

# Ali & Ava

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

*"What would happen if you took melodrama as a genre and applied it to a social-realist version of Bradford that's based on real people? It's an opportunity to think about what it means to be part of a community. There's a lot of kindness, generosity and support in Bradford and I wanted to see that writ large on the big screen."*

Clio Barnard, writer / director: Ali & Ava



## Specification details:

Dir. Clio Barnard | Cert. 15 | 95 mins | UK | 2021

**Distributor:** Altitude Film Entertainment

**Available:** 4 March 2022

**Booking:** Bryony Forde [bryonyforde@altitudefilm.com](mailto:bryonyforde@altitudefilm.com)

- **HoH and Audio Descriptive versions of the film are available to book.**

## Logline:

Sparks fly after ALI and AVA meet through their shared affection for Sofia, the child of Ali's tenants whom Ava teaches. Ali finds comfort in Ava's warmth and kindness while Ava finds Ali's complexity and humour irresistible. As the pair begin to form a



deep connection they have to find a way to keep their newfound passion from being overshadowed by the stresses and struggles of their separate lives and histories.

Enveloped in music, humour and emotion, *ALI & AVA* is a heartfelt contemporary love story written and directed by BAFTA-nominated Clio Barnard (*The Arbor*, *The Selfish Giant*).

Filmed and set in Bradford, *ALI & AVA* is financed by BBC Films, BFI (awarding National Lottery funding) and Screen Yorkshire, with Altitude handling world sales and UK and Irish distribution.

## Assets

**BFI FAN programme notes:** [Download here](#)

**Official Website:** <http://www.altitudefilment.com/film/sales/75/ali-ava>

**Distributor Twitter handle:** <https://twitter.com/altitudefilms>

**UK posters:** [Download here](#)

**Stills:** [Download here](#)

**GIFs:** TBC

**Trailer (mp4, 16x9):** <https://bit.ly/AliAva-Trailer>

**Trailer (YouTube):** [https://youtu.be/f1l6lg8Au\\_M](https://youtu.be/f1l6lg8Au_M)

**DCP Trailer CPL:**

15 Version:

AliAndAva\_TLR-Main\_F\_EN-XX\_UK\_51\_2K\_IND\_20211103\_DTU\_SMPTE\_OV

PG Version

AliAndAva\_TLR-PG\_F\_EN-XX\_UK\_51\_2K\_IND\_20211103\_DTU\_SMPTE\_OV

**Screeener available on request.** Please contact Bryony Forde  
<bryonyforde@altitudefilment.com>

## Audience surveys

For feedback on the New Release title and your event, please direct your audience members to [www.newreleasesurvey.co.uk](http://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 *Ali & Ava* to appeal to:

- Music lovers (Dance, country, folk)
- Romantic comedies
- Love stories
- British cinema
- Dating

### Young Audiences

In collaboration with distributors, the FAN Young Consultants (a group of 10 under 30 year olds working in film exhibition) select new release titles that they would like to highlight as particularly engaging for their peers and young people aged 16-30 (or segments therein). Working with the FAN Young Audiences lead [Moirra McVean](#), the group creates light-touch marketing packs with digital assets, eventising and social media marketing ideas aimed specifically at supporting exhibitors attracting younger audiences to their venues.

### 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 *Ali & Ava*
- **Experience:** Research into audiences highlights how important the whole experience is. Think about about a possible singles night due to the film's romantic plotline or a music tie-in due to its eclectic soundtrack.
- **Alternatively:** Reach out to the distributor for a possible talent Q&A
- **Interaction / social media:** Focus on the fact that it is a film all about issues facing people today - disconnection, loneliness and people just looking to connect.

## 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:**

- Romantic comedies
- Love stories
- Dance music
- British cinema
- Country/folk music

## Event Ideas

- Partner with a DJ (or folk band) or a music/film event
- Daniel Avery (who does the music in the film - based in Bournemouth/London)
- Valentine's Day preview screening or possible singles screening
- Talent Q&A
- Team-up with Girls on Top/Birds Eye View

### 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](mailto: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](#)

## Key Press Quotes

### [Rotten Tomatoes critic reviews](#)

"Akhtar imbues Ali with such an aliveness, an electric joyfulness teetering on the edge of sorrow, that he is a whole enough character to fill any unintentional gaps."

INDIEWIRE

"Ali & Avi is an exquisitely told 21st century love story, Clio Barnard's keen ability to convey the deep realities of life through her direction has never been better. Akhtar and Rushbrook are sensational." HEYYOUGUYS

"Only going from strength to strength, Ali & Ava is another extraordinary achievement in Barnard's unrelentingly impressive filmography." AWFJ WOMEN ON FILM

## Awards

### 2021 BIFA Awards

- NOMINATED: BEST BRITISH INDEPENDENT FILM Clio Barnard / Tracy O'Riordan
- NOMINATED: BEST SCREENPLAY Clio Barnard
- NOMINATED: BEST DIRECTOR Clio Barnard
- WINNER: BEST ACTOR Adeel Akhtar
- NOMINATED: BEST ACTRESS Claire Rushbrook
- NOMINATED: BEST CASTING Shaheen Baig
- WINNER: BEST MUSIC Connie Farr / Harry Escott

## Articles of Interest

- [The Guardian: Ali & Ava review – Barnard's Bradford romance is an understated triumph](#)
- [Screen Yorkshire: Ali & Ava](#)



- [BFI/Sight and Sound: Ali & Ava serenades its Bradfordian sweethearts](#)

## Sample social media posts

### TWITTER POST EXAMPLE

"Ali & Avi is an exquisitely told 21st century love story." - [@HeyUGuys](#)

Coming soon is [@AltitudeFilms](#)'s [@BIFA\\_film](#)-award winning Ali & Ava from director [@cliobarnard](#)

TICKET LINK/VENUE DETAILS