

IMPACT IS A DESTINATION.
DISTRIBUTION IS THE MAP.

Impact
Distribution
Lab



What is Impact? Concept, Strategy, Campaigns

SPEAKER

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Impact Production



What is it?



The power of stories

Think about a documentary film
that has changed your life.



WHY?

WHAT
CHANGED?

DID YOU
CHANGE
A HABIT?

DID YOU GO HOME
AND INVESTIGATE
MORE ABOUT
AN ISSUE?

DID YOU
SHARE WITH
FRIENDS
AND FAMILY?



**“ Art is not a mirror to hold
up to society but a hammer
with which to shape it. ”**

— Bertolt Brecht



AI-GENERATED IMAGE



What is an impact campaign?



A strategic alternative distribution plan that is intentional, deliberate and created with precision in order to understand:

WHAT WE WANT
TO DO WITH
THE FILM

WITH
WHOM

HOW



Impact campaign objectives

- ① Identify tangible goals
- ② Identify target audiences
- ③ Identify potential collaborators and partners
- ④ Collectively create effective calls to action

**Always with the communities
and participants involved at the center**



Understanding the context of the issue of the story

Organizers

What are the
existing campaigns
and initiatives?

Funders

Foundations that
are mission aligned,
philanthropists

Politicians

Existing allies?
Planned
legislation?

Academics

What is the most
recent research
or ongoing studies?

Brands/ influencers

What campaigns
are they planning?

Advocates/ activists

Who can we
reach?

Journalists

Who has written
about the issue?



Impact dynamics

Understanding the kind of change that film can drive

Change
minds



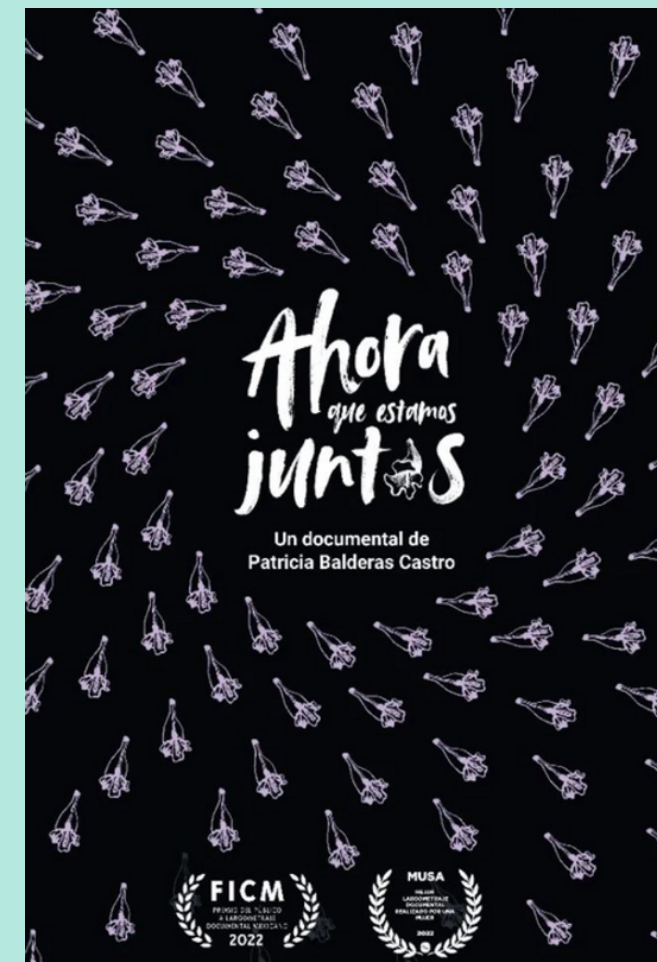
LEJOS DEL SENTIDO (2018)

Strengthen
communities



VOLVERTE A VER (2021)

Change
habits



AHORA QUE ESTAMOS JUNTOS
(2022)

Influence
structural
change



LOS NIÑOS (2016)



Why do you want to create an impact campaign?

-
- ☒ Artistic vision
 - ☒ Where do you stand as a filmmaker?
 - ☒ Impact vision
-



The role of an impact producer

- ① When will they join the team?
- ② What experience do they have?
- ③ What do they do?

