

The Eternal Daughter

Made in Wales Support Sheet



Trailer [YouTube version](#) **Socials X (formerly twitter):** @BFI (distributor) @BBCFilm @ElementPictures (production companies) @A24 (world rights)

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Audiences

*Potential audiences we think *The Eternal Daughter* might appeal to:*

- Independent film lovers
- People interested in British cinema
- People interested in Tilda Swinton
- People interested in Joanna Hogg
- People interested in gothic films / psychological horror films
- Fans of mystery/dramas
- Family dramas
- Stories led by women

Key Words

If you're running social media advertising, the following key words/phrases might be useful to attract audiences:

- British cinema
- Welsh cinema / film
- Welsh / Wales
- Thriller / mystery / gothic
- Award winners (Tilda Swinton)
- Drama
- Women on film
- Female directors
- Martin Scorsese (Executive Producer)
- Family (Mother Daughter theme)

Welsh Connections

- Cast: Carly-Sophia Davies (born in Port Talbot)
- Location: Soughton Hall, Flintshire
- Use the hashtag #MadeinWales as a way of promoting this to your audiences.

Made in Wales Assets Available

- Video introduction from Carly-Sophia Davies with Welsh and English subtitles, which can be used on socials and before screenings (for a copy of this, please email [Sarah Chew](mailto:sarah@buzzmagazine.com))
- Editorial article in Buzz Magazine (interview with Carly-Sophia Davies) online, which can be shared with audiences via email / on socials.

<https://www.buzzmag.co.uk/carly-sophia-davies-interview-the-eterna-daughter-joanna-hogg-tilda-swinton/>

- Social quote squares (copy and paste the link into your browser):
<https://drive.google.com/drive/folders/1L8eXz9lvjbOcrRr9qk8vCgh8-DwVKs8k>

Please contact the BFI for a list of wider marketing materials and programming resources.

Wider Programming Ideas

- Joanna Hogg Trilogy - Screen alongside the Joana Hogg/Tilda Swinton films - [The Souvenir](#) (2019) and [The Souvenir Part II](#) (2021),
- Martin Scorsese's film 'Killers of the Flower Moon' is set to release on 20th October – screening back to back as part of a Scorsese weekend.
- Add more Welsh horror films to a weekend line up with films like [Censor](#), [Gwledd](#), [Prevenge](#), [The Lighthouse](#), [Canaries](#), [St Maud](#), [The Sleeping Room](#) or [Gwaed ar y Sêr](#).
- Add a Welsh short like [Creepy Pasta Salad](#), [Raging Grace](#) or [Fruiting Bodies](#), [The Sin Eater](#) (also starring Carly-Sophia Davies).

News and Reviews to share with your audiences

- [Buzz Magazine](#)
- [The Guardian](#)
- [Vogue](#)
- [New Yorker](#)
- [Thrillist](#) (focus on location)
- [The Cinemaholic](#) (focus on location)
- [/Film](#) (focus on location)

Helpful Resources

[BFI Page for The Eternal Daughter](#)

[A Simple Guide To: Augmenting Film Screenings](#)

[Getting Better Data – Get Creative with Audience Surveys](#)

[A Simple Guide To: Digital Marketing](#)

[Facebook and Instagram Ads](#): With a budget of £10-£30 you can tailor your ads on socials:

- Custom audiences – allows you to target existing customers or leads,
- Location – allows you to target by location (city, state, country),
- Gender – allows you to target by gender,
- Interests – allows you to target by interest (such as fitness, entrepreneurship, fashion, literature)

If you would like further advice, please contact

Film Hub Wales Marketing and Outreach Officer

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