

# Unicorns

Made in Wales Support Sheet



Release date: 5th July, 2024.

Film Details: <https://filmhubwales.org/en/films/unicorns/>

Bookings: [luke@signature-entertainment.co.uk](mailto:luke@signature-entertainment.co.uk)

- [Watch the trailer](#)
- [Download the DCP trailer](#)

**Socials:**

- **X:** @SignatureEntUK (distributor), @RiverRoadPics (production company), @sallyelh (co-director), @iJamesFloyd (co-director, writer), @itsjasonpatel (star).
- **Instagram:** @signatureentertainmentuk (distributor), @unicorns.movie, @Sallyelhosaini (co-director) @riverroadentertainment (production company), @itsjasonpatel (star), @benhardy (star), @nishanayar (star), @trudiestyler (producer), @ffilmcymruwales (funder).
- **Facebook:** @Signature Entertainment (distributor) @River Road Entertainment (film/television studio)

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

## Audiences

Potential audiences we think Unicorns might appeal to:

- Independent film lovers.
- People interested in British cinema.
- People interested in British-Indian stories.
- People interested in LGBT+ stories.
- People interested in drama.
- People interested in romance.
- Fans of drag.
- Fans of Ben Hardy (Eastenders).

**Pair with trailers:** *Challengers, Love Lies Bleeding, Furiosa: A Mad Max Saga, Hit Man, Back to Black, The Dead Don't Hurt.*

## Key Words

If you're running social media advertising, the following key words/phrases might be useful to attract audiences:

- British cinema.
- British-Indian cinema.
- Welsh cinema / film.
- Welsh directors.
- Drama.
- LGBT+.
- Drag.
- Asian drag.
- Gaysian cinema.
- Queer Cinema.
- Gender identity.
- Romance / love.

## Welsh Connections

- Co-director: Sally El Hosaini.
- Funding: Ffilm Cymru Wales.

## Made in Wales Assets Available

- **Video introduction from Sally El Hosaini and James Krishna Floyd** 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** between directors Sally El Hosaini and James Krishna Floyd. [Watch the full interview here](#). For a downloadable version, please email: [films@filmhubwales.org](mailto:films@filmhubwales.org)
- **Full AUDIO-ONLY interview** between co-director Sally El Hosaini and James Krishna Floyd [is available here](#). You can also paste this link into Spotify, Apple or other popular podcast platforms to listen to there.

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- **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)
- Editorial article focusing on the film's themes. [View the article here](#) and download a PDF version from our website.
- **[Exhibitor assets and downloads from Signature](#)** (stills, artwork, more). Please copy/paste link into browser if unable to open.

Please contact Signature Entertainment: [luke@signature-entertainment.co.uk](mailto:luke@signature-entertainment.co.uk) to book the film and to enquire about any other distribution materials.

## Wider Programming Ideas

- Welsh directors creating British-Asian LGBT+ Stories – Screen new documentary '[India's 1st Best Trans Modelling Agency](#)' (available in Autumn 2024) alongside '*Unicorns*' to showcase two Welsh directors, telling stories that explore South Asian identities. It could also pair well with a third Welsh feature, [Donna](#).
- Pair with short films such as Tina Pastora's '[I Choose](#)': a story of empowerment and resilience. Tina shadowed the directors during the making of *Unicorns*. Additionally, Iris Prize has a [back catalogue of films](#) to choose from if you'd like to focus on the LGBT+ theme.
- Pair the film with recent releases such as [Joyland](#) or [Femme](#), or explore connections to drag through the BFI's [10 great drag films](#).

## News, Reviews and Quotes to share with your audiences

- **Jamie Tabberer, Attitude. 4 Stars:** “*Beautiful – a salve for our times.*”
- **Sailesh Ram, Asian Culture Vulture. 4 Stars:** “*Powerful, sensitive and brilliantly touching.*”
- **[Loud and Clear](#) Reviews. 4 Stars:** “*Beautifully shot and visually daring, Unicorns is a film that questions identity and labels in the gaysian London queer scene.*”
- **Asyia Iftikhar, Pink News. 4 Stars:** “*The chemistry between Hardy and Patel that's impossible to ignore.*”
- **Baz Bamigoye, [Deadline](#):** “*Unicorns is a beautiful love story.*”
- **Jason Solomons, New European:** “*This is a bright and thrilling adventure that plunges us into a new world...With gorgeous performances by Ben Hardy and newcomer Jason Patel.*”
- **[The Hollywood Reporter](#)** - TIFF Review: “*Ben Hardy and Jason Patel in a Touching Queer Romance.*”
- **[Loud and Clear](#)** - LFF Review - “*Beautifully shot and visually daring, Unicorns is a film that questions identity and labels in the gaysian London queer scene.*”
- **[Cinerama Film](#)** - BFI Flare Review - “*Exploring gender, individual truth, identity and transformation, James Krishna Floyd's directorial debut Unicorns finds a unique and compelling voice in exploring gender, masculinity, fluidity, identity, and transformation.*”
- **[RogerEbert.com](#)** - “*There's inherent power in that story, and Hardy and Patel really understand these characters and how they navigate their worlds. It's in Hardy's emotional eyes or Patel's captivating smile.*”

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# Helpful Resources

## Specialist Outreach Partners:

- [Pride Cymru](#),
- [Stonewall Cymru](#) - Creating transformative change for LGBTQ+ people across the UK,
- [Glitter Cymru](#) - Cardiff based community of ethnic minority LGBTQ+ people offering weekly meet-ups, Ally Training, and wellbeing workshops.
- [Umbrella Cymru](#) - Gender and Sexual Diversity Support Specialists,
- [Trans Aid Cymru](#) - Helping transgender, non-binary and intersex (TIN) people through mutual aid support.
- [G\(end\)er Swap](#) - Supports trans and gender non-conforming people to access style.
- [Unique Transgender Network](#) Supporting Trans\* (transgender) people in North Wales & West Cheshire.
- [Impact LGBT+](#) - LGBT+ youth groups in Cardiff.
- [Viva LGBT+](#) - Youth groups and support across Denbighshire, Conwy, Flintshire, Anglesey and Wrexham.
- [Tŷ Pride](#) - Supporting LGBTQ+ young people who are experiencing, or at risk of, homelessness.
- [Constellation](#) - A wellbeing project for trans, non-binary and exploring young people aged 12-16 and 17-25 in Cardiff.
- [LGBTQ+ national, regional & film organisations](#) via Inclusive Cinema.

## General:

- [Signature - Unicorns](#)
- [Film Hub Wales - Unicorns](#)
- [BFI FAN Access Directory](#)
- [Inclusive Cinema](#)
- [BFI FAN Socio Economic Barriers Resource](#)
- [Getting Better Data – Get Creative with Audience Surveys](#)
- [A Simple Guide To: Digital Marketing](#)
- [Example press release template](#) and contact information for Welsh press,
- [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)