

Guidelines for Using a Film's Creative Assets

When planning on using marketing imagery to advertise a screening licenced by Filmbankmedia, it is important that you adhere to the guidelines below. Please also note that the full Terms and Conditions of your licence apply to any use of creative assets which are also subject to the guidelines on Third Party Sponsors, Promotions and Advertising.

Creative Assets Available

- **One-Sheets:** Posters of the film.
- **Copyright Lines:** A notice that informs users of the underlying legal copyright owner of the creative asset.

When you use either a one-sheet, you must use the relevant film's copyright line.

Here are some examples of copyright lines - which can be provided by Filmbankmedia upon request:

Beauty & The Beast © 2017 Disney Enterprises, Inc. All Rights Reserved.

Moulin Rouge! © 2001 Twentieth Century Fox Film Corporation. All rights reserved.

Splash © 1984 Touchstone Pictures.

Pride & Prejudice © 2005 Universal Studios. All Rights Reserved.

Mean Girls © 2004 Paramount Pictures Corporation. All Rights Reserved.

For an example of a copyright line in situ, please see page 2.

How to Use the Creative Assets

- There should be **no manipulation** of the creative assets provided in any way, which includes; cutting, cropping, writing over or re-colouring the images. However, resizing the creative assets as a whole is permitted.
- The copyright line **must** be included in all of your marketing imagery featuring the films' creative assets. It does not have to be on the creative assets but must be displayed immediately proximate to the creative assets. It can be small but needs to be legible. Please note that if the creative assets made available on Filmbankmedia's website for use for your marketing imagery comprises the billing block, which already has a copyright line (the writing at the bottom of the poster) then you do not need to include a separate copyright line.
- You may create your own poster / advert / campaign around the creative assets made available by Filmbankmedia, as long as the creative asset used is **being shown in its entirety** and not edited in any way. Please also refer to our advertising and promotions guidelines. You can use the creative assets from the film made available by Filmbankmedia as long as the guidelines above and your licence terms are strictly followed, but solely for the purpose of advertising the exhibition of that film (assuming you have a licence from Filmbankmedia to exhibit the film).

For an example of a creative asset with and without a billing block, please see page 2.

Where to Find Creative Assets

For all your creative assets requests, contact:

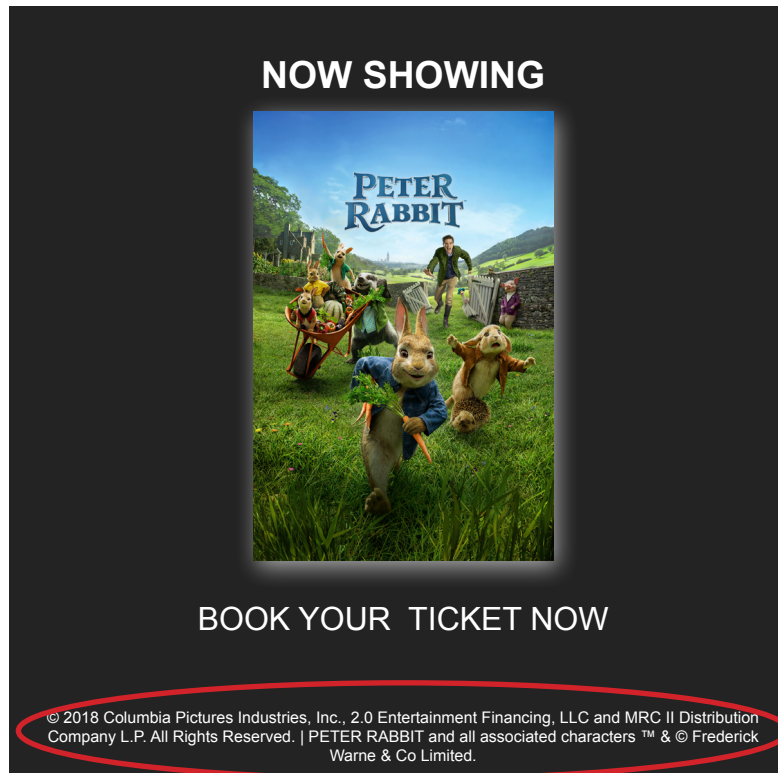
requestpublicity@filmbankmedia.com
+44(0) 20 7984 5957

Please allow at least 3 working days for a response.

For full Terms and Conditions please see your licence and our website:
www.filmbankmedia.com

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EXAMPLE OF A COPYRIGHT LINE IN SITU



CREATIVE ASSET WITH AND WITHOUT A BILLING BLOCK



WITHOUT A
BILLING BLOCK



WITH A
BILLING BLOCK



BILLING BLOCK EXAMPLE

Third Party Sponsors, Promotions, Branding and Advertising Guidelines

When planning to host a film screening, including a third party sponsor, it is important that you adhere to the marketing guidelines detailed below.

These guidelines are dictated by the strict obligations imposed by the film studios that we represent.

1 Licence

The film must only be screened by the company that possesses the licence. When we grant a licence, the sponsor should never show the film themselves.

(See point 4 for more information).

2 Screening Information

Before booking your screening event please ensure you have filled in the special screening form or emailed Filmbankmedia in regards to your advertising plans. Such plans are subject to Filmbankmedia's approval.

3 Third Party Rights

Do not run themed events, promotions or adverts which relate to:

a) any person or company connected or associated with the film, its production or distribution;

or

b) infringe any intellectual property or other rights in the film or of any person or company connected or associated with the film, its production or distribution.

For example, the trademarks and logos. Use of such rights would require a licence from third parties (e.g. the studios).

4 Use of Film Title

Remember there should be no direct association between you or the sponsor and the film title.

See the examples below:

Wording Examples:

"Film title" brought to you by "licensee" in association with "sponsor" - OK

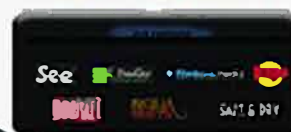
"Third party sponsors name" in association with "the film name" - NOT OK



5 Sponsors

To avoid associating sponsors with the film it might be easier to place references to your sponsors on a 'partnership section' of your website or poster, separate from marketing related to the film.

See example below:



6 Advertising Reels

Advertising reels are permitted to be played before or after the screening event subject to certain restrictions. For example, ensuring there is a gap of a certain duration between the advert reel and the film. Please discuss this with Filmbankmedia in advance.

One great example is that Luna Cinema played the Filmbankmedia ident before all their outdoor screenings in 2016!

