

EXECUTIVE PRODUCERS

NAOMI KLEIN THE YES MEN MARK ACHBAR

"An uncomfortable and unforgettable window into the disaster Filipinos call Typhoon Yolanda - and the impact of the West both at its root and in its aftermath." - **The Globe and Mail**

"Beautiful, breathtaking... hilarious." - **VICE**

"Powerhouse." - **The Georgia Straight**

"A true and genuine gem." - **The Tyee**

WHEN THE STORM FADES

A FILM BY SEAN YAP SEI-BEEN DEVLIN

CASE STUDY

Prepared by: The Impact Producer



WHEN THE STORM FADES is a hybrid feature about the lingering impacts of the strongest storm ever to hit land.

A prefigurative production that has improved the economic quality of life for the storm survivors that star in the film.

Since the film made its festival debut in the fall of 2018 it has gone on to win numerous awards while receiving critical acclaim at over a dozen film festivals in India, Greece, Spain, England, Nigeria, Egypt, Brazil, and Canada.



A FILM BY
SEAN DEVLIN 叶世民
ODDFELLOWS ENTERTAINMENT Presents
"WHEN THE STORM FADES" KAYLA LORETTE AARON READ And THE PABLO FAMILY
Music by SUSIE IBARRA Edited by MARIANNA KHOURY Director Of Photography JEFF LEE PETRY
Supervising producer SHANE SUPERNOVA Audio Post Supervisor EUGENIO BATTAGLIA
Produced by SEAN DEVLIN 叶世民 And CHRIS FERGUSON Directed by SEAN DEVLIN 叶世民
WWW.WHENTHESTORMFADES.COM



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Preface

So it's been 3 months since When The Storm Fades screened across Canada.

Thank you for supporting the film when it came out in 15 markets across Canada on January 20th, 2020. The one-night only creative/self-distribution approach is a very interesting model, and we will get into details about that later in this report.

Our Plans to self distribute When The Storm Fades (WTSF) began before production in 2015 from an emerging pattern of digital marketing niche films to smaller communities, instead of competing with Hollywood blockbusters for screen and ad space.

We had a feeling that by partnering with even one of Canada's larger environmental organizations, that together we could engage enough of their constituents to host decentralized local screenings. Of course only if we turned down a million dollar deal at Sundance.

Our writer/director has a decade of professional experience working with some of the world's leading nonprofits. Being able to leverage those relationships to build a coalition of support for this distribution campaign is a huge part of this film's theatrical success.

The primary goal for the theatrical distribution of the film was to raise enough money to help the Pablo family relocate. As documented in the film, their community is being demolished to make way for a large wall to protect the city from future climate disasters. The affected families have relocation housing being offered to them, but not the funds to acquire it.

By starring in this movie one family that resides in Anibong - the Pablos - have been able to survive over the past 4 years. In this regard, our small crew made a movie and forged a brighter future for one household.

Now our film's audience will make an even bigger impact.

So, as you can see we have a lot to go over in this case study or as I've been calling it 'The Impact Producers' Guide To Digital Marketing + Fundraising for films'.

We'll get into what we did, how we did it, who helped, who didn't, the ups and downs, highs and lows, and most importantly, the results..

The Impact Producer

**Shows the hidden
faces of the people**
living on the front
lines of the climate
crisis.

A young boy stands out in the rain in Anibong,
Philippines.



What is 'When The Storm Fades?'

Realizing that most of you have not seen the movie yet, I will keep this very brief.

Climate change is a heated topic. It's on everyone's mind. It's a complex problem, but it's one we can solve. The award-winning film *When The Storm Fades* shows the hidden faces of the people living on the front lines of the climate crisis and it's lingering effects.

It stars real Typhoon Haiyan survivors re-enacting some of their experiences in the aftermath of the strongest storm ever recorded on land. Produced with the support of Telefilm Canada, The Canada Council for the Arts, and an international crowdfunding campaign.

Since the film made its festival debut in the fall of 2018, it has gone on to receive critical acclaim at over a dozen film festivals in India, Greece, Spain, England, Nigeria, Egypt, Brazil, and Canada. The film has earned numerous awards including two jury prizes for "Best Director" (Liverpool & Mumbai), "Emerging Canadian Director" (presented by The Director's Guild of Canada at VIFF) and "Best Canadian Film" (Gimli).

The film opened theatrically for a one-night-only screening across 15 major Canadian cities. The partnerships with theatre-on-demand company Demand.Film, Cineplex Theatres, Greenpeace Canada, and Climate Action Network made the film one of the most successful self distributed films in Telefilm history.

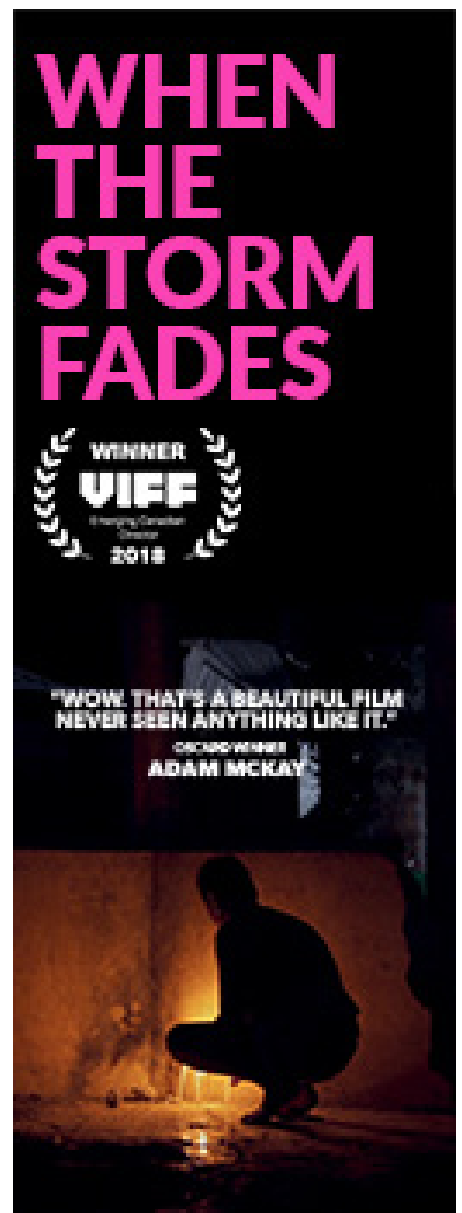
Why were we compelled to make the film?

In 2011, Typhoon Sendong struck the Philippines the week before Christmas. Writer/director Sean Devlins' cousin Sheila's community - Cagayan De

Oro - was devastated. This experience left him wondering why he didn't see Western climate organizations supporting the needs of those most impacted by climate change. As a result, he decided to start shifting his focus from attempts to mitigate future climate change to support the needs of those already enduring its destruction on the frontlines of the crisis. He developed the script for this film not just with a family of storm survivors but also with Marissa Cabaljao, the spokesperson for the People Surge (the country's largest alliance of storm survivors).

As an artist with both Filipino and Chinese heritage Sean consciously developed this story by combining both Filipino and Chinese traditional approaches to narrative.

In order to maintain a uniformed authenticity in the performances approximately 90% of the dialogue was improvised. The reliance on improvisation allowed The Pablo family (who are all non-performers) to naturally re-enact some of their own experiences in the local dialect "Waray". Sean's trust in the improvisational process was based on more than a decade of experience using collaborative improvisation in the writing and directing of live and filmed performances.



Making the Movie

When The Storm Fades (WTSF) is very much a labour of love.

What separates WTSF from a lot of other films is our attention to the niche content and Sean Devlin's unique approach to storytelling.

The film, and us, are hugely indebted to the community that let us in to film, in their homes, shops, taxi's. They made all this possible.

Our filmmaking process going into this film very much affected how we would eventually release the movie. Blood, sweat, and/or tears went into this project everyday, and we could do an entire series on that, however, this is just an overview on how it relates to the film's distribution.

Two core ideas that enabled WTSF to reach so many people, despite its small budget/team size,

1. Leveraging accessible technology/tools
2. Strategic partnerships

Here I'll talk about how these ideas helped us make the film, build the audience prior to release, and then guide us through the film's distribution strategy.

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WHEN THE STORM FADES Case Study



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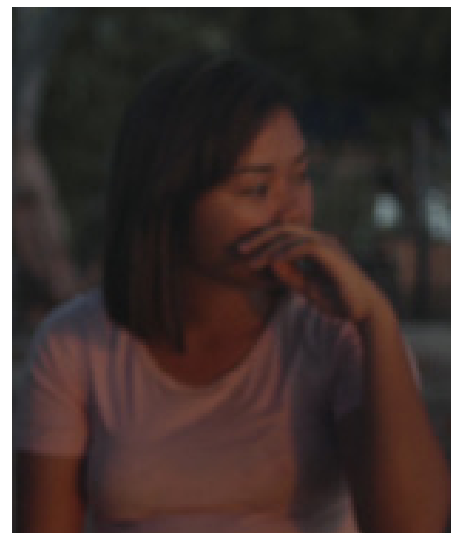
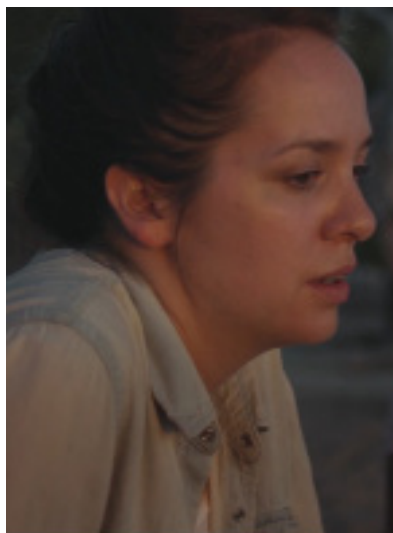
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walks a delicate line between comedy and tragedy.

The two things so closely intermingled that it is sometimes hard to differentiate where one leaves off and the other begins.



Distribution Overview

The idea to self distribute began in 2015. The emerging pattern of creating ultra low budget films and documentaries was increasing. Marketing them to niche communities using emails and data was something out of a science fiction series. The thought that small budget films could compete for screen time against Hollywood blockbusters was just unheard of.

In June 2019, we started examining different distribution streams to find out what was possible, and also which would work best with our fundraising needs.

Theatrical Engagements (January 2020)

On January 20, 2020, When The Storm Fades opened in 15 Cineplex theatres across Canada.

Screening Tour (May)

We were to have organized a 15 city, in-person US tour, presented by CANRAC. However the pandemic has this sidelined.

Digital Launch (June)

Release digitally on iTunes, Amazon, Google, All the places

Here's rationale behind the strategy

Continuing Momentum & Consolidating Buzz: The film was getting some amazing buzz out of the Canadian Screenings. It was a success to see the film play across Canada and most importantly raise enough money to purchase a house for the Pablo family. We decided to take a bit of a break after January and though talks of screenings in the US, Australia, and New Zealand. Factors like the Australia Bush Fires, previous work responsibilities, exhaustion and then COVID-19. We chose to take a breather and once the world started moving again, so would we. However, with all the Netflix watching going, I had heard about them needing content. SO I reached out to some distributors about working on a US, and world wide release strategy.

