

HARRO VAN STAVERDEN
BIJKER FILM & TV



bijker

HOW DID OUR FILM, COOL KIDS DON'T CRY, HANDLE THE CHALLENGES OF THE EUROPEAN MARKET?



HOW DID OUR FILM, COOL KIDS DON'T CRY, HANDLE THE CHALLENGES OF THE EUROPEAN MARKET?



AUTHENTICITY

Countries can differentiate themselves by having authentic stories in their films.



RELEVANCE

The relevance has to be as broad as possible,
to connect to a wide & international audience.



IDENTIFICATION

Children all across Europe can identify with the film.



PROXIMITY TARGET AUDIENCE

We are a lot closer to our audience than American producers. We can reach them in a crossmedia way.



SPIN OFFS

- Educational material
- Social Media
- Events
- Expositions
- Charity organizations

LEARN FROM SUCCESS FACTORS AMERICAN FILMS



- Humor
- Friendship & family
- Suspense
- Mainstream approach
- Marketing

YOU AS A PRODUCER

Believe in your film. Be convinced of its story,
it has to tell something about you as a producer.



CONTACT

Harro van Staverden

Bijker Film & TV

harro@bijker.tv

www.bijker.tv

