

# Whiplash (Chazelle, 2014)

Distribution: Social Media

## Task 1

*Whiplash* is being distributed by Sony Pictures Classics, the division of Sony which handles independent films. Click on this [link](#) to view the official *Whiplash* page on the Sony Pictures Classics website. Look carefully at the web page and download the press kit attached to it.

- How are Sony using the web page and press kit to help sell the film?
- How are the web page and press kit designed to complement each other?

## Task 2

Now consider how Sony Pictures Classics have used social media to promote the film.

In groups, look at the following links:



- How are Sony trying to use social media to help sell the film?
- How can audiences use social media to access different kinds of information on *Whiplash*?
- How important is social media to film audiences?

## Task 3 – Creative Task

Create a social media campaign for a new film. In groups, take a film from the past or create a pitch for a new film. Show how you could use social media to reach different audiences in different ways, but as a coherent campaign.

Use the link to Mashable for further ideas.

[MashableUK](#)

### Follow-up task

On your own, look at other examples of independent and mainstream film production and try to use them to answer some of the following questions:

- Compare the different factors that contribute to the box office success or failure of a film.
- How do independent films sometimes achieve success?
- How important is marketing in attracting an audience?