

Ali & Ava

Marketing Pack for venues, part of BFI FAN's support for new releases

"What would happen if you took melodrama as a genre and applied it to a social-realist version of Bradford that's based on real people? It's an opportunity to think about what it means to be part of a community. There's a lot of kindness, generosity and support in Bradford and I wanted to see that writ large on the big screen."

Clio Barnard, writer / director: Ali & Ava



Specification details:

Dir. Clio Barnard | Cert. 15 | 95 mins | UK | 2021

Distributor: Altitude Film Entertainment

Available: 4 March 2022

Booking: Bryony Forde bryonyforde@altitudefilment.com

- ***HoH and Audio Descriptive versions of the film are available to book.***

Logline:

Sparks fly after ALI and AVA meet through their shared affection for Sofia, the child of Ali's tenants whom Ava teaches. Ali finds comfort in Ava's warmth and kindness while Ava finds Ali's complexity and humour irresistible. As the pair begin to form a



deep connection they have to find a way to keep their newfound passion from being overshadowed by the stresses and struggles of their separate lives and histories.

Enveloped in music, humour and emotion, *ALI & AVA* is a heartfelt contemporary love story written and directed by BAFTA-nominated Clio Barnard (*The Arbor*, *The Selfish Giant*).

Filmed and set in Bradford, *ALI & AVA* is financed by BBC Films, BFI (awarding National Lottery funding) and Screen Yorkshire, with Altitude handling world sales and UK and Irish distribution.

Assets

Pre-recorded Q&A: Available to exhibitors is a 30 min recorded zoom Q&A available for preview bookings featuring director Clio Barnard, Producer Tracy O’Riordan and actors Adeel Akhtar and Claire Rushbrook interviewed by Ian Haydn Smith. Email Bryony Forde <bryonyforde@altitudefilm.com> for more information.

BFI FAN programme notes written by Rebecca del Tufo: [Download here](#)

Official Website: <http://www.altitudefilm.com/film/sales/75/ali-ava>

Distributor Twitter handle: <https://twitter.com/altitudefilms>

UK production notes: [Download here](#)

UK posters: [Download here](#)

Stills: [Download here](#) ([BIFA Award graphics](#))

Spotify playlist of the soundtrack: <https://open.spotify.com/playlist/38ZAmAM1EGzG9g1v0uCWqo?si=bda51e035b4f4914>

GIFs: TBC

Trailer (mp4, 16x9): <https://bit.ly/AliAva-Trailer>

Trailer (1x1 Captioned version for social media): [Download here](#)

Trailer (YouTube): https://youtu.be/f1l6lg8Au_M

DCP Trailer CPL:

15 Version:

AliAndAva_TLR-Main_F_EN-XX_UK_51_2K_IND_20211103_DTU_SMPTE_OV

PG Version



AliAndAva_TLR-PG_F_EN-XX_UK_51_2K_IND_20211103_DTU_SMPTE_OV

Screener available on request. Please contact Bryony Forde
<bryonyforde@altitudefilment.com>

Audience surveys

For feedback on the New Release title and your event, please direct your audience members to www.newreleasesurvey.co.uk to fill out our BFI FAN Audience Survey.

Responses can be shared with venues upon request.

- [Easy Read feedback survey](#)
- [Download a MP4 slide here to put on your screens before the film to encourage audiences to fill out the survey.](#)
- [Download the QR code here](#)

Simple and easy wins for exhibitors

- Facebook and Instagram ads: this is an easy and effective way at reaching target audiences. FAN support can pay for the ad and we can also talk you through campaign set-up to maximise results.

We expect *Ali & Ava* to appeal to:

- Music lovers (Dance, country, folk)
- Romantic comedies
- Love stories
- British cinema
- Dating

Young Audiences

In collaboration with distributors, the FAN Young Consultants (a group of 10 under 30 year olds working in film exhibition) select new release titles that they would like to highlight as particularly engaging for their peers and young people aged 16-30 (or segments therein). Working with the FAN Young Audiences lead [Moira McVean](#), the group creates light-touch marketing packs with digital assets, eventising and social media marketing ideas aimed specifically at supporting exhibitors attracting younger audiences to their venues.

Here's the group's thoughts on the film, specifically thinking about it in terms of attracting younger audiences (16-30)

Louise Giadom (LFF review)

This was definitely the film I smiled the most in while watching at LFF. Everything about this was pretty perfect to me. The music- bass heavy dance club music – isn't really my style but I couldn't help but love it in this film. It always fit and never seemed like too much even when the scene would switch from deathly quiet to pounding bass. What I loved about this film was that, while it's a romantic drama, to me, it felt even more about the connection music lets us have with each other and ourselves. Oh, and it was hilarious, the whole cinema was laughing out loud!

Alex Goldsmith

A very sweet, uplifting film with an excellent soundtrack, a lot of heart, and wonderful chemistry between its two deeply authentic characters. Despite being a story of older love, I think this one should appeal to young audiences. It's a must-watch film from Clio Barnard.

Thea Berry

This was just utterly brilliant. Ever since I watched as part of LFF it keeps popping back into my head. The performances are just gorgeous and heart-breaking. I loved the use of music; blending country, folk, techno, garage, R&B - I feel like this is the type of storytelling that we're so good at in Britain. It's the perfect blend of funny and sad; it shows how cruel life can be to us but how wonderful it is as well. There's so much love and empathy towards all these characters and I can't wait to watch it again.

Rebekah Taylor

I really liked it. Second time watching after screening days. I actually like that it's an older love story as there is always an assumption in films that if you are a certain age then your life is over. The soundtrack was great as well!

Colette Webber

I enjoyed this little British indie - it was warm, honest, straightforward and complete with a great soundtrack. The way Ali and Ava connected by sharing new genres of music with each other was particularly lovely.

Anete Vintisa (London College of Communication film student)

As I was familiar with Clio Barnard's previous work, namely her 2010 film *The Arbor*, the social realism themes in *Ali & Ava*, while expected, felt refreshing and authentic. The two protagonists, highlighted for their differences in both background and life experiences, explore the human condition of loneliness and longing which ultimately unites them. Without the unnecessary dramatization of their romance, Barnard paints a portrait of an honest and mature relationship despite the melodrama of Ali and Ava's realities. Perhaps most notable of all the noteworthy elements of this film was its purposeful use of sound. Rashad Hall-Heinz's editing of sound evoked goosebumps while juxtaposing the often harsh, images of realism with colourful and explosive beats. Be it a moment of bonding between Ali and Ava or

Ali's attempt at feeling in control of his own life, music plays a key role in communicating complex human emotion without having to say a word.

Marketing and eventising

On the face of it, the film might not be an obvious draw for young audiences but all the Young Consultants agree that emphasising the music is the best way to market the film for this age group. As Colette writes "the film literally opens with Ali blocking out the world and it's problems by blaring out a remix of the Afro-Futurist dance track 'I know' by Onipa, clearly establishing dance and rhythm as a central theme and as something that cuts across generations".

Suggestions from the group:

- Communicate where they can find the soundtrack (it's on Spotify) – consider playing it in the foyer for all your screenings and using it as a cross-promotional tool
- The group suggested that as music plays a huge part in dating for a lot of young people as well i.e. making and swapping Spotify playlists or "sussing someone out on a dating app through their band t-shirts etc." Play with this idea on your social media channels
- Another suggestion for engaging with your audience online was encouraging them to share their favourite 'movie music moments'
- In the film, the music really helps Ali deal with his mental wellbeing (literally blocking out the world at times) and he uses it to diffuse a conflict situation between younger kids in the neighbourhood. The use of music is joyful. We all need more of it in our lives! Ali is also a DJ – could you bring a local DJ to deliver a set after one of your screenings?
- Could you take this as an opportunity to connect with local youth bands, youth music groups, university music societies, maybe an open DJ night.
- LCC student Anete also suggests a post-screening discussion around the strength of the characters depicted in the film or the themes – Loneliness & longing, domestic abuse, racism, cross-cultural relationships and of course the location of Bradford.

Ali & Ava: campaign and marketing ideas

The focus of BFI FAN's support for new releases is developing diverse audiences:

- **Price:** If you have a young person/student ticket offer, why not promote it alongside *Ali & Ava*
- **Experience:** Research into audiences highlights how important the whole experience is. Think about about a possible singles night due to the film's romantic plotline or a music tie-in due to its eclectic soundtrack.
- **Alternatively:** Reach out to the distributor for a possible talent Q&A

- **Interaction / social media:** Focus on the fact that it is a film all about issues facing people today - disconnection, loneliness and people just looking to connect.

Promote your screenings

Find out how to tell new audiences about your events and make them unforgettable with our simple guides:

- **A Simple Guide To: DIGITAL MARKETING:** Marketing your events online can be as simple or as complex as you want it to be. To get you started, here are some easy steps to promote your event online.
- **A Simple Guide To: AUGMENTING FILM SCREENINGS:** Putting on a film screening doesn't have to be about just showing a film. Venues can make their events stand out and attract new audiences by augmenting their screenings with something extra.

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

- Romantic comedies
- Love stories
- Dance music
- British cinema
- Country/folk music

Event Ideas

- Partner with a DJ (or folk band) or a music/film event
- Daniel Avery (who does the music in the film - based in Bournemouth/London)
- Valentine's Day preview screening or possible singles screening
- Talent Q&A
- Team-up with Girls on Top/Birds Eye View

Planning your event

There is a regional marketing freelancer in each Film Hub region working on grassroots outreach, press and marketing, alongside a small budget for activity. They will also be working with students (both foreign and home) and language schools. Get in touch on fannewreleases@watershed.co.uk to be linked in to the campaign in your area - we can help with event ideas, finding speakers and other grassroots marketing.

- [Email template for schools/university/youth networks](#)
- [Email template for event screenings](#)
- [Email template for contacting venues](#)

Press

Get in touch with local press for any special events with the below press release template alongside stills from the film.

- [Generic press template for local press and listings](#)

Key Press Quotes

[Rotten Tomatoes critic reviews](#)

“An understated triumph” ★★★★★ The Guardian

“Two extraordinarily lived-in performances from Akhtar and Rushbrook” ★★★★★
Little White Lies

“ALI & AVA has a naturalism rarely captured in cinema” Sight & Sound

“Adeel Akhtar and Claire Rushbrook are superb” ★★★★★ Flickering Myth

“ALI & AVA cements Barnard’s status as one of the most important contemporary filmmakers of the British arthouse scene” The Upcoming

“Heart-warming” ★★★★★ Flickfeast

“ALI & AVA delivers startling, exuberant beauty, and weighed by two grounded and intuitive performances.” ★★★★★ Empire

★★★★★ Metro

★★★★★ Time Out

“Akhtar imbues Ali with such an aliveness, an electric joyfulness teetering on the edge of sorrow, that he is a whole enough character to fill any unintentional gaps.”
INDIEWIRE

"Ali & Avi is an exquisitely told 21st century love story, Clio Barnard's keen ability to convey the deep realities of life through her direction has never been better. Akhtar and Rushbrook are sensational." HEYYOUGUYS

"Only going from strength to strength, Ali & Ava is another extraordinary achievement in Barnard's unrelentingly impressive filmography." AWFJ WOMEN ON FILM

Awards

2021 BAFTAs

- NOMINATED: Outstanding British Film of the Year
- NOMINATED: Best Leading Actor (Adeel Akhtar)

2021 BIFA Awards

- NOMINATED: BEST BRITISH INDEPENDENT FILM Clio Barnard / Tracy O'Riordan
- NOMINATED: BEST SCREENPLAY Clio Barnard
- NOMINATED: BEST DIRECTOR Clio Barnard
- WINNER: BEST ACTOR Adeel Akhtar
- NOMINATED: BEST ACTRESS Claire Rushbrook
- NOMINATED: BEST CASTING Shaheen Baig
- WINNER: BEST MUSIC Connie Farr / Harry Escott

Articles of Interest

- [The Guardian: Ali & Ava review – Barnard's Bradford romance is an understated triumph](#)
- [The Guardian: Clio Barnard on her Bradford love story Ali & Ava: 'Joy is an act of resistance'](#)
- [Screen Yorkshire: Ali & Ava](#)
- [BFI/Sight and Sound: Ali & Ava serenades its Bradfordian sweethearts](#)
- [Variety: 'Ali & Ava' Review: Two Lonelyhearts Connect in Clio Barnard's Outside-the-Box Musical](#)



Sample social media posts

TWITTER POST EXAMPLE

"Ali & Avi is an exquisitely told 21st century love story." - [@HeyUGuys](#)

Coming soon is [@AltitudeFilms](#)'s [@BIFA_film](#)-award winning Ali & Ava from director [@cliobarnard](#)

TICKET LINK/VENUE DETAILS