

# The Almond and the Seahorse

Made in Wales Support Sheet



[Watch the trailer](#)

## Socials:

- **X:** @PicnikEnt (distributor), @MadasBirdsFilms (production company), @celynjones (director/star), @Gruffingtonpost (music) @Kaiteoreilly (writer) @cgainsbourg (star)
- **Instagram:** @picnik\_entertainment (distributor), @madasbirdsfilms (production company), @celyn\_jones (director / star), @rebelwilson (star), @charlottegainsbourg (star) @trinedyrholmofficial (star) @Andybevans (producer), @Kaiteoreillyo (writer), @Gruffingtonpost (music)
- **Facebook:** @Picnik Entertainment, @Mad As Birds, @Rebel Wilson, @Charlotte Gainsbourg

Tag us in your images @filmhubwales @Madeinwales\_ so we can share your screenings!

## **Audiences**

Potential audiences we think *The Almond and the Seahorse* might appeal to:

- Independent film lovers
- People interested in British cinema
- People interested in drama
- People interested in alternative love stories
- People interested in cinematic depiction of traumatic brain injury
- Fans of Rebel Wilson
- Fans of European cinema (Charlotte Gainsbourg and Trine Dyrholm)
- Fans of Celyn Jones
- People interested in drama
- People interested in films shot in Wales
- Adaptations from stage to screen

## **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
- Drama
- Award winners (Dinard British Film Festival 2022 Jury Prize)
- Ensemble cast
- Welsh directors
- Traumatic Brain Injury (theme)
- Disability (writer Kaite O'Reilly actively engages with disability arts)
- LGBT+

## **Welsh Connections**

- Cast and Co-director: Celyn Jones,
- Location: Partly shot in Wrexham, North Wales,
- Producer: Andy Evans,
- Funding: Ffilm Cymru and Creative Wales
- Music: Gruff Rhys
- Writer: Kaite O'Reilly (associate dramaturg of National Theatre Wales)
- Use the hashtag #madeinwales as a way of promoting this to your audiences

## **Made in Wales Assets Available**

- **Video introduction from Celyn Jones** with Welsh and English subtitles, which can be used on socials and before screenings. [Watch the intro video here](#). For a downloadable version, please email: [rob@filmhubwales.org](mailto:rob@filmhubwales.org)
- **Full VIDEO interview** between co-director/star Celyn Jones and Made in Wales Officer Robert Corcoran. [Watch the full interview here](#). For a downloadable version, please email: [rob@filmhubwales.org](mailto:rob@filmhubwales.org)
- **Full AUDIO-ONLY interview** between co-director/star Celyn Jones and Made in Wales Officer Robert Corcoran [is available here](#). You can also paste this link into Spotify, Apple or other popular podcast platform to listen there.
- **Social media clips** from the conversation that can be shared. If you do choose to do this, please ensure to tag @madeinwales\_ (Instagram) and @Filmhubwales (X, Instagram and Facebook), using the hashtag #madeinwales. [View the clips here](#), or for downloadable versions, please email: [rob@filmhubwales.org](mailto:rob@filmhubwales.org)
- [Article from writer Bethany Handley](#) who interviewed Writer Kaite O'Reilly about disability politics and representation on the big screen. Download a PDF version from our website.

Please contact Dave Woodward: [dave@jadefilms.co.uk](mailto:dave@jadefilms.co.uk) to book the film and to enquire about wider distribution materials.

## Wider Programming Ideas

- Celyn Jones Double Bill – Screen [Swede Caroline](#) or '[Set Fire to the Stars](#)' alongside '[The Almond and the Seahorse](#)' to showcase Celyn's career from rising star to director.
- Let's Talk About the Brain - Open up a wider conversation about the film's themes by programming it alongside other commended recent depictions of traumatic brain injuries and brain-related illnesses, such as '[The Father](#)' starring Anthony Hopkins.
- Expand the conversation to disability on screen, exploring titles such as [Amber and Me](#), [Crip Camp](#), [Intouchables](#), [The Peanut Butter Falcon](#), [Life Animated](#), [Power in our Hands](#) and [My Feral Heart](#).
- Welsh Debut Features - Programme the film alongside other notable Welsh filmmaker debuts - Craig Roberts' '[Just Jim](#)' and Rungano Nyoni's '[I Am Not a Witch](#).'
- Welsh Shorts - Pair with Welsh shorts with similar themes like [I Shall be Whiter than Snow](#) and [Oh Be Joyful](#).
- LGBTQ+ Themes - Pair the film with some shorts exploring LGBTQ+ themes and experiences such as [Being Seen](#) and [Fruits if the Spirit](#). Oska Bright also have a [Queer Freedom](#) selection and Iris Prize have a [back catalogue of films](#) to choose from. There

are also various Welsh LGBT+ features such as [Are you Proud](#) and [Queerama](#) ready to book and [Chuck Chuck Baby](#) and [India's 1st Best Trans Model Agency](#) coming later this year.

## News and Reviews to share with your audiences

- [We Got This Covered](#) - "Review: 'The Almond and the Seahorse' shows Rebel Wilson in a new light."
- [Common Sense Media](#) - "A powerful adaptation of a widely lauded play, this drama paints a multilayered picture of the experience of two couples dealing with the results of traumatic brain injury and memory loss."

## Helpful Resources

### Specialist Outreach Partners:

- [Headway - The Brain Injury Association](#)
- [The Brain Charity](#)
- [Wales Brain Tumour Support Group - The Brain Tumour Charity](#)
- [Cerebra - Working with you and your amazing child](#)
- [Home - Disability Wales](#)
- [Croeso i Mencap Cymru | Mencap Cymru ~ Wales](#)
- [Wales | Alzheimer's Society \(alzheimers.org.uk\)](#)
- [Memory Team \(cavamh.org.uk\)](#)

### General:

- [Film Hub Wales - The Almond and the Seahorse](#)
- [BFI FAN Access Directory](#)
- [Home - Inclusive Cinema](#)
- [BFI FAN Socio Economic Barriers Resource](#)
- [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 Made in Wales Officer, Rob Corcoran:**

[rob@filmhubwales.org](mailto:rob@filmhubwales.org). Please note, Rob works part time, if your enquiry is urgent, please copy in [hana@filmhubwales.org](mailto:hana@filmhubwales.org).