

**IMPACT IS A DESTINATION.
DISTRIBUTION IS THE MAP.**

Impact
Distribution
Lab



What is Impact? Concept, Strategy, Campaigns

SPEAKER

Michelle Plascencia

GIPA | IMPACTA CINE

Michelle Plascencia

Mexico



Cultural organizer

Impact strategist

Co-founder of Impacta Cine

Partnerships & Programs

Director at GIPA



GIPA

A

Impact Production

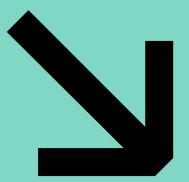


What is it?

À

The power of stories

Think about a documentary film
that has changed your life.



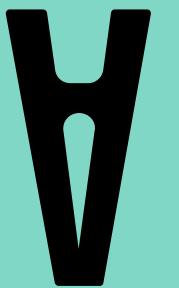
WHY?

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

A

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

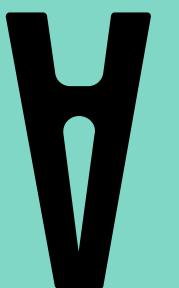
HOW



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

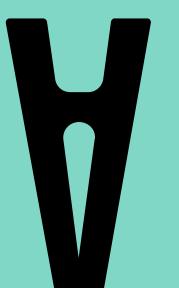
What campaigns are they planning?

Advocates/ activists

Who can we reach?

Journalists

Who has written about the issue?



Impact dynamics

Understanding the kind of change
that film can drive

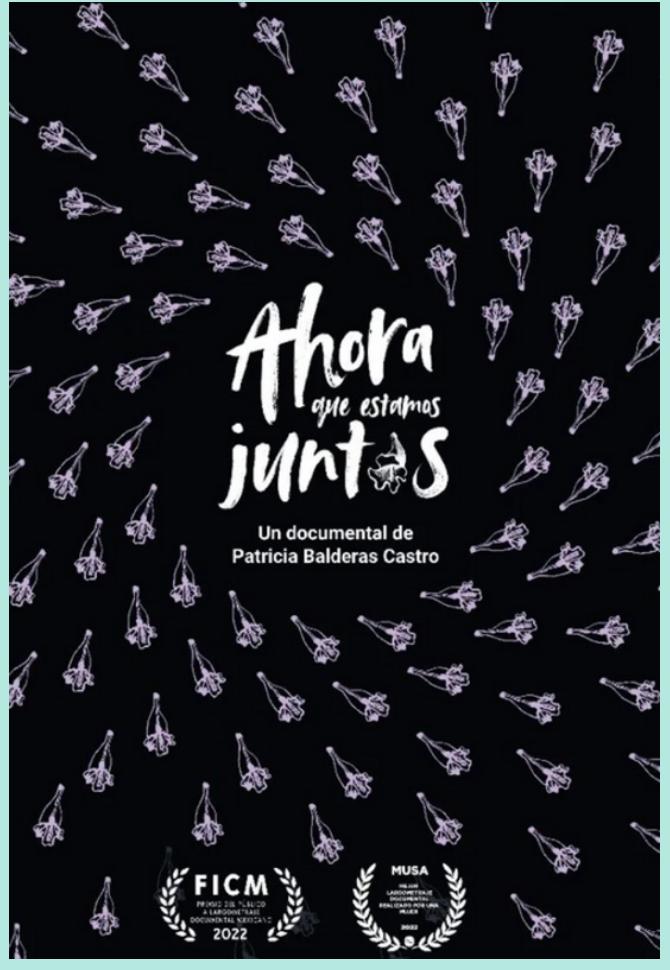
Change
minds



Strengthen
communities



Change
habits



Influence
structural
change



LEJOS DEL SENTIDO (2018)

VOLVERTE A VER (2021)

AHORA QUE ESTAMOS JUNTOS
(2022)

LOS NIÑOS (2016)



Why do you want to create an impact campaign?

Artistic vision

Where do you stand as a filmmaker?

Impact vision

A

The role of an impact producer

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