

# Chuck Chuck Baby

Made in Wales Support Sheet



Film Details: <https://filmhubwales.org/en/films/chuck-chuck-baby/>

Bookings: [benmetcalf@metisfilms.co.uk](mailto:benmetcalf@metisfilms.co.uk) | [jordan@studiosohodistribution.com](mailto:jordan@studiosohodistribution.com)

## Content

- **Film X (formerly twitter) handle:** @ChuckChuckFilm @Janis\_pugh (director) @LouiseBrealey (actor) @AnnabelScholey (actor) @celynjones (actor) @AnneBeresfordUK (producer) @StudioSoho\_ (distributor)
- **Facebook:** @Chuck Chuck Baby - Flintshire Film @Studio Soho Distribution (distributor)
- **Instagram:** @ChuckChuckFilm @janismpugh (actor) @mslouisebrealey (actor) @bel\_scholey (actor) @celyn\_jones (actor) @anneberesforduk (producer) @studiosohouk (distributor)
- **Hashtag:** #ChuckChuckBaby
- **Stills:** [Download here](#)
- **YouTube Teaser:** [Watch here.](#)
- Tag us in your images @filmhubwales @Madeinwales\_ so we can share your screenings!

**Google Drive links:** If unable to access, please cut/paste the link into your browser to load.

## **Audiences**

Below are some of the types of audiences we expect Chuck Chuck Baby to appeal to:

- Independent film lovers.
- People interested in British cinema.
- People interested in Welsh cinema.
- People interested in LGBT+ stories.
- People interested in working-class stories.
- Fans of musicals.
- North Wales audiences.
- Women aged 18-50, particularly those from working-class communities.
- Fans of the cast (having starred in Sherlock, Mrs Brown's Boys, Ted Lasso and Such Brave Girls).
- Feel good films.
- Romance fans.

## **Key Words**

If running social media advertising, consider using the following key words/phrases to attract diverse audiences that might be interested in the film:

- British Cinema.
- Welsh Cinema.
- Welsh / Wales.
- Friendship.
- Musical.
- Working Class.
- North Wales.
- Award winners.
- Mostyn.
- LGBTQ+ Stories.
- Women on Film.
- Friendship.
- Humour.

## **Welsh Connections:**

- Writer and Director: Janis Pugh.
- Producer: Adam Partridge.
- Cast: Celyn Jones.
- Locations: Port of Mostyn and surrounding area.
- Funding: Ffilm Cymru Wales.
- Story: This is a story of welsh working class women. It is set in and around a chicken factory in North Wales. All of the key characters are working class women in their 40s
- Use the hashtag #MadeinWales as a way of promoting this to your audiences.

## **Event Ideas**

- **Talent screenings** - Actress Louise Brealey and Director Janis Pugh are available for Q&As. Please contact Studio Soho for more information.

- **Special screenings** for local community groups including WI groups, musical theatre societies, factory workers and others that might be interested in the film's themes. Followed by tea and cake or other social functions.
- **'Bring a friend'** campaign to highlight the friendship themes in the movie. This can tie in to a ticket offer.
- **Post screening discussions** around the themes in the movie, which include working-class culture, friendship, LGBT love stories.
- **Pay what you feel models** - To support accessibility. This could potentially be led in partnership with social clubs, local housing associations, councils or for factory workers who might not have visited your space before.
- **Celebration of rural towns and villages.** Celebrate your own local community by creating a board where people can share what living there means to them.

### Wider Programming

- Open the screening with director Janis Pugh's 2008 musical short film [Butterfly](#). Contact: [producerims@gmail.com](mailto:producerims@gmail.com) to book.
- Pair the film with another Welsh musical like [Hunky Dory](#), indie title [In the Heights](#), or [The Umbrellas of Cherbourg \(1964\) | BFI](#)
- Programme a suitable shorts package as part of a wider events such as [Pink Suede Shoes](#), [Jelly](#) by Sam O'Rourke, or our [MIW Queer Love Package](#).

### Made in Wales Assets Available

- **Video introduction from director Janis Pugh** with Welsh and English subtitles, which can be used on socials and before screenings. [Watch the intro video here](#). For a downloadable version, please email [films@filmhubwales.org](mailto:films@filmhubwales.org)
- **Full VIDEO interview** with director Janis Pugh.. [Watch the full interview here](#). For a downloadable version, please email: [films@filmhubwales.org](mailto:films@filmhubwales.org)
- **Full AUDIO-ONLY interview** with director Janis Pugh [is available here](#). You can also paste this link into Spotify, Apple or other popular podcast platform.
- **Social media clips** from the conversation that can be shared. If you do choose to do this, please ensure to tag @madeinwales\_ (Instagram) and @Filmhubwales (X, Instagram and Facebook), using the hashtag #madeinwales. [View the clips here](#), or for downloadable versions, please email: [films@filmhubwales.org](mailto:films@filmhubwales.org)
- Article from writer Isabel Thomas about the working class, Flintshire roots of the film and the real-life factory workers that inspired Janis and appear in the film. [View the article here](#) and download a PDF version from our website.

Please contact Studio Soho: [jordan@studiosohodistribution.com](mailto:jordan@studiosohodistribution.com) to enquire about wider distribution materials and video content.

### News and Reviews

- [Chuck Chuck Baby review – whimsy and realism combine in big-hearted romance](#)
- [UK chicken factory musical 'Chuck Chuck Baby' starts shooting in Wales](#)
- [BFI, British Council Unveil Cannes Film Market Great8 Lineup](#)
- [Recipient of the largest production award from the BFI for 2022 - From Screendaily](#)
- [Named as one of the 16 UK titles to tempt festival directors in 2023 - From Screendaily](#)
- [Chuck chuck baby celebrates its world premiere at edinburgh international film festival](#)

## **Helpful Resources**

### **Specialist Outreach Partners:**

- [Stonewall Cymru](#)
- [Umbrella Cymru](#)
- [LGBT+ Cymru Helpline](#)
- [Pride Cymru](#)
- [LGBTQYMRU](#)
- [Working Wales](#)
- [Unite Wales](#)
- [UNISON Cymru / Wales](#)
- [Housing associations](#)
- [Careers Wales](#)

### **General**

- [Example press release template](#) and contact information for Welsh Press,
- [Chuck Chuck Baby - Film Hub Wales](#)
- [Working Class Inclusion How to Welcome Working Class People to your Cinema:](#)  
This resource comprises a series of six podcast episodes that cover a range of areas, from sliding-scale ticketing and equitable employment practices, to the films that are programmed and how they are presented.
- [BFI FAN Socio Economic Barriers Resource](#)
- [BFI FAN Access Directory](#)
- [Inclusive Cinema](#)
- [Getting Better Data](#) – Get Creative with Audience Surveys
- [A Simple Guide To: Digital Marketing](#)
- [Example press release template](#) and contact information for Welsh press
- [A Simple Guide To: Augmenting Film Screenings](#)
- [Facebook and Instagram Ads:](#) With a budget of £10 - £30 you can tailor your ads on socials:
  - Custom audiences – allows you to target existing customers or leads,
  - Location – allows you to target by location (city, state, country),
  - Gender – allows you to target by gender,
  - Interests – allows you to target by interest (such as fitness, entrepreneurship, fashion, literature)

**If you would like further advice, please contact [films@filmhubwales.org](mailto:films@filmhubwales.org)**