

F I L M B Y M A R I N A H I T T



URBAN HEARTS

STOP WAR WITHIN YOURSELF

COMMERCIAL PROPOSAL

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Commercial Proposal for
Potential Advertisers

Product Placement in the
"Urban Hearts" Project

ABOUT

Urban Hearts is a unique short film project consisting of several stories about the residents of New York City. The central theme of the project is “Stop War Within Yourself.” Each story conveys deep emotions and messages without words, which is especially relevant in today’s world, where viewers are tired of excessive dialogue. This format allows the content to be easily consumed, and the short films are accessible to a broad audience.



ADVANTAGES

1

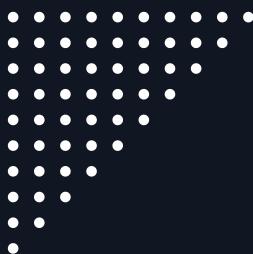
Captivating Visuals

The project is filled with the vibrant atmosphere of New York, featuring beautiful, striking visuals that leave a lasting impression. This enhances the emotional impact on the audience and creates a powerful visual experience.

2

Acclaimed Director

The project is created by a professional director with numerous international awards. Festivals are already familiar with her work, which significantly increases the chances of winning new awards, thereby enhancing the prestige of the project.



ADVANTAGES

3

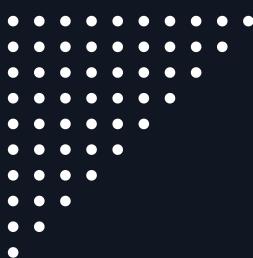
Promotion Potential

After participating in festivals, the project can be compiled into a feature film and screened in theaters. Additionally, it will be published on YouTube and social media, ensuring broad international exposure.

4

Advertising Effectiveness

People are tired of standard advertising formats that are omnipresent on social media and other platforms. “Urban Hearts” offers a unique way to integrate your product or service into content that audiences perceive as part of an award-winning project. When people see awards associated with a project, they perceive even the advertisements within it differently. The product placement is viewed as part of an award-winning project, which elevates its status and impact. This recognition from festivals makes the advertising seem like a winner itself, influencing how it is received.



ADDITIONAL OPPORTUNITIES

We can create a custom video specifically tailored to your product or service, seamlessly integrating it into the project.

The story will be carefully crafted with the vibe of New York in mind, appealing to both locals and tourists, creating a strong emotional connection with your target audience.

Your product or service will be showcased in a setting beloved by both New Yorkers and visitors, meaning that potential tourists who see your product at festivals will already be inclined to engage with your brand.



BENEFITS FOR ADVERTISERS

Wide International Audience

Your product or service will be presented on an international stage without the significant costs associated with traditional advertising.

High Perception Value

Your advertisement will be associated with the success and awards of the project, adding extra value and credibility to your brand.

Long-term Advantage

The advertising integrations will continue to have an impact even after the festival season, with the possibility of further distribution across various platforms.



CONCLUSION

The “Urban Hearts” project is not just another advertising medium but an opportunity to be part of something greater, perceived by the audience as quality, award-winning content.

We offer you a unique opportunity to integrate your product or service into this project, with the possibility of creating a special video tailored to your needs, and invite you to collaborate with us to achieve mutual goals.

We look forward to your response and are ready to discuss all the details of the collaboration!

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