**Film Marketing Production Checklist**

A minimum of 8 original images in total

 At least two different locations for photography

 At least three different characters (including a protagonist and antagonist)

**DVD/Blu-ray front cover:**

 At least one main image

 Original title for the film

 Age rating

 Names of director and actors

**Spine:**

 Title, production company logo, age rating

**DVD/ Blu-ray back cover:**

 At least one main image (original and different from the images on the DVD/Blu-ray front cover and poster)

 Four ‘thumbnail’ images depicting different scenes from the film

 Promotional ‘blurb’ for the film (approximately 150 words), including reference to narrative disruption

 Billing block

 Production company logo, age rating and technical information

**Theatrical release poster (portrait format):**

 Original title for the film and tagline

 At least one main image (original and different from the images on the DVD/Blu-ray cover)

 Release date

 Billing block and production company logo