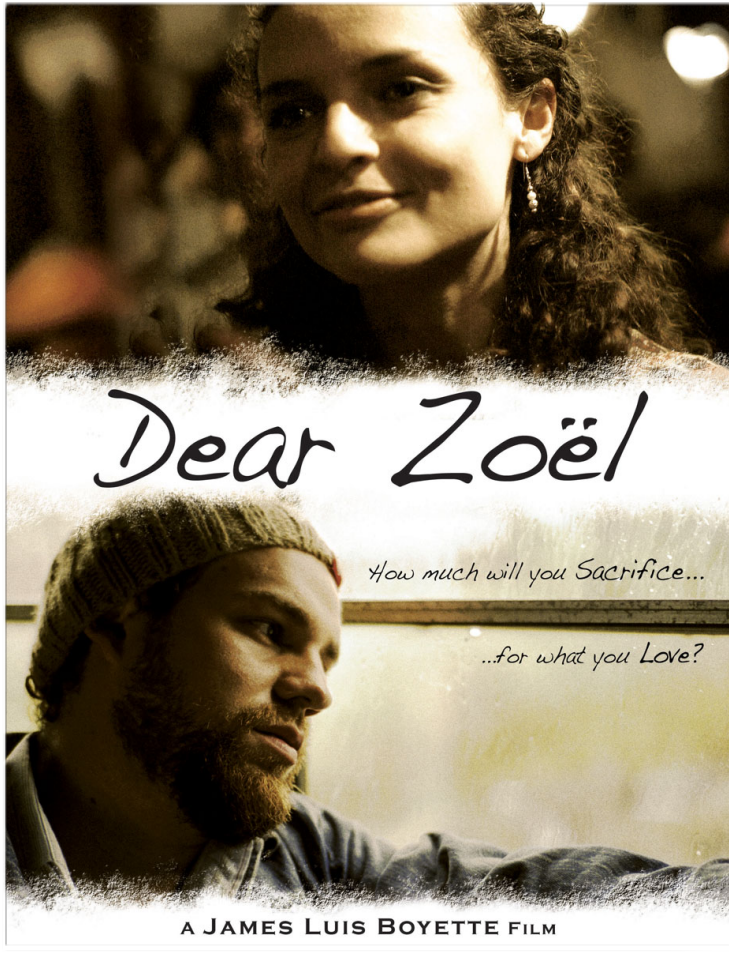


PURA VIDA
ENTERTAINMENT



Dear Zoël



Target Market Study
With Story Element Analysis

*How much would you Sacrifice...
for what you Love?*

MARKET AND TARGET AUDIENCE

Overview

Dear Zoël possesses story elements that appeal to the following markets, as well as a broad spectrum of age demographics within each of these movie going groups: the U.S. Hispanic 2nd and 3rd Generation audience, independent/specialty audience, and inspirational audience.

❖ **U.S. Hispanic Market:**

- 37 million Hispanics purchased 300 million movie tickets in 2009.
- 20.4% of all frequent moviegoers are Hispanic.
- U.S. Hispanics represent the highest U.S. movie-going ethnic group, and they attend the theater nearly twice as much as the average moviegoer.
- *Dear Zoël* breaks from the stereotypical depiction of Hispanic culture—portraying negative elements such as poverty, drug smuggling, gang warfare and illegal immigration—to present a compelling drama which revolves around positive Latino characters.
- *Dear Zoël* will impart a sense of pride in the U.S. Hispanic community.

❖ **The Independent/Specialty movie-goer:**

- 72% of all films released in 2009 were non-MPAA-affiliated independent productions.
- The past two Best Picture Oscar winners—*Slumdog Millionaire* (2008) and *Hurt Locker* (2009)—were independent character driven films set in foreign countries.
- Domestically, this audience has supported Spanish-language films such as *Maria Full of Grace*, *Y Tu Mama Tambien*, *Under the Same Moon* and *Bella*. These films reached a combined domestic box office of \$44.5 million, and a worldwide combined revenue of \$123 million.

*How much would you Sacrifice...
for what you Love?*

Dear Zoël

Overview

U.S. Hispanic
Independent / Specialty
Age / Gender
Inspirational

MARKET AND TARGET AUDIENCE

Overview

❖ Age and Gender Demographic:

- ★ 76 million movie-goers between the ages of 18-39 purchased 554 million movie tickets in 2009 - 39% of total tickets sold.
- ★ This age group represents 35% of total movie-goers in the U.S.
- ★ Females purchased a higher percentage of movie tickets than men - 55% of all movie tickets sold in 2009.
- ★ Among U.S. Hispanics, there are 1.5 million more frequent female moviegoers than male in 2009 despite the fact that the Hispanic population is 51% male.
- ★ These statistics from the 2009 MPAA study highly favor Dear Zoël's target audience of U.S. Hispanics, and females.

❖ Inspirational Drama movie-goer:



- ★ A niche group is drawn to films “that inspire with characters of vision and conviction who face adversity . . . Whether these movies end happily or not, they are ultimately triumphant—both filling audiences with hope and empowering them with the spirit of human potential.” (the American Film Institute judging criteria for “inspiring” films. www.filmsite.org/afi100cheers.html)
- ★ At its core, Dear Zoël is about love and hope. The stories in Dear Zoël empower audiences to rebuild relationships, and pursue their dreams and passions. Films with inspiring and positive messages have become a mainstay of the independent movie industry
- ★ In 2006, the emotionally-charged and inspirational Latin film *Bella* grossed over \$11.2 million in worldwide box office and over \$9 million in worldwide DVD sales.

*How much would you Sacrifice...
for what you Love?*

Dear Zoël

MARKET AND TARGET AUDIENCE

U.S. HISPANIC MARKET

Dear Zoël's principal target market is the U.S. Hispanic audience. The Hispanic market represents the largest minority group in the U.S. According to the 2008 U.S. Census data, 46.9 million Hispanics reside in the U.S., representing approximately 15% of the total U.S. population. The purchasing power of U.S. Hispanics is averaging double-digit annual growth, reaching \$951 billion in 2009 and projected to top \$1.3 trillion in 2010.

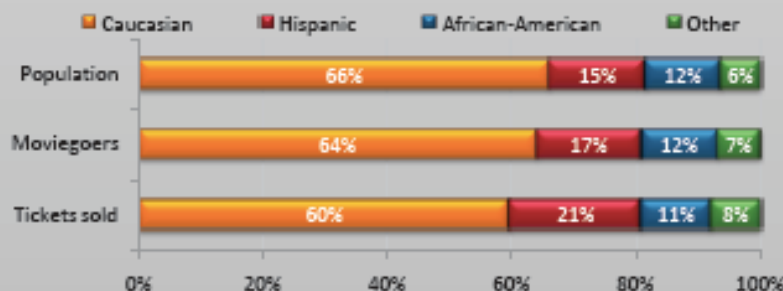
The writer of *Dear Zoël*, James Luis Boyette, is a 2nd generation U.S. Hispanic. James understands the merging of American and Latino culture, as well as the core values and defining identities that separate Hispanics from mono-cultural Americans.

Examples in *Dear Zoël* of merging the American and Latin American cultures:

- ❖ Zoel must decide between maintaining his life in Latin America and re-locating to the United States to manage a monumental expansion of the family business.
- ❖ Rolando's (Zoel's father) teak furniture business is joining forces with a North Carolina furniture distributor for manufacture and distribution in the United States.
- ❖ Andy (Zoel's best friend) is a U.S. Hispanic who moved with his American wife and their four-year-old son to Latin America in pursuit of a more tranquil quality of life.
- ❖ Stephannie's best friend Suhey is studying at an American university, and must choose between her hometown love and the new man in her life -- an American law student.

Although Caucasians make up the majority of the population, moviegoers (140 million), and ticket sales, Hispanics are more likely to go to movies. 37 million Hispanic moviegoers purchased 300 million movie tickets in 2009, a per moviegoer rate of more than 8 tickets a year, the highest rate of any ethnic group.

Ethnicity Proportion of Total Population, Moviegoers and Tickets Sold



*How much would you Sacrifice...
for what you Love?*

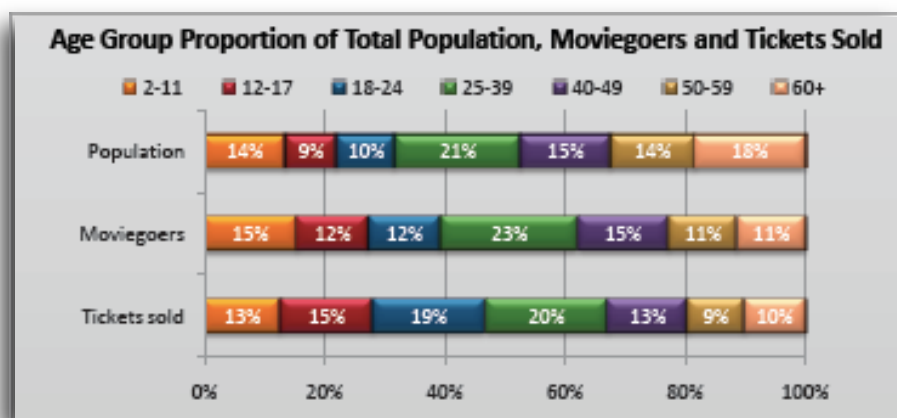
Dear Zoël

INDEPENDENT/SPECIALTY MARKET

In 2009, non-MPAA (Motion Picture Association of America) affiliated independents released 72% of all films. The independent audience whole-heartedly supports foreign language films that are thought-provoking and character-driven. Examples of the long list of successful independent/specialty films similar to *Dear Zoël* in theme and content are *Under the Same Moon*, *Real Women Have Curves*, *The Motorcycle Diaries*, *Y Tu Mama Tambien*, *American Beauty*, *Good Will Hunting*, *Maria Full of Grace*, *Sin Nombre*.

AGE GROUPS

The graphic below demonstrates the age breakdowns from the MPAA's 2009 U.S. Movie Attendance Study. *Dear Zoël*'s primary age group target audience is 18 to 39 year olds, who purchased 39% of all tickets sold in 2009. The Secondary age group that *Dear Zoël* targets is the 50+ age group, which purchased 19% of all tickets sold in 2009.



Dear Zoël for the 18 – 29 Age Group:

- ❖ Dear Zoël's story line concerns the choices most young adults will face. As they mature into adulthood, this group will choose the paths that will define their lives, and will struggle to fulfill their own dreams, as well as the dreams and expectations of their parents.
- ❖ The relationship challenges that confront Zoël and Stephanie (who are both in this age bracket) will resonate with this age group.
- ❖ Moviegoers in this age range will also be drawn into the sub-plot of Suhey, Jimmy, and Billy. This is the story of a young woman that did not follow her heart, and instead chose the path that was expected of her. Her consequences and regrets will hit home with young adults.

*How much would you Sacrifice...
for what you Love?*

Dear Zoël

Dear Zoël for the 25-39 Age Group:

- ❖ The sub-plot of Andy and Roxanna will attract this age group, which is mostly comprised of young families. Many fathers will relate to Andy's challenge of balancing family with financial success. Women will identify with Roxanna's struggles to raise a child while feeling abandoned by her husband's devotion to his business.

Dear Zoël for the 50-60+ Age Group:

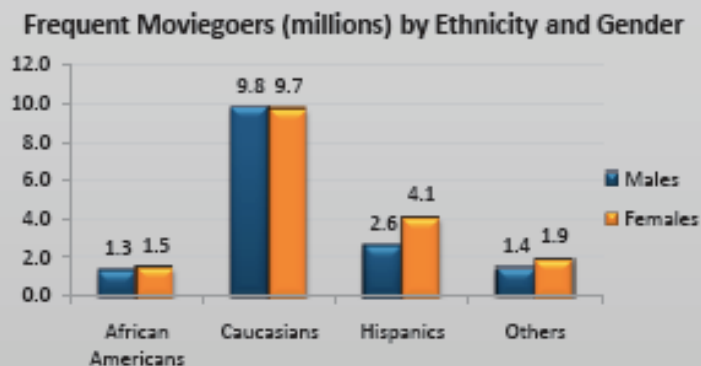
- ❖ Rolando, Zoël's father, struggles with the reality that his only son does not want to take over the family business. Rolando is also haunted by the suicide of Zoel's mother, whose troubled artistic personality he fears he sees far too much of in Zoel.
- ❖ The story of Marcos (Rolando's business partner), Dona Elena and Lorena will also appeal to the 50-60+ age group. Marcos learns that although the younger Lorena is beautiful and in her sexual peak, he finds the companionship he truly desires in Dona Elena, an older woman with the same life experiences.

GENDER

The Motion Picture Association reported that in 2009 females purchased a higher percentage of movie tickets than men - 55% of all movie tickets sold in 2009.

- ❖ Each relationship in Dear Zoel deals with the positives and negatives of relationships without demonizing either gender. Members of each gender also get to peek "behind the curtain" as friends open up and reveal their perceptions, motives, problems and desires.

The male/female split of moviegoers is nearly even for most ethnicities, with the exception of Hispanics. Among Hispanics, there are 1.5 million more frequent moviegoers who are female than male, despite the fact that the Hispanic population is 51% male.*



*How much would you Sacrifice...
for what you Love?*

Dear Zoël

INSPIRATIONAL DRAMA MARKET

A niche group is drawn to films “that inspire with characters of vision and conviction who face adversity . . . Whether these movies end happily or not, they are ultimately triumphant—both filling audiences with hope and empowering them with the spirit of human potential.” *

At its core, *Dear Zoël* is a story about love and hope, and the struggle to achieve these ideals. The themes in *Dear Zoël* empower audiences to rebuild relationships, and to pursue their dreams and passions. Films with similar inspiring and positive messages have become a mainstay of the independent movie industry.

- ❖ Zoël is a young man from a small town who, in direct contradiction to his father’s wishes, pursues his passion to be an actor. His journey takes him from a local playhouse to the role of Hamlet in the National Theatre.
- ❖ Zoël’s father, realizes his decisions might drive away the one he loves most. He must set aside his selfish nature and his fears, and reconcile with his son.
- ❖ Andy, Zoël’s best friend, learns that expressing love is all it takes to heal the pain he has caused his wife and child.
- ❖ The widow Elena seeks a second shot at love, while Marcos, a widower, finds the courage to try and love again.
- ❖ Suhey, struggling with her past mistakes, discovers it is never too late change one’s path.
- ❖ Finally, approximately ninety-three percent of all Latin-Americans self-identify as Christian, and part of the dialogue between Zoel and Andy intelligently addresses universal questions of faith. Zoël struggles with understanding his faith when God seems to have abandoned him in his time of need, while Andy, an atheist, believes past decisions have set him on a fatal path in his marriage.

*The American Film Institute judging criteria for “inspiring” films. www.filmsite.org/afi100cheers.html

*How much would you Sacrifice...
for what you Love?*

Dear Zoël