

**BUZZ BREAKDOWN**

**tiff.**

**THE 36TH  
TORONTO  
INTERNATIONAL  
FILM FESTIVAL**



# TIFF Off

Big events are often the focal point of traditional PR campaigns and sponsorship efforts while providing diverse opportunities for brand visibility.

Conversation in anticipation of an event like the Toronto International Film Festival (TIFF) can be almost as big as the event itself. At GCI we wanted to monitor social media conversation around the festival to glean insights on trends, share of voice and demographic breakdowns of discussions in the lead up to TIFF '11.

GCI is at the forefront of social media strategy development in Canada. We stand out from the competition by taking a data-driven approach to social media, one that focuses on providing the ultimate return on investment for our clients.



We invite you to engage with us at:

[www.gcicanada.com](http://www.gcicanada.com)  
[www.gcicanada.com/blog](http://www.gcicanada.com/blog)  
[www.twitter.com/gcigroup](http://www.twitter.com/gcigroup)

GCI's social media services include:

- Online reputation management
- Search engine optimization
- Online crisis management
- Staff social media training
- Online influencer identification
- Stakeholder outreach
- Blogger relations
- Social media news releases
- Podcast and videocast
- Comprehensive monitoring
- Competitor tracking
- Privacy/copyright legislation monitoring

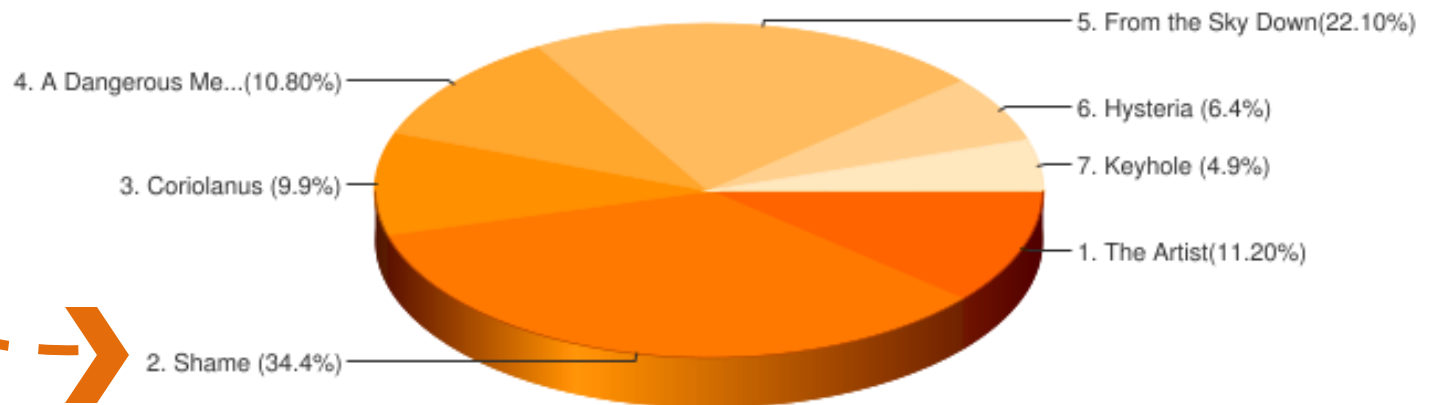
# The Selection:

Film critics have been selecting their top picks for films in advance of TIFF but how do some of their picks fare with fans across social media?



**Shame** has by far the most pre-TIFF buzz online of these seven anticipated movies, with 34%, followed by **From the Sky Down**, with 22%, and **The Artist** in third, with 11%.

Anticipated Films SOV



# The Sponsors: { TIFF brings in some heavy hitting sponsors, but do they get bang for their buck when it comes to online conversation? }



**Bell**

**BlackBerry**



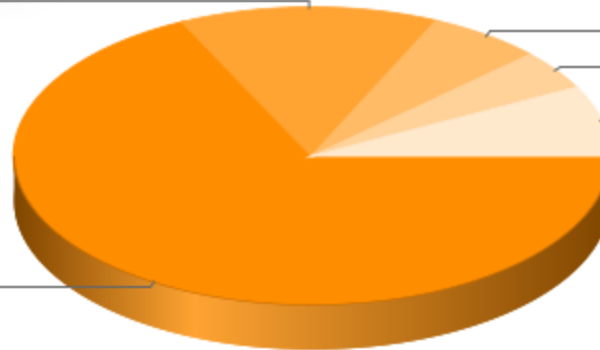
**VISA**

**@english4eva**  
English4eva  
RT @BlackBerry: The #TIFF11 contest on @BlackBerryScene is a hit, #teamblackberry. Have u entered for ur chance to win 2 tix to TIFF?

**@thefilmchick**  
Pauline Grant  
I voted in the @RBC's Emerging Filmmaker Competition - have you? #TIFF11 <http://bit.ly/rbctiff>

2. Blackberry(14.00%)

Sponsors SOV



3. RBC (6.2%)

4. Cadillac (4.3%)

5. Visa (7.6%)

**@emaninTdot**  
Jenny Bunning  
Twas the night before #TIFF11, when all through the Bell Lightbox / Not a creature was stirring, not even a mouse. #untrue cc @TIFF\_NET

**@TOFilmFestGirl**  
TO FilmFestGirl  
The #Cadillac vehicles are on the road... #TIFF11 is right around the corner!

1. Bell (67.7%)

**@pink\_lolly**  
Lucie  
#TIFF11 ticket packages are available to VISA card holders Wooooo hoooo!! Bring it on :)

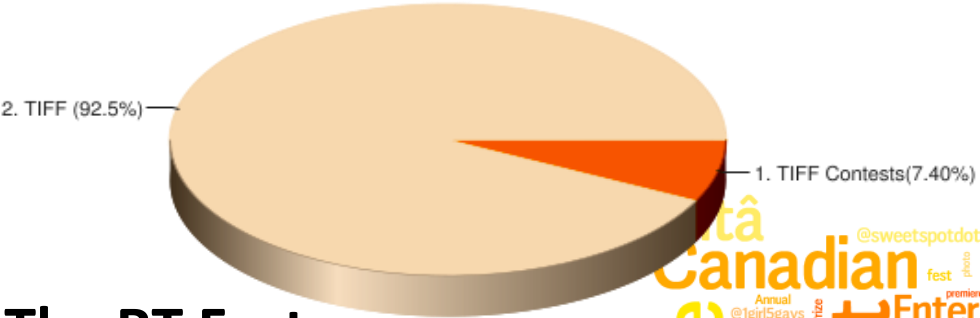
**Bell** has clearly capitalized on brand association with TIFF through the “**Bell Lightbox**” name, and dominated mentions online. Interestingly, sustaining sponsor **VISA** garnered more online mentions than major sponsor **RBC**, generating significant buzz around their advance ticket packages to Visa card holders.



# Contests:

Major events like TIFF are a perfect time for companies to promote their brand through prizes, giveaway and contests. In total, **7.4%** of all conversation across social media related to some form of contest.

Contests Share of Voice



## The RT Factor

# 45%

of all contest-related tweets were retweets (RTs). Corporate Canada is clearly driving their TIFF-related promotion.



The word cloud highlights the brands and influencers that used promotional opportunities to successfully increase conversation. Kudos to: Diet Coke and supreme Blogger CanadaCool.



# Festivals vs. TIFF:

When it comes to International Film Festivals, Toronto is definitely in the top 5, but how does its online anticipation compare to the build up to Cannes 2011 in the two months before May 16<sup>th</sup>? What about another Toronto Festivals like North by North East (NXNE)?

## Cannes vs. TIFF Pre-Festival Buzz

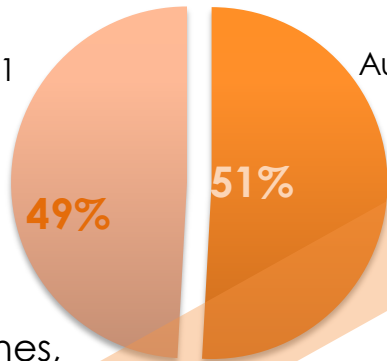


FESTIVAL DE CANNES

March 15 – May 15, 2011

tiff.

August 7 – Sept 7, 2011



Even in a global context, TIFF edges slightly above Cannes, though it would make sense given the audience. TIFF is a film festival open to the public whereas Cannes is industry-only.

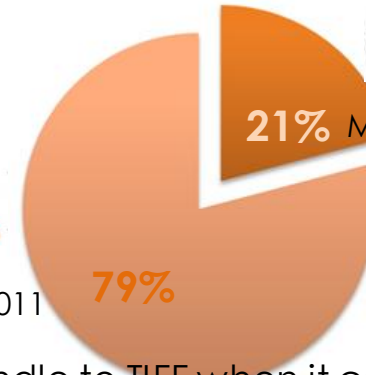
## NXNE vs. TIFF Pre-Festival Buzz



May 12 – June 12, 2011

tiff.

Aug 7 – Sept 7, 2011



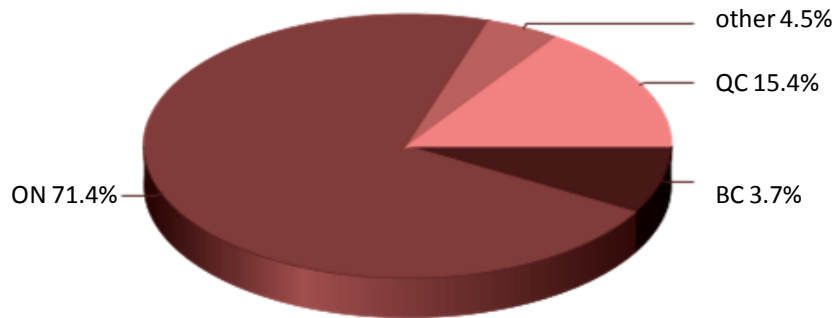
NXNE on the other hand can't hold a candle to TIFF when it comes to online buzz. Despite NXNE attracting a younger more tech-savvy crowd, TIFF's size and broader demographic appeal helps contribute to its significant impact on the Toronto social media scene.



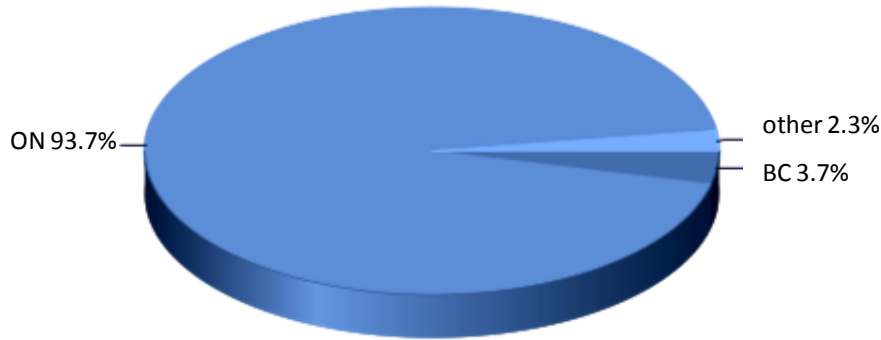
# TIFF Demographics:

Who's talking about TIFF in Canada? Unsurprisingly, Toronto has the largest volume of mentions, but what about other cities, provinces?

TIFF Blogs Mentions - Provincial Breakdown



TIFF Twitter Mentions – Provincial Breakdown

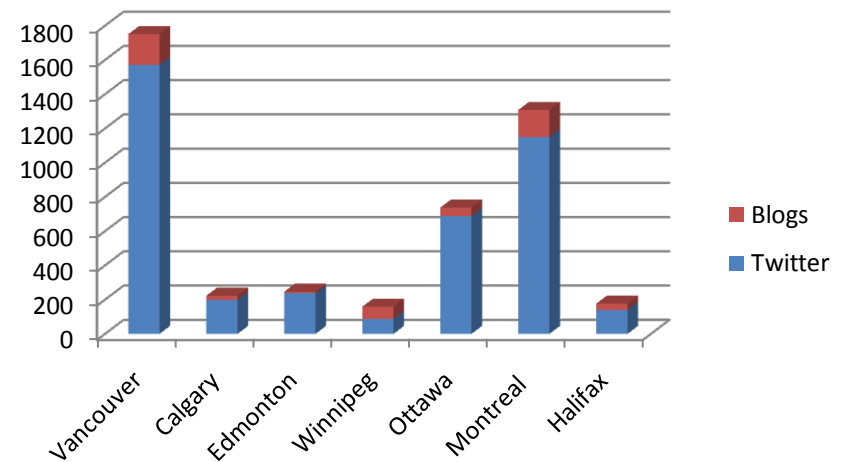


When it comes to content generation online, location matters. Twitter more so than blogs, which tend to have a slightly broader geographic focus.

## TORONTO OFF THE CHARTS

**BLOGS MENTIONS: 395 TWEETS: 13,190**

Mentions by other cities July & August 2011



Aside from being larger cities in their own right, the Vancouver and Montreal film communities likely contribute to their increased volume of TIFF conversation. One thing is clear however, Toronto puts the T in "TIFF" For those who believe that TIFF is a more national than local affair, think again.



# “The Gosling Factor”:

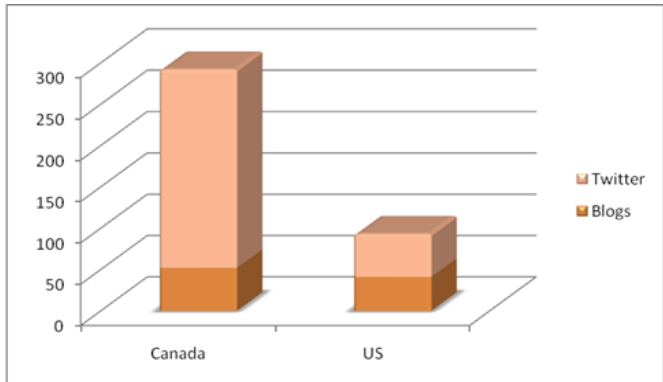
Canadian darling Ryan Gosling (DarGoz) is starring in two major films at TIFF this year. For which one are fans most bananas?

Drive vs. Ides of March  
With mentions of Gosling



Despite being the star of **Drive**, more people mention DarGoz in relation to **The Ides of March**. This could be because **Ides** is a gala presentation, which receives more mainstream attention than a special presentation.

US vs. Canada  
Mentions of Ryan Gosling & TIFF  
Twitter and Blogs

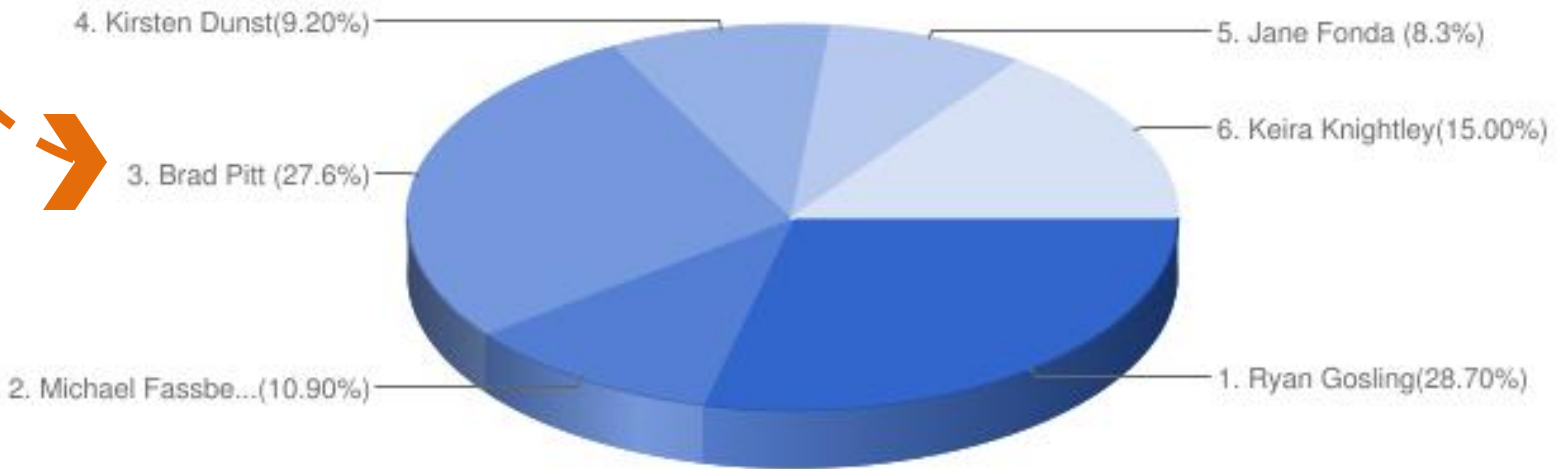


**Patriotic side bar:** DarGoz seems to be getting more TIFF love in Canada, despite [breaking up fights on the streets of New York City](#).

# Celebrities:

What celebrities are creating the most buzz this year? While we expect to see the usual suspects, there are some new faces gaining their share of voice against some big names.

**Brad Pitt** and **Ryan Gosling** are dominating the pie with their gala presentations. Meanwhile, **Michael Fassbender** and **Kiera Knightley** lag behind despite their parts in Cronenberg's highly anticipated **A Dangerous Method**. With her new film "Peace, Love & Misunderstanding" at TIFF, and her new book "Prime Time", Jane Fonda is still able to keep up with her young, 'hip' counterparts, (can we still call Brad Pitt young?).



Measuring for Twitter, Blogs, News and Forums combined

# Conversations:

What are people saying about the Festival online? Here is a sample of the good, the bad and the lucky-enough-to-grab-tickets.

[@Eggiweggs](#): The one thought that will get me through my first day of school: [#TIFF11](#) begins tomorrow!  
[#IMGONNADIEOFEXCITEMENT](#)

[@cvoyerleger](#): [#yeah](#) RT [@NormProvencher](#): [#TIFF2011](#) D départ à 10h30 pour TO et son incontournable Festival international du film. On va twitter de là-bas

[@VMetourisme](#): Cinéma - Le succès du Festival du film de Toronto rend la vie difficile aux cinéphiles: Les cinéphiles ont pris ... <http://t.co/wNqIV>

[@GgennyDe](#): RT [@showbiznet](#): Festival du film de Toronto: un volet de la programmation dévoilé <http://t.co/4U5Zeyv>.

[@arifhirani](#): [#TIFF11](#) getting Toronto ready, looking fwd to some films and maybe a little festive cheer

[@DFilms](#): Picked up our [#TIFF11](#) passes this morning, can't believe it all starts TOMORROW!!! Who's excited??

[@pollyprissyant](#)  
So I had my tickets, bought my tickets, then lost my tickets & have to start over. If they're sold out by the time I get in again, will cry.

[@PlainSJ](#) Plain Sarah Jane Nice "apology". U owe [@helyreilly](#) & [@pollyprissyant](#)! RT [@TIFF\\_NET](#) Thank you for your patience. We are experiencing extremely high volume...

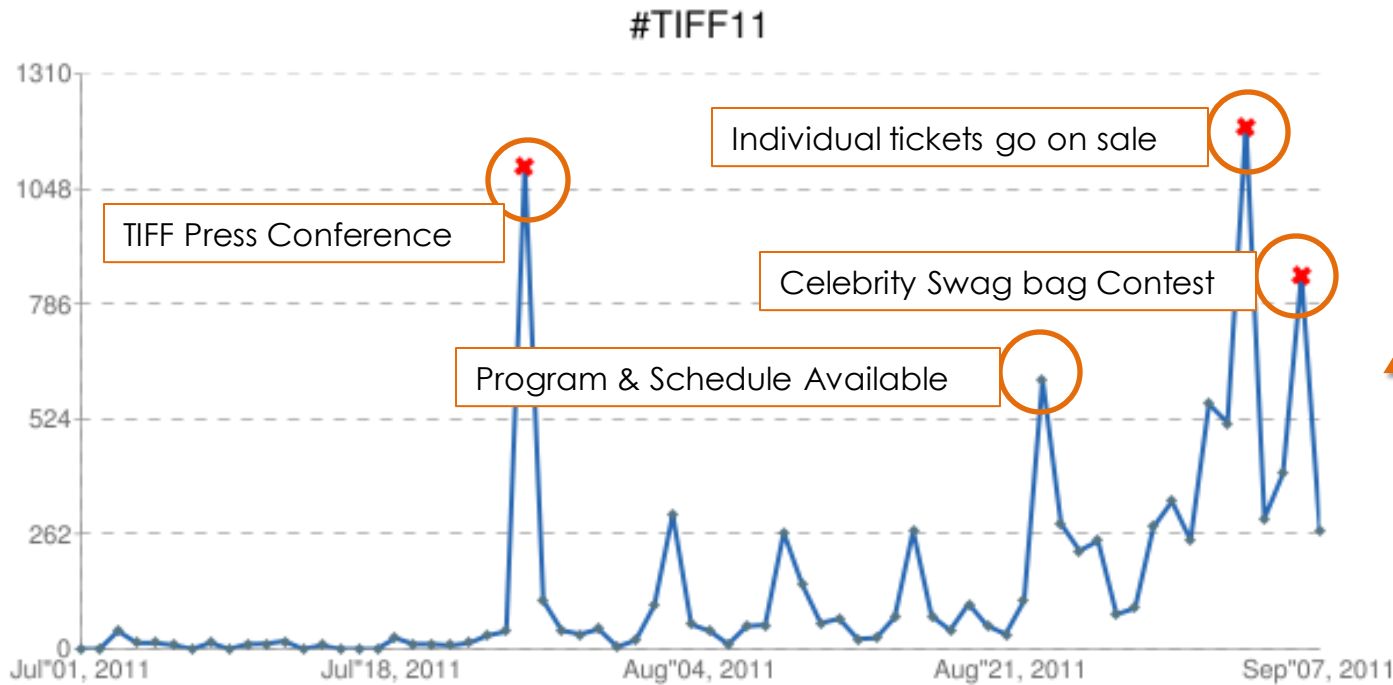
[@Jacquaman](#): It bears repeating: [#TIFF11](#) volunteers are awesomely helpful.

[@hamshoes](#): Last day of work before [#TIFF11](#)!! It's been quiet all summer, and things are poised to get crazy while I'm gone, but I don't care! Mwahaha

# Rise of the #Hashtag:

Mapping out the history of the infamous #TIFF2011 and #TIFF11 hashtags online.

Using hash tags to promote, track and aggregate conversation around a specific topic allows us to track trends around the issue. The #TIFF11 hash tag allows us to pinpoint specific trends and drill down to see why spikes in conversation occur.



**TOTAL MENTIONS,  
LAST 60 DAYS:  
15,725**



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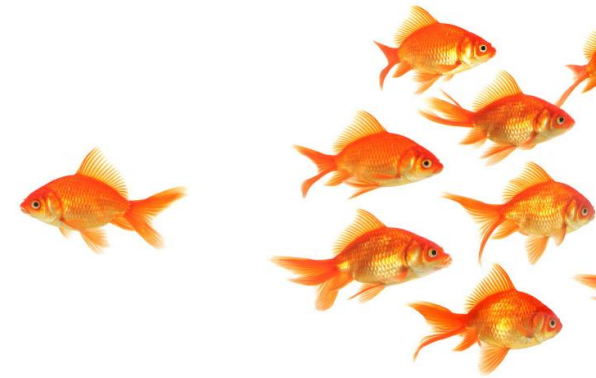
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Pre-TIFF online conversation gives some interesting insights. When it comes to Twitter, especially contests, industry has driven conversation with a large proportion of retweets; sponsorship helps generate volume of mentions, but online share of voice isn't necessarily linked to sponsorship level i.e. @dietcoke's social media capitalization. Volume of online conversation leading up to TIFF is still closely linked to geography and film communities. How will these trends change as the festival gets underway is yet to be seen.

Knowing that an event has social media "buzz" isn't difficult. The real magic lies in knowing how deep that buzz runs by providing quantifiable analytics, benchmarked and tracked over time.

At GCI, we look at all the analysis angles important to digital impact assessment. If you like what we did for the festival, imagine what we could tell you about your business.



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