

# BAIT



## MARKETING PLAN

UK RELEASE

August 2019

Booking : [bookings.films@bfi.org.uk](mailto:bookings.films@bfi.org.uk)

<https://www.baitfilm.co.uk/>

#BaitFilm

Twitter: [@baitfilmuk](https://twitter.com/baitfilmuk)

This document is designed to give you an overview and understanding of the social media campaign strategy for *Bait* (2019). From this, regional and local marketing plans can be developed and implemented ensuring it both compliments the main thrust of international activity as well as have the ability to speak independently to local cinemas and audiences.

## **FILM INFORMATION**

**Director:** Mark Jenkin

**World Premiere Date:** 9th February 2019, Delphi FilmPalast, Berlin

**Starring:** Edward Rowe, Giles King, Mary Woodvine, and Simon Shepherd\*

**Producers:** Kate Byers, Linn Waite

*\*Contractually referred to and or with Simon Shepherd unless in appearance order*

**Duration:** 89 min

**Rating:** 15

### **Trailers**

**BFI trailer (01:42 min)** <https://youtu.be/eVlPI0SXFiE>

### **Website**

<https://www.baitfilm.co.uk/>

### **Positioning statement**

Using hand-developed 16mm images in shimmering black and white, BAIT tells a narratively unconventional story of structural change in a picturesque fishing village in Cornwall: tensions reach breaking point as the locals are pushed out by tourists.

### **Tag line**

“The view may be beautiful, but you can’t eat it.”

### **Booking**

[bookings.films@bfi.org.uk](mailto:bookings.films@bfi.org.uk)

### **Marketing**

[marketing.films@bfi.org.uk](mailto:marketing.films@bfi.org.uk)

### **Confirmed Screenings**

<http://bit.ly/BaitUK>

### **Screener**

On request. [info@earlydayfilms.com](mailto:info@earlydayfilms.com)

## CAST AND CREW

### Crew

| Name          | Role            | Social                          | Website   |
|---------------|-----------------|---------------------------------|---|
| Mark Jenkin   | Director        | <a href="#">@Mark_Jenkin</a>    | <a href="http://markjenkin.co.uk/">http://markjenkin.co.uk/</a>               |
| “             | Cinematographer | “                               | “   |
| “             | Scriptwriter    | “                               | “   |
| “             | Editor          | “                               | “   |
| Kate Byers    | Producer        | <a href="#">@earlydayfilms</a>  | <a href="http://earlydayfilms.com">earlydayfilms.com</a>                      |
| Linn Waite    | Producer        | <a href="#">@earlydayfilms</a>  | <a href="http://earlydayfilms.com">earlydayfilms.com</a>                      |
| Denzil Monk   | Assoc. Producer | <a href="#">@DenzilMonk</a>     | <a href="https://www.linkedin.com/company/denzilmonk">linkd.in/denzilmonk</a> |
| Molly Hawkins | Prod. Assistant | <a href="#">@Molly_Hawkins1</a> | <a href="#">@mo11yhawkins</a> (instagram)                                     |

### Cast

| Name             | Role           | Social  | Website   |
|------------------|----------------|---|---|
| Edward Rowe      | Martin Ward    | <a href="#">@Kernow_King</a>  | <a href="http://kernowking.co.uk">kernowking.co.uk</a>                          |
| Simon Shepherd   | Tim Leigh      | -   | <a href="#">IMDB</a>  |
| Mary Woodvine    | Sandra Leigh   | -   | <a href="#">IMDB</a>  |
| Giles King       | Steven Ward    | -   | <a href="#">IMDB</a>  |
| Isaac Woodvine   | Neil Ward      | <a href="#">@i.s.a.a.c.king</a> (insta)                                 | <a href="#">IMDB</a>  |
| Chloe Endean     | Wenna Kowalski | <a href="#">@chloeendean</a> ,<br><a href="#">@_missendean_</a> (insta) | <a href="#">IMDB</a>  |
| Jowan Jacobs     | Hugo Leigh     | <a href="#">@jowan_jacobs</a> (insta)                                   | <a href="#">IMDB</a>  |
| Georgia Ellery   | Katie Leigh    | -   | <a href="#">IMDB</a>  |
| Stacey Guthrie   | Liz Stewart    | <a href="#">@stacey_guthrie</a>   | <a href="https://www.staceyguthrie.co.uk/">https://www.staceyguthrie.co.uk/</a> |
| Tristan Sturrock | Brian Rikard   | -   | <a href="#">IMDB</a>  |

|                         |            |   |                      |
|-------------------------|------------|---|----------------------|
| <b>Janet Thirlaway</b>  | Mrs Peters | -                                       | <a href="#">IMDB</a> |
| <b>Morgan Val Baker</b> | Husband    | <a href="#">@morganvalbaker</a> (insta) | <a href="#">IMDB</a> |
| <b>Martin Ellis</b>     | Billy Ward | -                                       | <a href="#">IMDB</a> |

### **Main cast**

- **Edward Rowe** – Martin Ward (*Trevithick*, aka *The Kernow King*, *Hireth*)
- **Mary Woodvine** – Sandra Leigh (*Bronco's House*, *Poldark*, *Judge John Deed*, *Trevithick*, *100 Unearth*)
- **Giles King**- Steven Ward (*Anna Karenina*, *Alien Uprising*)
- **Simon Shepherd** – Tim Leigh (*Frail*, *Casualty*, *Rogue Trader*)

### **Introducing**

- **Isaac Woodvine** – Neil Ward
- **Chloe Endean** – Wenna
- **Georgia Ellery** – Katie Leigh
- **Jowan Jacobs** – Hugo Leigh

### **Supporting cast**

- **Stacey Guthrie** – Liz
- **Tristan Sturrock** – Brian
- **Janet Thirlaway** – Mrs Peters
- **Morgan Val Baker** – Husband
- **Martin Ellis** – Billy Ward

### **FILM ONLINE PRESENCE**

| <b>Platform</b>  | <b>Handle/Site</b>   | <b>Hashtags</b> |
|------------------|--|-----------------|
| <b>Website</b>   | <a href="http://www.baitfilm.co.uk">www.baitfilm.co.uk</a> | -               |
| <b>Twitter</b>   | <a href="#">@Baitfilmuk</a>                                | #BaitFilm       |
| <b>Instagram</b> | <a href="#">@bait_film</a>                                 | #BaitFilm       |
| <b>Facebook</b>  | <a href="#">/thebaitfilm</a>                               | #BaitFilm       |
| <b>Kodak</b>     | <a href="#">@Kodak_ShootFilm</a>                           | #ShotOnFilm     |
| <b>BFI</b>       | <a href="#">@BFI</a>                                       | #BaitFilm       |

## **OFFICIAL SYNOPSIS**

### Short

Fisherman Martin (Edward Rowe) is at war with his brother Steven, who has appropriated their boat for tourist cruises. He's also bristling against Tim and Sandra Leigh, the well-off Londoners who bought his childhood home. As the end of summer nears, a misguided prank leads to rising tensions. [47 words]

### Long

The picture-postcard idyll of the Cornwall fishing village is misleading. While fishing used to be a way of supporting oneself, wealthy London tourists have now descended and are displacing the locals, whose livelihood is thus threatened. The relationship between brothers Steven and Martin is also strained. Martin is a fisherman without a boat, since Steven started using it for far more lucrative tours for all the day-trippers. They've sold the family cottage and now it seems that the final battle to be fought is that with the new owners over the parking space next to the sea. Yet the situation soon gets out of hand, and not just because of the wheel clamp. *Bait* is a black-and-white film shot on hand-processed 16mm. Numerous close-ups of fish, nets, lobsters, wellington boots, knots and catch baskets bring to mind the theory of a montage of attractions. The depiction of the different social strata – one could speak of class relations – is also reminiscent of the tradition of social realism in British cinema. Above all, however, a whole lot of current political relevance is waiting to be discovered beneath the different layers of film historical references contained in the images. [197 words]

### About the Director

Mark Jenkin is an associate of Falmouth University where he lectures Film, is the author of the Silent Landscape Dancing Grain 13 Film Manifesto, and is a member of The Newlyn Society of Artists.

## **MARKETING MATERIALS**

Press Kit Folder:

<https://drive.google.com/drive/folders/1xvo1dAKOvxm11YHBbREI9Ug2gXRYPlki>

Stills:

<https://drive.google.com/drive/folders/1Zk09aQqNI6yiQ47WOoECL32jS3gLNPd1>

Poster/Print Materials:

<https://drive.google.com/drive/folders/1A2Y8am2HlrmG7MU1FhIPprBI9qKHdoeD>

Trailer/Clips:

[https://drive.google.com/drive/folders/15npsPhKpcY8MY5\\_9aEcDCetQJDdrmtym?usp=sharing](https://drive.google.com/drive/folders/15npsPhKpcY8MY5_9aEcDCetQJDdrmtym?usp=sharing)

Logos:

<https://drive.google.com/drive/folders/1i7LiStGIU1RPAz2t6EuYpUWu2f9PyiN>

### **Film info**

BAIT was captured on a **1976 16mm clockwork Bolex** camera, using 100ft rolls of B&W Kodak stock - giving a maximum 28 seconds per shot. The production of BAIT had a partnership with Falmouth University's School of Film and Television. A 4-week 21-day shoot. A 2:1 shooting ratio. All sound was added in post- production 14 crew in total including director and producers. Shot on location in Charlestown and around the Penzance area in late September/October 2017. Shot with a single lens for a consistency of aesthetic. A total of 130 rolls or 13,000 ft of film was hand-processed using an antique Bakelite rewind tank often completing up to six rolls a day. No two rolls come out the same.

There were two Bolex H16s on the shoot. The second camera (which was used for the slow motion sequences running at 54fps) was given by retired DP Peter Smithson who had used it to shoot sequences for David Attenborough documentaries during the 80s and 90s. This 'B' camera dates from the 60s, whilst the 'A' camera was built in 1976, the year Mark Jenkin was born.

## **AWARDS**

Indielisboa [Audience Award](#) for Best Feature Film

## **AUDIENCES**

We expect BAIT to appeal to:

- Core audience: Cornish communities, cinephiles, film festival attendees, film students and independent filmmakers.
- Secondary audiences: UK-wide independent cinema goers, 25-55 year olds.
  - Independent cinema lovers
  - Fans of previous BFI British releases eg *God's Own Country*, *Dark River*, *Beast*, *The Levelling* (edgy UK indies with regional settings)
  - Fans of BBC Radio 6, Radio 4, Folk, Indie music, Festivals, Design, Photography, Art, Craft beer, analogue camera enthusiasts.

Mark Jenkin is a unique, local artist that is rarely widely screened in contemporary UK cinema culture. Through a humorous but deeply thoughtful script, the film taps into present-day concerns, economic inequality, grief, and the frictions between young and old young generations.

## REVIEWS

★★★★

"Mark Jenkin's film about two fishermen coping with the influx of sightseers is intriguing for its distinct visual style...he has contributed one of the most arrestingly strange movies in Berlin this year." - Peter Bradshaw, [The Guardian](#)

"Jenkin employs the cinema of the past to tell of the aggravated Brexit present." - Daniel Kasman, [MUBI](#)

"...director Mark Jenkin continues both his celebration of hand-made filmmaking and his chronicling of Cornish communities under threat from the modern world...And it happens to involve some ravishing cinema." - Demetrios Matheou, [Screendaily](#)

"...the way Jenkin relates past and present, generational and class divide, allows the film to take on mythic qualities... When this film makes it into cinemas, it needs to be seen. Because nothing else coming out of Britain right now has the same rage or daring as this." - Ben Flanagan, [Dirty Movies](#)

"...powerful study of fear and loathing in a Cornish fishing village, which flirts with the language of many genres to arrive at a filmic language of its own." - Ian Mantgani, [Sight & Sound](#)  
"...defying classification." - Ian Mantgani, [Sight & Sound](#)

"A stylish experimental drama from England's rugged Wild West." - Stephen Dalton, [Hollywood Reporter](#)

"square frames of startling simplicity and beauty." - Jessica Kiang, [Variety](#)

"a fitting texture for a story about a fisherman combating the shifting times and tenaciously clinging to a life under threat of erosion." - Chloe Lizotte, [Film Comment](#)

"Bait is a history lesson in film technique, a contemporary tale about the fault lines in British society and one of the standout debut features of the year. - Kaleem Aftab, [Cineuropa](#)



## **MEDIA STORIES**

- [BBC Radio 4](#) - Antonia Quirke and Caitlin Benedict visit the Midnight Sun Film Festival in Lapland, where the sun shines for 24 hours in summer and films are shown every hour of the day. There they speak to Iranian exiles Mohsen Makhmalbaf and Marzieh Meshkini, Brazilian director Fernando Meirelles, French auteur Arnaud Desplechin and Mark Jenkin from Cornwall.
- [BBC Cornwall](#) [15 Feb 2019]  
- 'The Nigella Lawson of Filmmaking' by video journalist [Jonathan Morris](#)  
Switching from digital to traditional film-making techniques means many more hours work. But for film-maker Mark Jenkin, from Newlyn, Cornwall, the rewards of reeling back the years outweigh the hard labour.

## **QUOTES FROM CAST/CREW**

“Working with film is hands on. I feel directly connected, through my hands to all those people who have been processing movies in the same way for over a hundred years. Like life it is full of inconsistencies, the grain, the flicker, bring content and form that no matter how hard you try, cannot be separated. I love the craft element of hand processing film, creating something with your hands. Humans need that. I'm increasingly realising I need that.” - Mark Jenkin

“I love how incredibly simple the Bolex is: I think I fully understand everything it can do and how it does it. It's incredibly robust, and beautifully engineered; it makes a lovely sound. It's very easy to load, and it takes beautiful lenses which create wonderful images. And it looks stunning. I would quite happily hang it on my wall like a painting. It's a work of art.” - Mark Jenkin

## SOCIAL MEDIA POSTS

### Twitter

- Feuds and strangers threaten the old ways in @mark\_jenkin's monochrome drama. Watch the premiere of #BaitFilm with Q&A hosted by [NAME] [LINK] #BaitFilm
- "A village awash with tension is the setting for Bait, a 16mm masterpiece from [@Mark\\_Jenkin](#). Watch it and meet him at a post-screening Q&A [VENUE] on [DATE] [LINK] #BaitFilm
- "A contemporary tale about the fault lines in British society and one of the standout debut features of the year." - Cineuropa Watch #BaitFilm at [VENUE] on [DATE] [LINK]

### Facebook

- A village awash with tension where feuds and strangers threaten the old ways is the setting for Bait (tag [Bait's facebook page](#)), a 16mm monochrome masterpiece from Mark Jenkin. Read more and book tickets: [LINK] #BaitFilm

### Instagram Useful hashtags

- **For every post (where possible)** - #BaitFilm #16mm #ShotOnFilm #Bolex #instalove #instagood #MadeWithKodak
- **Cinematography/Film** - #BritishFilm #cinematography #film #blackandwhitephotography #filmmaking #filmmakersofinstagram #analogue #photography #art #instaart