



Online Product Placement Market

Letsmoviz is a company offering an innovative WaaS (Website as a Service) online solution. This platform facilitates the connection between businesses interested in product placement and producers/directors of short, medium, and feature-length films.





PRODUCT PLACEMENT

Film producers have various sources of funding, including:

Public (grants, loans, tax credits)	Private (various forms)	Personal (credit, love money)	Product placement
--	-----------------------------------	--	------------------------------

Product placement is a commercial communication strategy involving the integration or reference of a product, service, or brand within a visual production.

This financing technique is commonly used in the film industry. As an example, we are accustomed to seeing the Apple logo on Apple products used by characters, as well as observing James Bond ritually checking his Omega watch.

While major productions have dedicated product placement departments, this funding source is less accessible for independent productions. The latter often lack the knowledge and resources for effective outreach. The legal aspect represents a major obstacle for small productions without a legal department.

Opportunities for product placement for local, regional and international companies are also limited because they lack the financial means to participate in major productions. Effective product placement within a local production allows for more precise targeting than advertising in mass media.

Letsmoviz is an innovative company who works solely a web platform that digitizes product placement in films and acts as an intermediary between directors, producers, and brands wishing to advertise their products and services.

Letsmoviz is designed to bridge the gap between production companies and businesses.





SERVICES OFFERED

Letsmoviz is a secure and transactional web platform.

Operating as an online service (WaaS - website as a service), the Letsmoviz online platform creates a link between film productions and companies offering placement opportunities through a subscription model.

Two aspects:

Business

The business page includes one or more placement opportunity profiles:

- Product placement profile: Product characteristics, selection of conditions (rates, contractual attributes, etc.)



EXAMPLE:

A technology company looking to place its new smartphone in adventure films featuring female characters in the European Francophone market.

Project/Production Page

It could be a profile for a single project or a project linked to a production company:

- Contains a description of the visual production, the type of production (short, medium, feature film, and video), and the desired placement type, etc.



EXAMPLE:

An independent production seeking funding for an adventure film with a female character in Belgium.





SERVICES OFFERED / CONTINUED

Interactions are generated in three distinct ways:

- 1) Automated system recommendations using algorithms that detect compatibility between placement opportunities and visual production projects.
- 2) Filtered search among product placement opportunities and visual production projects.
- 3) Recommendations from a third-party member of the platform.

NETWORKING TOOLS

A networking tool to facilitate exchanges between companies placing products and visual creation producers.

A system who can guide negotiations through predetermined exchanges and where participants can negotiate freely.

The site will send personalized transactional communications (SMS, emails) according to user configurations.

OPTIONS:

Contract:

A module allows the creation of a contract between parties. A standard contract serves as a base, from which certain variables (cost, product, duration, visibility, distribution rights, etc.) can be configured.
This is a paid service.

Transactional:

Another module makes it possible to secure the transactional aspect. Various modalities can be applied, such as staged payments on predetermined dates. **This is a paid service.**





PLATFORM

The online platform operates as WaaS (Website as a Service).

A subscription is required to participate on the platform.

A public part of the site promotes it.

The platform will be launched in French and English with the option to add other languages. It will be available online in all markets, in standard and mobile versions.

The main hosting will be located in Canada, with redundancy in the initial target markets.

Our platform is custom-built to offer necessary features to ensure quality browsing performance.

Since the site is transactional, everything will be done to ensure a high level of security.

The site will send personalized transactional communications (SMS, emails) according to user configuration.

The site will be equipped with an administration system (CMS, or Content Management System) allowing the following:

- Updating site content
- Transaction management
- Intervention in exchanges
- Business intelligence component to refine the offer.





TARGETS AND MARKETS

Businesses wishing to place their products in local, regional, or international productions.

Companies who want more placement opportunities to promote their products and increase their visibility.

Filmmakers and/or film producers seeking to consolidate their financing through product placement.

Production companies use product placements to finance their productions.

With high production costs, it is difficult for an independent production to negotiate product placement, and this applies to both independent as well as nationally scoped productions.



Types of productions:

- Independent or nationally scoped productions
- Short, medium, and feature films
- Television series
- Online videos on YouTube and TikTok (influencers, videos, tutorials)





MAJOR COMPETITORS

SPECIALIZED AGENCIES:

These agencies hold exclusive contracts with brands, but they do not cover independent cinema or local productions, plus they lack an online presence, and a legal team.

FILM FESTIVALS:

Although an interesting entry point for independent productions, film festivals have limited duration and no online presence. Film markets favor productions with a large team; therefore, often the film travels with the director alone from festival to festival without a legal team.

INTERNAL PRODUCT PLACEMENT DIVISION:

Only major international production houses have the means to have an internal product placement department. These divisions negotiate agreements directly because they have a legal team.



ADVANTAGES OF LETSMOVIZ

24/7 AVAILABILITY / NO TERRITORIAL LIMITS

For Brands:

- Brings FOUR Times higher Return on Investment (ROI) than TV spots
- Access to brands according to filmmakers' profiles and needs
- Opportunities for emerging and established brands

For Productions:

- Eases the burden of productions having to pitch their next films at festivals
- Legal assistance with the contract tool
- Secure Financial exchanges





MONETIZATION OF SERVICES

PLATFORM SUBSCRIPTION

- Subscription: \$19.95/monthly
- for the launching period:
one month free with an annual subscription

PACKAGE BANK FOR EACH PLACEMENT / PRODUCTION

- Prepaid purchase of profiles in package form (1, 3, 5, 10, 20)
with advantageous pricing for larger packages

TRANSACTION COMMISSIONS

- Percentage on transactions made on the site

CONTRACT TOOL PACKAGE

- Flat fee paid to use our contract creation tool

PREMIUM PACKAGE ON A PROFILE

- Flat fee paid for better results on market pages during
a predetermined period

TARGETED ADVERTISING ON THE SITE

- An advertising agency will allow placement of ads on market pages

Incentives for purchase and promotions will be offered on the platform or through external communications (SMS, emails, etc.)





MARKETING

Letsmoviz has laid the groundwork to promote its services before the platform launch.

The company relies on an extensive personal network in the film production industry.

STRATEGIC ACHIEVEMENTS

- An informative Website
- Over 30,000 email addresses from industry professionals acquired on our site
- Over 15,000 Facebook subscribers
- New strategies on Instagram and LinkedIn

PLATFORM DEPLOYMENT

- Free invitation to the beta version for key players
- Platform launch during an international film festival
- Campaign to our subscribers (emails + social networks)
- Targeted campaigns on LinkedIn
- Presence at industry festivals and networking events





TEAM

This project arose from the meeting between Jérôme and Carmen at the Monaco Charity Film Festival. Both passionate about cinema and aware of the gap in the market for financing solutions, they managed to gather several industry professionals. Here is our management team.



Jérôme Moura, CEO

Jérôme Moura has worked with various international organizations before turning his attention to cinema. A knowledgeable cinephile, he is particularly interested in independent cinema production issues. He notably participated in the production of an action film in Ivory Coast.

- Produced the film “Ultimatum”
- Programming Director of the Monaco Charity Film Festival
- Recipient of the Honorary Prize at the Monaco Charity Film Festival in 2017



Carmen Morin,

Business Development Director

Carmen Morin comes from the education and health sector. She holds a master’s degree in project management from UQAM and has developed an extensive network of political and entrepreneurial contacts.

- Conducted several business missions abroad and domestically
- Founding member of Mentorat Québec
- Member of the Quebec Business Women Network
- Participated in several international film festivals
- Recently selected as a jury member of the 38th International “Festival Vues d’Afrique”





CONTACTS

“When we were at the Cannes Film Festival in May 2016, we couldn’t help but notice that one of the most discussed topics among all professionals present was film financing, or the lack thereof.”

– **Me Annabelle Gauberti,**
Lawyer specializing in the field of cinema

Brands that have shown interest in our platform

L’Oréal Paris, Louis Garneau, Laurent Perrier, Maison Collet, Château Angelus, Hublot, Tissot, AMI Paris, Godiva, Chanel, Rare Beauty, Verres création, Ariti, Livenup, CM Immobilier, Quincy AOC, Boisson974, Thai Express, Green Coffee Monaco, E Leclerc Enval, Albin Michel Canada, CM Monaco Real Estate, Elina Organics Skincare, Kazani Beauty, Yves Rocher Canada, Droetker Canada, D’Arche Spirits, Château de Bastet, Le Petit Navire, Le Meilleur, Aranelli Design, Fou d’la bouffe, Narcissa by Narcisse, Boutique Departement, Château de Rouillac, Sceniko, Galerie Thuillier, Gan Boulogne Billancourt, Hipli Colis and many more...

Organizations and resource persons

Monaco Charity Film Festival, Asian World Film Festival, Festival international de cinéma Vues d’Afrique, Arlington International Film Festival, Wapikoni, Festival International du Film Politique de Carcassonne, Office National du Film (ONF), Docuworld Film Festival, Festival International du Film de Seattle, Festival du Film Panafricain de Cannes and many others. We also have several letters of supports.





A FUTURE OUTLOOK FOR LETSMOVIZ

A platform plan to diversify its services by expanding its range of solutions related to film production. This includes connecting with service providers such as location rentals, cinematographic equipment rentals, legal and accounting services as well as all film-related professions.

Because of the explosion of video production on online platforms such as YouTube and more recently TikTok or others, our Team remains constantly vigilant in strategic monitoring in order to maintain a competitive offer to help the financing of videos because of the astronomical revenues that they generate.

We also express particular interest in the video game industry because of their phenomenal growth, and while major studios have already begun product placement, independent studios still in search of funding will be our priority. We also think that Podcasts offer lucrative opportunities.

And finally, we closely monitor the development of the Metaverse, anticipating exceptional product placement opportunities in this new space. The creation of an immersive and interconnected virtual universe where users (Avatars) can experience various experiences, is also an important consideration for Letsmoviz.

