



# Father in the Forest

A Short Film by Sean Hussey

Marketing and Distribution Plan

# About the Film

*Father in the Forest* is a coming-of-age film with overtones of family drama about a 14-year-old boy living with the sudden death of his father. Unable to function in his daily life, he runs away from home and tries to relive a camping trip he took with his father. Grieving and alone in the woods, he must confront his fears and trauma while struggling to survive on his own.

This film is important to me because it calls back to my childhood and serves as a story in Memorium to a family friend of mine.

The film is currently in development, with pre-production slated for September 2022.



# Bringing New England to Savannah



When I originally conceived this script and concept, I had always dreamed of shooting the film in my home state of Connecticut. However, SCAD has offered students a unique new opportunity with their XR stage. Now, I can bring Connecticut to Savannah, and save thousands in travel costs, which can be applied to many other departments in my budget, particularly production design.



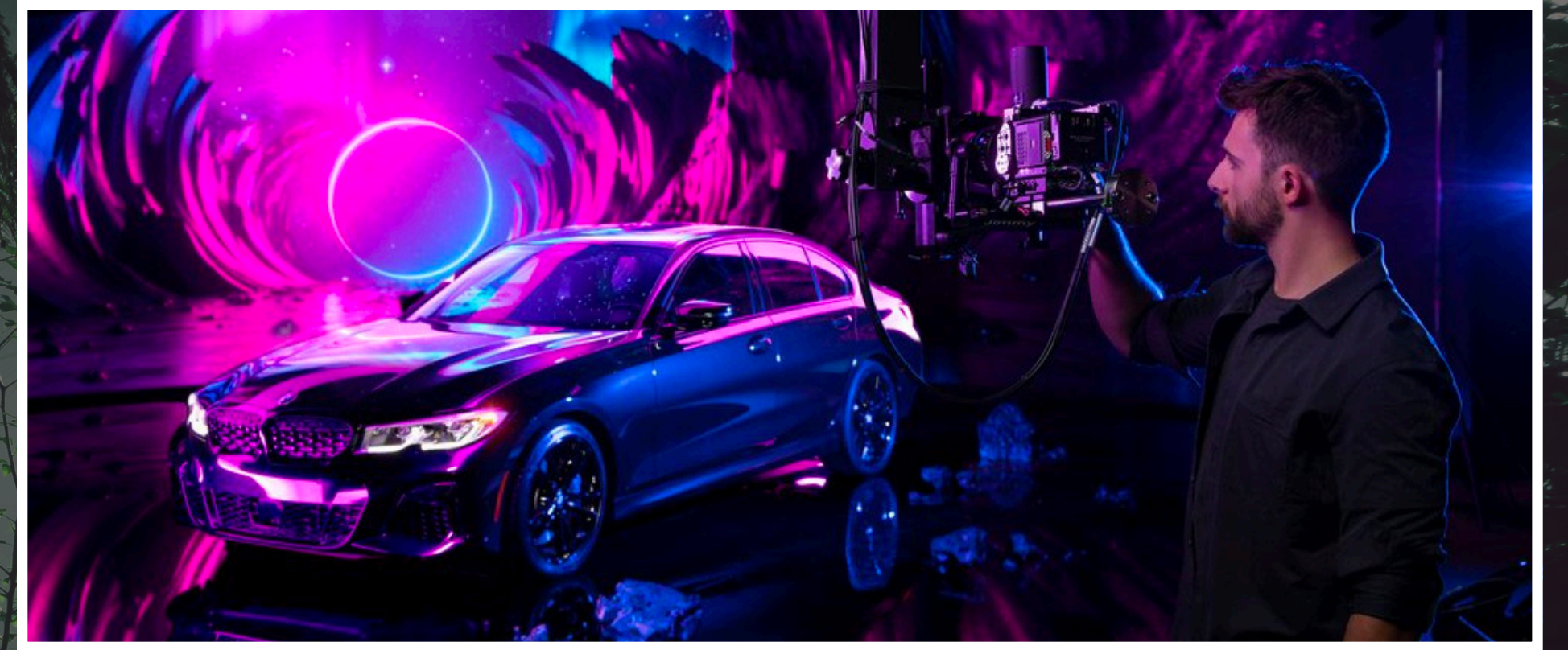
In order to do this, I must work in a program called Unreal Engine. This software is a game engine, typically used to design videogames such as *Fortnite*, *Gears of War*, and *Borderlands* but is now used in filmmaking and virtual production. I need to build an environment to film within and use on an XR stage, as well as build a comprehensive physical set with production design to blend the worlds.

# How XR Helps Our Film Stand Out

As a producer and director, I have always had the ambition and goal to shoot on-location. However, it is not easy to move an entire cast, crew, and equipment. The transportation and housing costs would have been in the thousands, if not tens of thousands.

By having access to the XR stage, not only can I save money, but I can put the money that would go into travel into other resources, such as production design, distribution, and even paying my cast and crew.

Perhaps the biggest advantage of using XR technology though is the ability to gain partners, distributors, and market the film in a really unique way. This technology is brand new, and the future of filmmaking. There are very few, if any, student films using this stage, and I intend to take full advantage of that in my marketing.



# Meet Our Team



Sean Hussey  
Writer | Producer

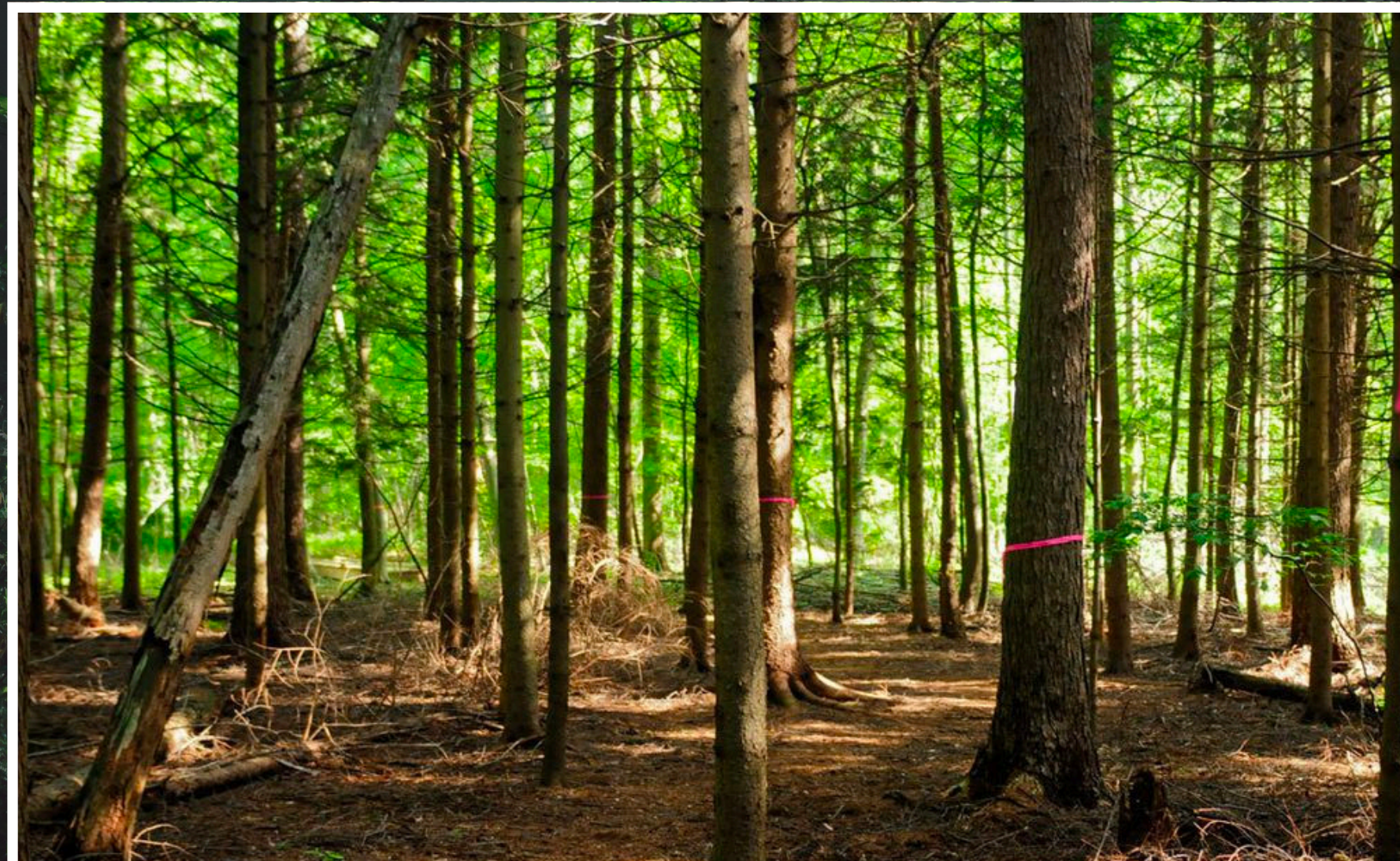


Porter Justus  
Director



Patrick Johnson  
Unreal Engine Artist

# Tone and Scope



# Our Audience

## Demographic

- Men 35-60
- Women 35-50
- All Races
- Families
- Fathers and Sons



## Geographic

- Rural Areas
- New England



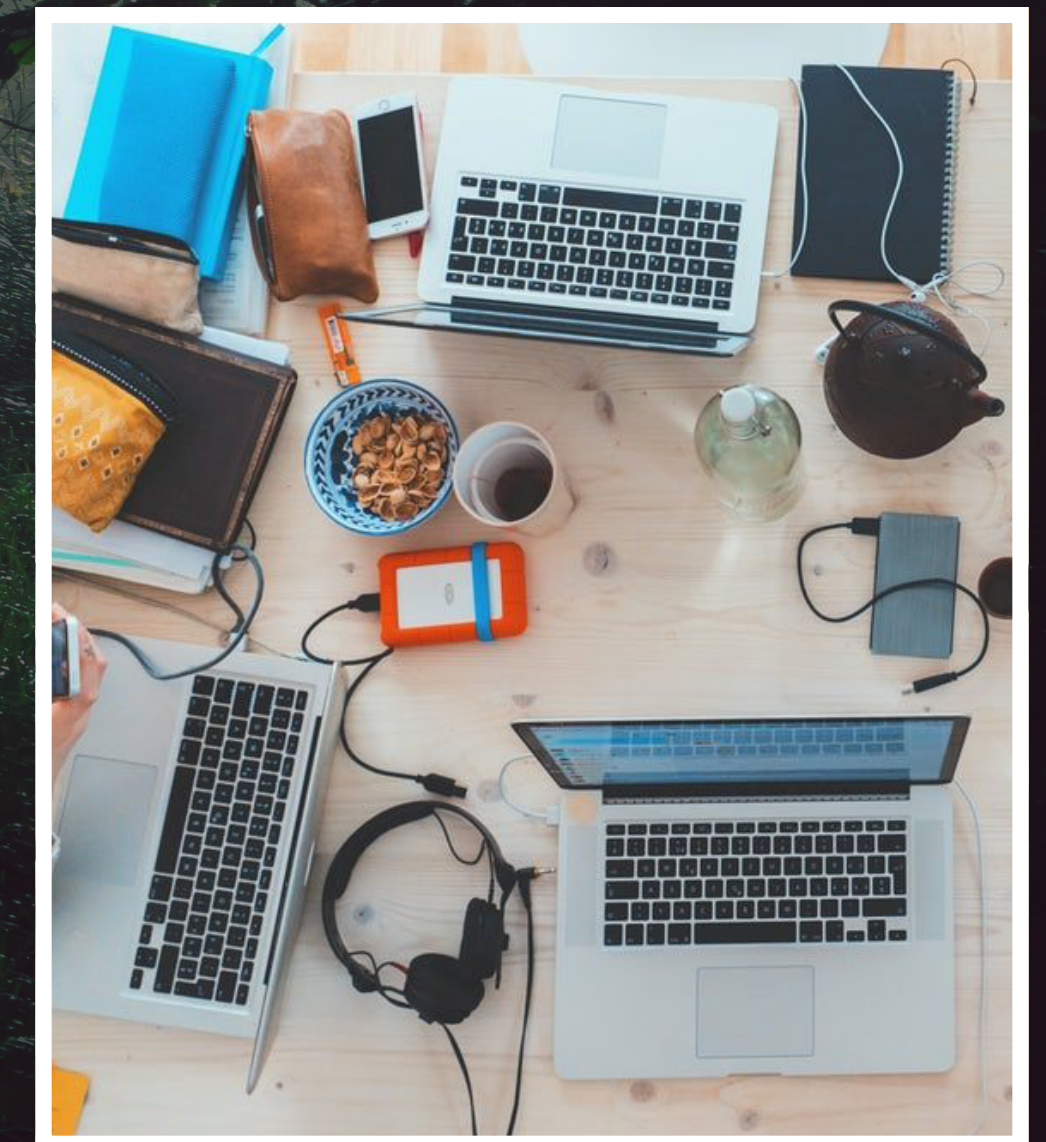
## Psychographic

- Outdoorsmen
- Hikers
- Boy / Girl Scouts
- Campers
- Fishermen



## Behavioral

- Latest Tech Users
- UE Artists | Users



# Partners and Distributors



For a project of this magnitude, I need a very large budget. Despite saving travel costs with the XR stage, there is a massive amount of production design and VFX work needed for the film. Therefore, I would need a financier. Epic, the company behind Unreal Engine, would be a great partner for this film, as well as their subsidiary, Quixel. Both of these companies seek to help filmmakers using XR.



Another possible partner for this film is the company MEPTIK. This company was founded by SCAD Alumni Sarah Linebaugh, and the company staffs many SCAD graduates. MEPTIK specializes in Experiential Design and Virtual Production with extended and augmented reality (XR/AR) workflows! This company would be perfect for finance opportunities and partnerships.



# Partners and Distributors (cont.)



Like many projects that push the bounds of our technological capabilities, I seek to distribute this film on free, public platforms for all to see and enjoy. I would be open to the idea of having a pay wall on Vimeo to watch the film, but that would only be for those who would want to support the film and the team financially. I always want to make sure that there is a free option to watch the film.



I currently do not see this film having a festival run, however I would be honored to be featured in the SCAD Savannah Film Festival, especially considering how much SCAD has helped me in my filmmaking career and how much of their equipment would be used to make this short film. I would be open to a festival run in the future, but it is not currently at the top of my priorities for distribution.

# Targeting and Positioning

## Social Media

- BTS Documentation
- Progress Posts, Videos
- Partnerships with Epic
- Utilizing Unique Filmmaking Process



## PR

- Interviews About XR
- “One of the first student-made XR films in the world.”
- Tech, Film, and Gaming Outlets



## Outreach

- Talk with other schools developing XR Stages
- Sharing film with companies like ILM, Weta Digital, Unity
- Outreaching to Boy / Girl Scouts for Screenings



## Creative Assets

- More traditional poster
- Advertise the use of Virtual Production throughout
- Develop two types of advertising campaigns, one for BTS, one for narrative.



# Comps

## Romance In NYC

- Shot entirely on iPhone 6
- Similar runtime (18 Mins.)
- Slightly smaller budget
- A bit older (2014)

## Unreal Engine VFX Test

- Shot entirely on XR Stage
- Smaller Runtime
- Similar Budget (\$10-20K)
- Newer (2021)
- 175,000 Views (Unlisted)

## The Mandalorian (Episode 1)

- First production to use XR  
Technology
- 14.5 Billion Minutes  
Watched in 2020
- Significantly Higher Budget



# Defining Success

For me, if I can make this film I will feel successful. As a producer, I very rarely get a chance to make my own content, tell my own stories. In a lot of ways, I've been avoiding it during my time at SCAD. I have found that I enjoy telling other people's stories, but it's time for me to tell my own.

This film serves as a showcase of my time at SCAD and my growth as a filmmaker. I want to take all of the skills that I have learned in the last four years and pour them all into this project. If I can walk away from this project with a completed film, I will be proud of myself.

Because of the technological and filmmaking challenges that go into a production like this, I feel that completing the film is a worthy of feeling successful. I would love to showcase my work and garner viewership and recognition for using this technology, and possibly land a job at Lucasfilm, but at the end of the day, I would be proud to complete it.



# Thank You!

For more information or interest in this project, please reach out to me!

Sean Hussey  
Producer

[shusse21@student.scad.edu](mailto:shusse21@student.scad.edu)  
(203)-695-4746