

AN AFFINITY PICTURES PERSPECTIVE

an Affinity for authentic storytelling

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AN AFFINITY FOR AUTHENTIC STORYTELLING

Affinity means a natural liking for and understanding of someone or something and we believe in passion for profession and with that, we keep in mind that there's need to make sure that everything that we put out there makes complete sense and has a long-lasting effect on people.



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ABOUT US

AFFINITY PICTURES PERSPECTIVE, is a new player in the film industry with a mission to produce high-quality, socially conscious, and thought-provoking films that resonate with a diverse global audience. Our company's approach is to create original, character-driven stories with a focus on underrepresented communities that are often overlooked by mainstream media.

Our company operates as a full-service film production company, offering services from pre-production to post-production, including scriptwriting, casting, filming, editing, and distribution. We are committed to using the latest technologies and best practices to ensure that our films are of the highest quality and meet the expectations of our target audience.

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OUR SERVICES

#1

SCRIPTWRITING

Our experienced writers create original stories and scripts that are compelling, thought-provoking and engage with the target audience.

#2

PRE-PRODUCTION

We provide full-service pre-production services such as casting, location scouting, and budgeting.

#3

PRODUCTION

Our experienced production team handles all aspects of filming, including cinematography, sound design, and production design.

#4

POST-PRODUCTION

Our skilled post-production team handle all aspects of editing, color grading, sound mixing, and VFX.

#5

DISTRIBUTION

We manage the distribution of our films to both domestic and international markets, utilizing various platforms including streaming services, cable networks, and film festivals.

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MARKET ANALYSIS

The global film industry is constantly evolving and adapting to changing market trends and consumer preferences. The COVID-19 pandemic fundamentally changed the way people consume and interact with content. The rise of streaming platforms such as Netflix, Amazon Prime, and Hulu has led to an increasing demand for original content that appeals to a global audience. In addition, the African film industry is also projected to continue growing, with an increasing number of platforms and channels showcasing African content.

A woman with short dark hair is smiling and looking down in a kitchen setting. She is wearing a red top. In the background, there are white curtains and a blue and white patterned cloth hanging.

REVENUE STREAMS

Our revenue streams include:

Sales of distribution rights: We generate revenue from sales of distribution rights to streaming platforms, cable networks, and theaters.

Advertising revenue: We generate revenue from product placements, sponsorships, and in-film advertising.

Film festival revenue: We generate revenue from participating in various film festivals and winning awards.

Merchandise sales: We generate revenue from selling merchandise related to our films.

A person is seen from behind, looking towards a bright, glowing light source, possibly a fire or a large screen, in a dimly lit room.

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MARKETING STRATEGY

Our marketing strategy include a combination of traditional and digital marketing. We use social media platforms such as Instagram, Facebook, and Twitter to promote our films, targeting specific demographics based on their interests and preferences. Additionally, we participate in film festivals to promote our films and network with industry professionals. We also use product placements, sponsorships, and in-film advertising to generate revenue and increase brand awareness.

MANAGEMENT TEAM

Our management team consists of experienced film industry professionals with a proven track record in producing successful films. Our team includes:

Creative Lead: Responsible for overall management and strategic planning.

Producers: Responsible for overseeing production and ensuring that the project stays within budget.

Directors: Responsible for overseeing the creative direction of the film and ensuring that the vision is brought to life.

Screenwriters: Responsible for writing the script and creating compelling characters and storylines.

Marketing Manager: Responsible for developing and implementing marketing strategies to promote our films.

