



Warp Films

Does genre matter?

Diarmid Scrimshaw
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- 1. Who are Warp Films?
- 2. Uk view on genre and audience groups
- 3. Case Study 'Four Lions'
 - Genre, marketing
 - Economic returns
- 4. Genre and talent

Warp Films

- Warp Records

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- Warp Records

My Wrongs

Warp Films

- Warp Records
 - Dead Man's Shoes
- My Wrongs

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 - WX (Low Budget Genre)
- My Wrongs
This is England

"THE SEXIEST, MOST SHOCKING THRILLER OF THE YEAR"



THIS PARTY IS GOING OVERBOARD

DONKEY

"CUTTING-EDGE HORROR"

SAVED & SQUARED

PUNCH

UK FILM COUNCIL & FILM4 in association with EM MEDIA & SCREEN YORKSHIRE present a WARP X production "DONKEY PUNCH"
ROBERT BOUTER SAN DIEGO TOM BLAKE NICOLA GURLEY JULIAN MORRIS JAY TAYLOR JAMES WAINSTONE JACQUES HAMILLTON
DIRECTED BY FRANCIS-ÉLIE CHANTHAULT
CASTING BY SARAH RYAN
EDITED BY ANDREW TURNER
PRODUCTION DESIGNER JESSIE DELANEY
EXECUTIVE PRODUCERS JONATHAN WAINSTONE & JONATHAN WAINSTONE
PRODUCED BY NAMI SECAL
WRITTEN BY PETER CARLTON
DIRECTED BY LUZZE FRANCKE
CASTING BY HUGO HEPPLE
COSTUME DESIGNER WILL CLARKE
EXECUTIVE PRODUCERS JONATHAN WAINSTONE & JONATHAN WAINSTONE
PRODUCED BY ANGLIS LAMONT
EDITED BY ROBIN GURCH
EXECUTIVE PRODUCERS MARK HERBERT
EXECUTIVE PRODUCERS JULLY BLACKGLEN & DAVID GLOOM
EXECUTIVE PRODUCERS JULLY BLACKGLEN



18 CONTAINS STRONG SEX, LANGUAGE, DRUGS AND SOME SMOKING

OFFICIAL SELECTION
SUNDANCE FILM FESTIVAL

OFFICIAL SELECTION
EDINBURGH FILM FESTIVAL

SOUNDTRACK AVAILABLE ON WARP RECORDS FEATURING THE KNIFE, PETER BJORN AND JOHN, JUSTICEISMAN, SLOC PARTY AND MORE

WWW.DONKEYPUNCHMOVIE.CO.UK





**“A TIGHTLY-WOUND &
TERRIFYING THRILLER
...RATCHETS THE TENSION
UP TO FEVER PITCH”**



ROBBIE COLLIN, NEWS OF THE WORLD

**HOW FAR WOULD YOU
GO TO SAVE THE ONE
YOU LOVE?**

FILM4 & UK FILM COUNCIL in association with CINEMA MEDIA SCREEN YORKSHIRE FEEDBACKORY & PRIDE presents WRAP X/FEEDBACKORY production in association with SHONA PRODUCTIONS THOSE
WILLIAM ASH CHRISTINE HUTTENLOE CLARE KEELAN & ANDRZEJ WISNIEWSKI with JUNE HOBBS JESSIE HAMILTON LANCE MULLIGAN and THO GREEN TIGER MATT GANT & SHARON DAVY
AND VICTORIA A GORDELL JOHN PHILIPP BLANDHORN JESSIE PETER CARLTON LUCIE FRONKOVIC HUGH HOFFELL WILL CLARKE and ROBIN CUTCH MARK HERRIST COLIN FORD
and ZOE SERNETT and MARK WINDHAM

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www.hushmovie.co.uk

www.myspace.com/hushthefilm

15 CONTAINS VERY STRONG LANGUAGE
AND STRONG VIOLENCE

"LAUGH OUT LOUD FUNNY. YOU COULDN'T MAKE IT UP!" ★★★★★ THE BRIGHTON LEADER

"SUCCEEDS WHERE HIS LOVE LIFE FAILS" ★★★★★ TOTAL FILM

"HILARIOUS" ★★★★★ GLAMOUR



A COMPLETE HISTORY OF MY SEXUAL FAILURES

A FILM BY CHRIS WAITT

18 STRONG THE BIRMINGHAM SCHOOL OF FILM

FILM & THE UK FILM COUNCIL IN ASSOCIATION WITH UK MEDIA & SCREEN YORKSHIRE PRESENT A WAFF Y PRODUCTION
"A COMPLETE HISTORY OF MY SEXUAL FAILURES" A CHRIS WAITT FILM. LINE PRODUCER ANTONIA DAVIES. CO-PRODUCER CLARE SLESSOR
MUSIC SUPERVISOR PHIL CANNING. CAMERA STEVEN MOCHER. SOUND RECORDISTS STUART BURROUGHS. CAMERON MERCER. EDWARD PATRICK
EDITING CHRIS DICKENS. NICKY ATKINS. PRODUCERS BOBBI BUTCH. MARK HERBERT. PRODUCED BY MARK BUTCH. HENRY TROTTER. WRITTEN BY CHRIS WAITT
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WWW.COMPLETETHISTORYMOVIE.CO.UK SOUNDTRACK AVAILABLE ON WAFF RECORDS - WWW.WAFFRECORDS.COM

Warp Films

- Warp Records
 - Dead Man's Shoes
 - WX (Low Budget Genre)
 - Hush
 - Le Donk
- My Wrongs
 - This is England
 - Donkey Punch
 - Sexual Failures

Warp Films

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 - Four Lions

Warp Films

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 - WX (Low Budget Genre)
 - Hush
 - Le Donk
 - Submarine
 - Tyrannosaur
- *In production*
 - Kill List
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 - Kill List
 - Snow Town

Cinema going groups

- Mainstream, Mainstream Plus
Aficionados, Film buffs
- We go to the cinema with our friends
- Social Risk
- Genre most used way of limiting risk

Uk Genres

- Romance
- Period
- Horror
- Action
- Thriller
- Crime / Gangster
- Sci-Fi

Uk Genres

- Romance Women
- Period
- Horror
- Action
- Thriller
- Crime / Gangster
- Men Sci-Fi

Uk Genres

- Romance
- Period
- Horror
- Action
- Thriller
- Crime / Gangster
- Men
- Sci-Fi
- Comedy Family

How Do We Pick Our Movies?

- 1. Genre
- 2. Hook / story
- 3. Buzz
- 4. Star / Director / Producer
- 5. Known source (book, real life person)
- 6. New / different

Case Study

- Four Lions

How Do We Pick Our Movies?

- 1. Genre
- 2. Hook / story

How Do We Pick Our Movies?

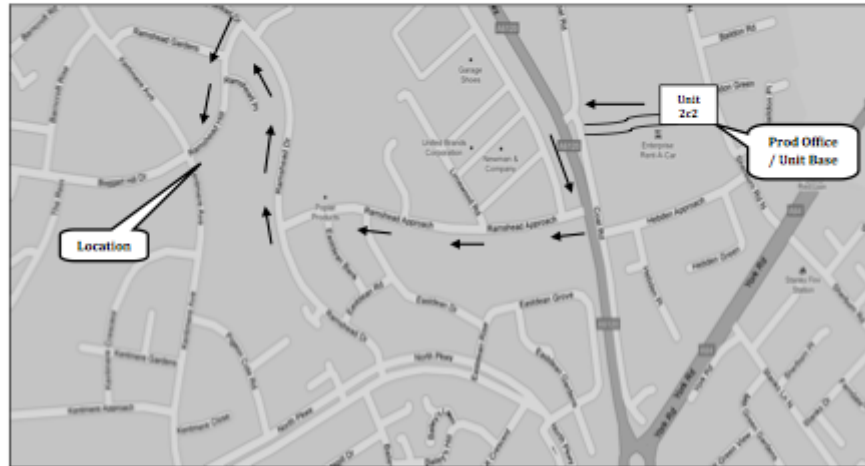
- 1. Genre
- 2. Hook / story
- 3. Buzz

'TYRANNOSAUR' Movement Order - 1

Monday 12th April 2010 - Tuesday 13th April 2010

Production Office: Unit 2c2, Seacroft Industrial Estate, Coal Road, Seacroft, Leeds, LS14 2AQ

Location: Christian Charity Shop - St. Vincent's Community Shop, 41/43 Ramshead Hill, Seacroft, LS14 1BT



Unit Base to Location

1. Leave Unit Base on the Access Road.
2. At the End of the access road turn Right and then Immediate Left onto Coal Road.
3. At the Traffic Lights in the Left Hand Lane turn Left onto Ring Road A6120.
4. Get over to Right Hand Lane and at next Traffic Lights turn Right onto Ramshead Approach.
5. Pass through the speed chicanes.
6. At the End of the road turn Right onto Ramshead Drive.
7. Take 1st Left onto Ramshead Hill.
8. Continue down the hill and take 3rd Left opposite the Church to Location 1.
9. Park as Directed.

Distance: 1 mile

Time: 4 minutes



YOU ARE INVITED TO
RICHARD'S SECOND
BIRTHDAY BASH
AT

KEBABISH

25-27 THE WICKER, SHEFFIELD,
S3 8HS

ON
SUNDAY 17TH MAY 2009

PARKING IS AT WILLEY STREET
CAR PARK, WILLEY STREET,
WICKER, S3 8JU

Please call Richard 07887 952179 or Matt 07977116275 if you
get lost or have any problems

Hope to see you there

NB - THIS PART OF TOWN IS ALIVE WITH BUS RESTRICTIONS
- DRIVING THROUGH THEM RESULTS IN A £60 FINE. PAY
ATTENTION!

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4 Lions Results

- Budget £1.8m
- Opening Weekend £608,000
- Screen Average £5796
- Grew from 105 to 233 screens
- £3.5M at Box
- Dvd has sold 40,000 in first week
- US release and in 16 other countries
- International sales of £630k so far
- No presales

Genre and Talent

- Taking risks
- Creative relationship with talent
- Long term relationships
 - Chris Morris
 - Shane Meadows
 - Paddy Considine



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