

Bad Luck Banging

BAD LUCK BANGING OR LOONY PORN

***Babardeală cu bucluc sau porno balamuc* (original title)**

Marketing Pack for venues, part of BFI FAN's support for new releases

"One of European cinema's most unclassifiable auteurs has delivered the bitter pill we deserve."

IndieWire



Specification details:

Dir. Radu Jude | Cert 18 | 106 mins | Romania | 2021

Distributor: Sovereign Film Distribution

Available: 26 November 2021

Booking: chee@sovereignfilms.co.uk



- ***The title contains strong real sex, nudity, sexually abusive behaviour, very strong language.***
- ***Audio Descriptive versions of the film are available to book. Also all versions of the film will be captioned.***
- ***A pre-recorded 20min Q&A with the star and director hosted by Hanna Flint will also be made available closer to release***

Logline:

Emi, a school teacher, finds her career and reputation under threat after a personal sex tape is leaked on the Internet. Forced to meet the parents demanding her dismissal, Emi refuses to surrender to their pressure. Radu Jude (Aferim!) delivers an incendiary mix of unconventional form, irreverent humor and scathing commentary on hypocrisy and prejudice in our societies.

About the director:

Radu Jude is a Romanian director and screenwriter. He studied filmmaking in Bucharest and started his career as an assistant director. In 2006, he made the short film *The Tube with a Hat*, winner of more than 50 international awards. Jude's feature debut *The Happiest Girl in the World* (2009) was selected for more than 50 international film festivals. Titles such as *Aferim!*, *Scarred Hearts* and *Everybody in Our Family* followed and won multiple awards: Silver Bear for Best Director in Berlinale 2015, Special Jury Prize in Locarno 2016 and an EFA nomination for Best Scriptwriter. The international premiere of *The Dead Nation* in Locarno 2017 marked his debut in documentary film. "*I Do Not Care If We Go Down in History as Barbarians*" (2018) won the Crystal Globe for Best Film and Label Europa Cinema Prize in Karlovy Vary in 2018. His latest films, *Uppercase Print* and *The Exit of the Trains* (co-directed with Adrian Cioflâncă), premiered in Berlinale Forum 2020.

Assets

Official Website: <https://www.sovereignfilms.co.uk/badluckbanging>

Facebook page: <https://www.facebook.com/sovereignfilmdistribution>

Distributor Twitter handle: https://twitter.com/sovereign_film

Instagram page: <https://www.instagram.com/sovereignfilmdistribution/>

UK press release: [Download here](#)

UK press pack: [Download here](#)

Stills: [Download here](#)

BFI FAN programme notes: Coming soon



Trailer YouTube version: <https://youtu.be/8AEgcTSMOY>

Screener available on request. Please contact chee@sovereignfilms.co.uk

BBC World Service Interview with director Radu Jude: [Download here](#)

Audience surveys

For feedback on the New Release title and your event, please direct your audience members to www.newreleasesurvey.co.uk to fill out our BFI FAN Audience Survey.

Responses can be shared with venues upon request.

- [Easy Read feedback survey](#)
- [Download a MP4 slide here to put on your screens before the film to encourage audiences to fill out the survey.](#)
- [Download the QR code here](#)

Simple and easy wins for exhibitors

- Facebook and Instagram ads: this is an easy and effective way at reaching target audiences. FAN support can pay for the ad and we can also talk you through campaign set-up to maximise results.

We expect *Bad Luck Banging* to appeal to:

- Independent film lovers
- Sexual health campaigners
- People interested in social issues
- People interested in World Cinema
- Feminist organisations
- Those concerned about social media/revenge porn

Bad Luck Banging: campaign and marketing ideas

The focus of BFI FAN's support for new releases is developing diverse audiences:

- **Price:** If you have a young person/student ticket offer, why not promote it alongside *Bad Luck Banging*
- **Experience:** Research into audiences highlights how important the whole experience is. Think about promoting guest speakers or post-film discussions along with your screenings such as experts on sexual content/social media.
- **Alternatively:** Hire a female comedian to intro the film due to its satirical and feminist nature.
- **Interaction / social media:** Focus on the fact that it is a film all about loss, something that will resonate with most audiences.

Promote your screenings

Find out how to tell new audiences about your events and make them unforgettable with our simple guides:

- **A Simple Guide To: DIGITAL MARKETING:** Marketing your events online can be as simple or as complex as you want it to be. To get you started, here are some easy steps to promote your event online.
- **A Simple Guide To: AUGMENTING FILM SCREENINGS:** Putting on a film screening doesn't have to be about just showing a film. Venues can make their events stand out and attract new audiences by augmenting their screenings with something extra.

If running social media advertising, consider using the following key words/phrases to attract diverse audiences that might be interested in the film:

- Revenge Porn
- Social satire
- Romanian history
- Feminist issues
- Sexual Education
- Social issues
- Sex Positivity

Event Ideas

- Team up with a Revenge Porn organisation, such as [SWGFL](#) or [Victims of Image Crime](#)
- Reach out to the local university and offer student deals to feminist organisations, sexual health groups, philosophy department etc.
- Reach out to local university/youth groups and offer 'subsidised tickets'
- Hire a female comedian to intro the night
- Plan a post-film discussion on Romanian history/psychology/Romanian New Wave - whatever aspect of the film might appeal to your audience
- Organise a Q&A event with a social media/sex positivity expert
- Organise a 'Young Persons' audience as the themes will be particularly relevant

Planning your event

There is a regional marketing freelancer in each Film Hub region working on grassroots outreach, press and marketing, alongside a small budget for activity. They will also be working with students (both foreign and home) and language schools. Get in touch on fannewreleases@watershed.co.uk to be linked in to the



campaign in your area - we can help with event ideas, finding speakers and other grassroots marketing.

- **Email template for schools/university/youth networks**
- **Email template for event screenings**
- **Email template for contacting venues**

Press

Get in touch with local press for any special events with the below press release template alongside stills from the film.

- **Generic press template for local press and listings**

AWARDS:

- **Berlin International Film Festival - 2021: Winner - Golden Bear - Best Film**

Key Press Quotes

[Global press reviews collection: download here](#)

"One of European cinema's most unclassifiable auteurs has delivered the bitter pill we deserve." INDIEWIRE

"Radu Jude prepares a rich amalgam of conflictive situations and presents them in a thousand different ways, from the physical or verbal confrontation in the foreground to the snarling of animals fighting off the field." ESPINOF

"The film makes us laugh out loud and wince at the same time, and it is already one of my top films of this year's edition." THE INDIAN EXPRESS

"A political allegory, a social satire, a feminist fable, and a state-of-the-affairs postcard from the forefront of the collective consciousness of the early 21st century warped by misogyny, tyranny, conservative agenda, and hypocrisy." SCREEN ANARCHY

"While the film is billed as a comedy, the humor of Bad Luck Banging or Loony Porn is often deadpan and dark, filled with jokes that require a specific type of personality to truly enjoy." UNDER THE RADAR

Articles of Interest

- [‘Bad Luck Banging or Loony Porn’ Trailer: A Sex Tape Gone Wrong Sets Off Shocking Berlin Winner](#)

- [Director Radu Jude on Bad Luck Banging or Loony Porn \(LFF Interview\)](#)
- [BFI/Sight and Sound review](#)

Sample social media posts

Twitter/Instagram:

"One of European cinema's most unclassifiable auteurs has delivered the bitter pill we deserve." - **@indiewire**

Watch the award-winning #BadLuckBanging from @sovereign_film, which sees a teacher find her career and reputation under threat after a personal sex tape is leaked on the Internet.

Out on 26 November

[VENUE]

[DATE]

[LINK]

"The film makes us laugh out loud and wince at the same time."

#BadLuckBanging from @sovereign_film is "a political allegory, a social satire, a feminist fable."

See in UK Cinemas on 26 November

[VENUE]

[DATE]

[LINK]

Facebook:

"One of European cinema's most unclassifiable auteurs has delivered the bitter pill we deserve." - **IndieWire**

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