosen for this marketing scheme due to the Daily Mirror being a left wing papper and more liekly to have consumers with simmlar ideologies (Anti-conservative)

The posters and advertising name drop ken loach alot in order to encentivise people who enjoy ken loaches directing style to consume the movie

Recieves a Palm D'Or (Given to more niche films)

Used Guerilla marketing (Controversal), Projected quotes onto the side of the building like houses of parliment; targeting British audiences and presenting the movies ideology.

Payed people to talk about the film, Protests; e.t.c (The north is more likely to be labor)

Premiere

The Premiere took place in Newcastle rather than Lodnond to reflect the film's alternative nature as well as to show support for working class families and people like Daniel Blake

Invited Jermy Corbin to the premiere to engage left wing anti conservative audiences