

GENERAL PRESENTATION - 2024 EDITION (ENGLISH VERSION)

The logo for the Ferrara Film Festival is presented in a large, bold, sans-serif font. The letters are filled with a golden-yellow color and have a glowing, neon-like outline. The text is set against a background of a cityscape, likely Ferrara, Italy, featuring historic buildings and a church tower. The overall aesthetic is modern and vibrant.

FERRARA FILM FESTIVAL

#FerraraFilmFest9

21-28
SETTEMBRE 2024
FERRARAFILMFESTIVAL.COM

WHO SUPPORTED FERRARA FILM FESTIVAL IN THE LAST 4 EDITIONS (2020-2023)



16-23 SETTEMBRE 2023 FERRARA FILM FEST

Ferrara Film Festival, established in 2016, is now among the **Top 10** major film festivals in Italy. It is perfectly positioned at the **end of September** between *Venice Film Festival* and *Rome Film Fest*. Compared to 2022, the 2023 edition saw a **sixfold increase** of national and international guests and **tripled** its public attendance reaching almost 30.000 people.

A marketing and communication campaign that reached **15 million people** (+120%) and generated a media value of **13 million euros** for the City of Ferrara, Italy.

* Data provided by *Fluida Comunicazione*



FERRARA FILM FESTIVAL



8 DAYS • 44 EVENTS • 16 PREMIERES



**IN THE HEART OF FERRARA
A UNESCO WORLD HERITAGE SITE**





TEATRO NUOVO

VILLAGGIO COMMERCIALE

AT THE CENTER OF EVERYTHING

The **Ferrara Film Festival 2024** not only has its main **hub** in one of the most beautiful squares in Italy, Piazza Trento e Trieste, with a large promotional and commercial **cine-village** set up next to the Ferrara Cathedral and the most stunning red carpet in the festival's history, but it also has the beautiful **Teatro Nuovo** as its main venue. With 800 seats, Teatro Nuovo overlooks the heart of the square and will host all the festival's film premieres.

With this extraordinary setting, a **UNESCO World Heritage site**, the network of facilities provided by the festival will offer **maximum visibility** to partners, sponsors, and film companies presenting their films to the public and the press. **Other locations throughout the city will be used for many other events** (see next pages).

This visibility, in addition to the "live" audience with thousands of people passing through the central festival area every hour, will also extend nationally and internationally through a communication campaign that, in 2023, **reached 15 million people**.



FERRARA FILM FESTIVAL



GIANCARLO GIANNINI

Photo Valerio Pazzi ©



MANUELA ARCURI



LUCREZIA LANTE DELLA ROVERE

NATIONAL



EDOARDO LEO



MARTINA STELLA



JEREMY PIVEN



JANE ALEXANDER



STEFANO FRESI



CRISTIANA DELL'ANNA

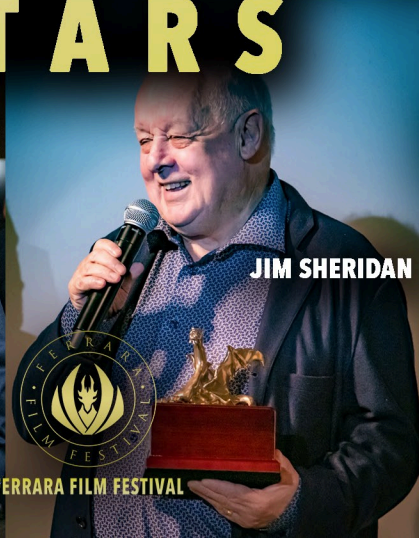
& INTERNATIONAL STARS



ANDREA BOSCA



KEVIN REYNOLDS

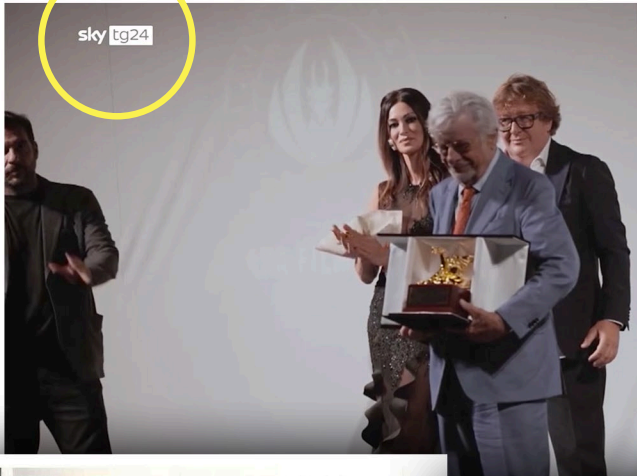


JIM SHERIDAN



DANNY GLOVER

FERRARA FILM FESTIVAL



Rai News



Tanti gli aneddoti, come quei film che doveva fare con Antonioni. Ha ricevuto il Dragone d'oro dopo una lezione sul mondo del cinema.



FERRARA FILM FESTIVAL, ACCOLTI IN COMUNE. L'ATTORE PREMIATO AL TEATRO NUOVO. GIANNINI E ARCURI, COPPIA DI STELLE

Ferrara Film Festival: Kevin Reynolds star della seconda giornata

Oggi domenica 17 al Teatro Nuovo si terrà il "Meet the star". Attesa anche Lucrezia Lente Della Rovere alla proiezione del film "L'incantevole Lucrezia Borgia" di cui è protagonista



Kevin Reynolds e Lucrezia Lente Della Rovere

il Resto del Carlino

Corriere dello Sport SEMPLICEMENTE PASSIONE



Dragone d'oro a 'Sweetwater' Film festival, edizione da record

Bilancio positivo per l'ottava edizione, con tanti ospiti italiani e internazionali. La soddisfazione di Law

Martina Stella a Ferrara per illuminare il Ferrara Film Festival

Attenzione è tutta rivolta ai vincitori, che verranno svelati nel corso della serata in programma per oggi sabato 23 settembre al Teatro Nuovo. Il programma della lunga giornata

Rai News

ANSA.it

Da Giancarlo Giannini a Martina Stella

Parata di star, il Film festival chiude col botto

Giancarlo Giannini e il ricordo di Antonioni



sky

"Arrivati alla conclusione dell'ottava edizione del Ferrara Film Festival, posso dire che è stato un grande successo dal punto di vista mediatico e qualitativo. Abbiamo avuto una partecipazione tre volte superiore a quella del 2022, sfiorando le 30mila presenze tra proiezioni, eventi e convegni che si sono susseguiti tra Teatro Nuovo e Cine Village... Questa edizione svolta in una nuova "casa" ci ha portato più al centro della città, ed è stata una chiave vincente. È un ottimo presupposto per fare un'edizione 2024 ancora più di successo".





THE NUMBERS

NATIONAL AND INTERNATIONAL PRESS

NEWS

285

AVERAGE

863K

REACH

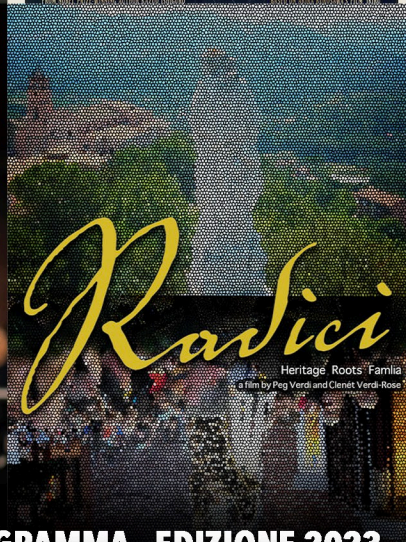
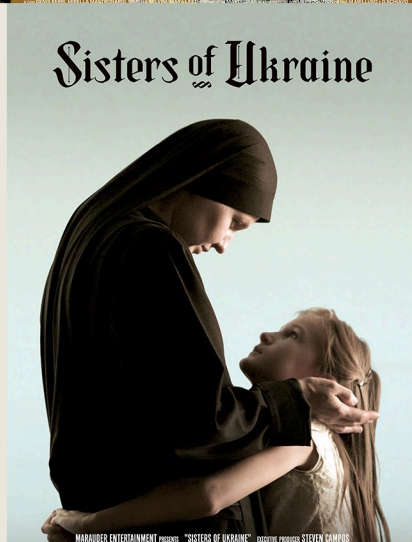
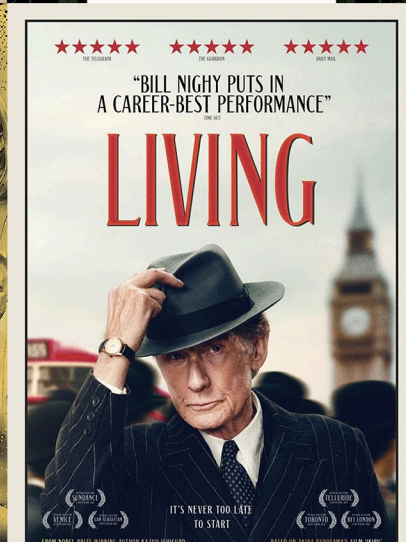
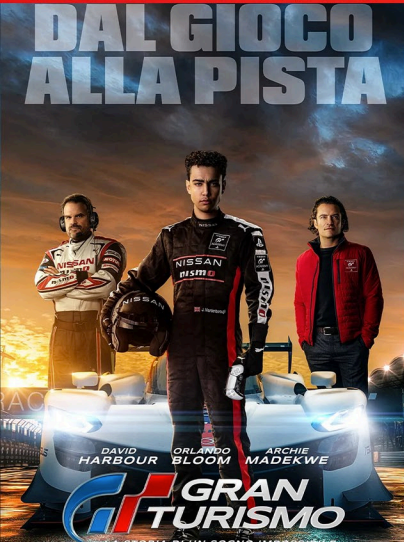
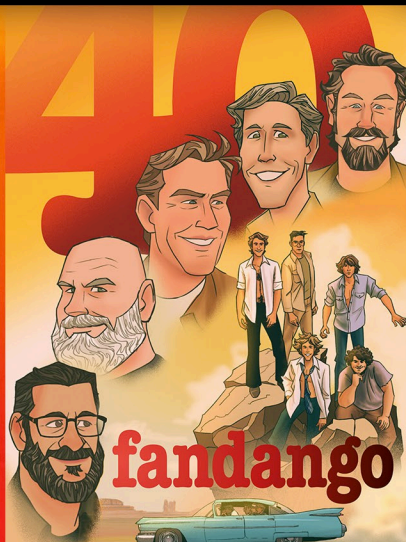
13MLN €

To view the complete press review, consisting of 285 articles from national and international media, scan the QR code.



FERRARA FILM FESTIVAL

GREAT CINEMA



PRINCIPALI FILM IN PROGRAMMA - EDIZIONE 2023

BLOCKBUSTERS, RETROSPECTIVES & INDEPENDENT FILMS



THE CINE-VILLAGE OF FERRARA FILM FESTIVAL DEDICATED AREAS FOR SPONSORS & PARTNERS (FIXED OR ROTATING)



PROMOTIONAL AND ENTERTAINMENT ACTIVITIES IN ELEGANT AND SLEEK TEMPORARY STANDS AND STRUCTURES



FERRARA FILM FESTIVAL

ANALYSIS AND NUMBERS OF 2023

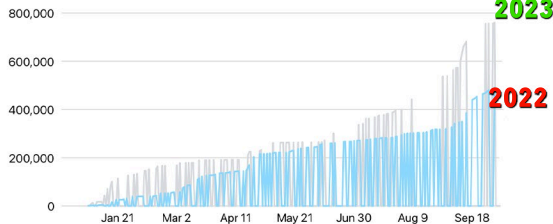
Reach

Compare your reach from this period to the previous one.

See more about your content performance

Facebook reach 490,358 Instagram reach 102,517 Paid reach 515,463

Daily Cumulative



Dati: Meta Business

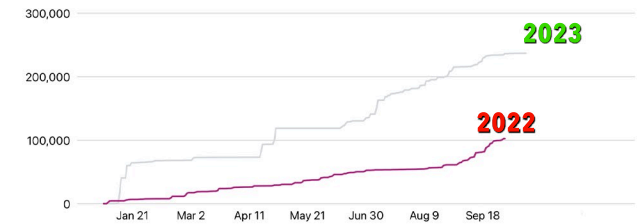
Reach

Compare your reach from this period to the previous one.

See more about your content performance

Facebook reach 490,358 Instagram reach 102,517 Paid reach 515,463

Daily Cumulative



Dati: Meta Business

The global social and web communication campaign of the Ferrara Film Festival 2023 saw a 100% increase in visibility compared to 2022, doubling the number of people/users reached worldwide. The examples shown in the graphs indicate that, on Facebook, each post generated nearly 800,000 views (including viral shares) in September, with an annual average of 490,358 views. On Instagram, visibility more than doubled compared to 2022, reaching peaks of 250,000 people per post in September (annual average 102,517). The total number of users reached annually, from January to September, across all social platforms and FerraraFilmFestival.com, amounts to 7,700,000 people.

FFFB_VALORIZZAZIONE RASSEGNA STAMPA				
RASSEGNA STAMPA				
	Titolo	Fonte	Media	Data di pubblicazione
257	Ferrara Film Festival: ottava edizione	liltitolo.it	Web	7/23 15:19
258	FERRARA FILM FESTIVAL: OTTAVA EDIZIONE DAL 16 AL 23 SETTEMBRE 2023	travelling.travelsearch.it	Web	6/28/23 14:41
259	Ferrara Film Festival: confermata la partnership con Studios International, ex De Paolis	ildecoder.com	Web	6/28/23 11:45
260	Ferrara Film Festival: confermata la partnership con Studios International, ex De Paolis	247.libero.it	Web	6/28/23 12:17
261	Comunicato Regione: Cinema. Promozione della cultura cinematografica: assegnati co	agenpaaf.eu	Web	6/27/23 13:20
262	Sarà Giancarlo Giannini a inaugurare il Ferrara Film Festival	radiopicco.it	Web	6/14/23 13:21
263	Giannini inaugurerà il Ferrara Film Festival	radiocompany.com	Web	6/13/23 18:41
264	Giancarlo Giannini inaugurerà il Ferrara Film Festival 2023	tecnologiauniziorbarraaccessibili	Web	6/13/23 14:20
265	Giancarlo Giannini inaugurerà il Ferrara Film Festival 2023	notizie.virgilio.it	Web	6/13/23 15:04
266	Giancarlo Giannini inaugurerà il Ferrara Film Festival	telesantemo.com	Web	6/13/23 15:56
267	Giancarlo Giannini will inaugurate the Ferrara Film Festival 2023	gloos.it	Web	6/13/23 11:18
268	Giancarlo Giannini inaugurerà il Ferrara Film Festival 2023	Ansa.it	Web	6/13/23 11:08
269	Ferrara Film Festival, Giancarlo Giannini inaugura l'edizione 2023	CineCitta News	Web	6/13/23 11:57
270	Giancarlo Giannini inaugurerà il Ferrara Film Festival 2023	larena.it	Web	6/13/23 11:24
271	Giancarlo Giannini inaugurerà il Ferrara Film Festival 2023	ilgiornaledivicenza.it	Web	6/13/23 11:39
272	Giancarlo Giannini inaugurerà il Ferrara Film Festival 2023	tiscali.it	Web	6/13/23 11:21
273	Giancarlo Giannini apre il Ferrara Film Festival!	thesoundcheck.it	Web	6/10/23 16:52
274	GIANCARLO GIANNINI	La Provincia	Stampa	6/8/23 0:00
275	Giannini apre il Ferrara film festival	ilrestodelcarlino.it	Web	6/7/23 5:34
276	A Giannini il Dragone d'Oro alla carriera 1 attore inaugurerà il Ferrara Film Festival	La Nuova Ferrara	Stampa	6/7/23 0:00
277	Giannini apre il Ferrara film festival	Il Resto del Carlino Rovigo	Stampa	6/7/23 0:00
278	Giannini apre il Ferrara film festival	Il Resto del Carlino Ferrara	Stampa	6/7/23 0:00
279	Ferrara Film Festival, Giancarlo Giannini inaugurerà l'edizione 2023	worldmagazine.it	Web	6/6/23 20:41
280	Ferrara Film Festival aprirà con il premio alla carriera assegnato a Giancarlo Giannini	cronacheuristiche.it	Web	6/7/23 1:31
281	Ferrara Film Festival, Giancarlo Giannini inaugurerà l'edizione 2023	247.libero.it	Web	6/6/23 18:53
282	Ferrara Film Festival, Giancarlo Giannini inaugurerà l'edizione 2023	Sky.it	Web	6/6/23 18:44
283	Giancarlo Giannini premiato con il Dragone d'Oro alla Carriera apre il Ferrara Film Festival	festelstense.it	Web	6/6/23 12:49
284	Giancarlo Giannini apre il Ferrara Film Festival	notizie.virgilio.it	Web	6/6/23 14:21
285	Giancarlo Giannini apre il Ferrara Film Festival	estere.com	Web	6/6/23 12:51
286	Ferrara Film Festival: Giancarlo Giannini aprirà la serata e riceverà il premio alla Car	247.libero.it	Web	6/6/23 10:46
287	Ferrara Film Festival apre con Giannini	metronews.it	Web	6/6/23 10:17
288	Ferrara Film Festival: Giancarlo Giannini aprirà la serata e riceverà il premio alla Car	ildecoder.com	Web	6/6/23 10:16
289				
290	TOTAL NEWS: 283			
291	AVERAGE: 743.119,22			
292	REACH: 6.769.353,26			
293				
294				
295	RASSEGNA TV			
296	Sky Tg 24	18 settembre, ore 21:00	74.100	
297	Rai TGR Emilia - Romagna	16 settembre, ore 20:00	46.400 €	
298			120.500	
299	REACH: 6.823.072			
300	AVERAGE: 120.500 €			
301				
302				

Il Resto del Carlino

In otto giornate la carica dei 30mila: "Uno straordinario Film Festival"

Presenze di ospiti nazionali e internazionali sei volte superiori rispetto al 2022, soddisfatto il direttore Law.

In otto giornate la carica dei 30mila: "Uno straordinario Film Festival"

numerici del Ferrara Film Festival, 30.000 presenze. L'ottava edizione ha registrato un notevole incremento. Le presenze di ospiti nazionali e internazionali sono state sei volte superiori rispetto al 2022, mentre il pubblico è cresciuto fino a raggiungere 30.000 presenze nel corso delle 8 giornate e dei 44 eventi. Persone attratte in particolare dalle numerose attività del Cine-Village di piazza Trento e Trieste.

The communication campaign through local, national, and international press from May to September 2023 generated 285 articles, along with national coverage on RAI, TGC24, and SKY, reaching 6,823,072 people. This translates to a 120% increase compared to 2022. The aforementioned press campaign generated a media value of 13 million euros for the city of Ferrara, Italy, and the Ferrara Film Festival.

IN-PERSON ATTENDANCE, FINAL TOTAL DATA, AND CONCLUSION

The combined press, social media, and web campaign reached approximately 15 million people in the first eight months of 2023. The total in-person attendance amounted to about 30,000 people, divided into the following areas:

- TEATRO NUOVO: 6,950 (tickets, subscriptions, accredited attendees, and multimedia exhibition visits)
- CINE-VILLAGE: 23,000 (red carpet events, DJ sets, Studios Lounge, and sponsor & partner area visits)

VENUES AND PROGRAM (SEPTEMBER 21-28 2024)

With its central location, the ninth edition of the **Ferrara Film Festival** aims to not only **double** all the results achieved during the 2023 edition but also **triple live engagement** with the setup of a large cine-village in the central Piazza Trento e Trieste (open daily from 3 PM to 10 PM) and the inclusion of many other locations in the city.

The **general press conference** will be held on **August 1** and the **launch press conference** will be held in **mid-september**. The **official festival program** will be published in **early august**.

PRE-FESTIVAL EVENTS (JULY-SEPTEMBER)

Joint programming with other festivals and events prior to Ferrara Film Festival, such as: ***Un fiume in musica (July)***, ***Buskers Festival (August)***, ***Fiera di Cento***, ***Music Emergency and Notorious Cinemas Ferrara (September)***

LOCATIONS OF THE FESTIVAL

Teatro Nuovo: Big film premieres, large conventions and masterclasses

Piazza Trento e Trieste: Cine-Village, talk-show and promotional activities

Sala Estense: Smaller film premieres, conventions, seminars and masterclasses

Notorious Cinema: Film premieres and cinematic events

DAILY PROGRAM

10 am: University and educational activities

3 pm: Cine-village activities (on weekends opens at 12 pm)

5 pm: Conventions, masterclasses, film retrospectives and B2B events

7 pm: Film premiere

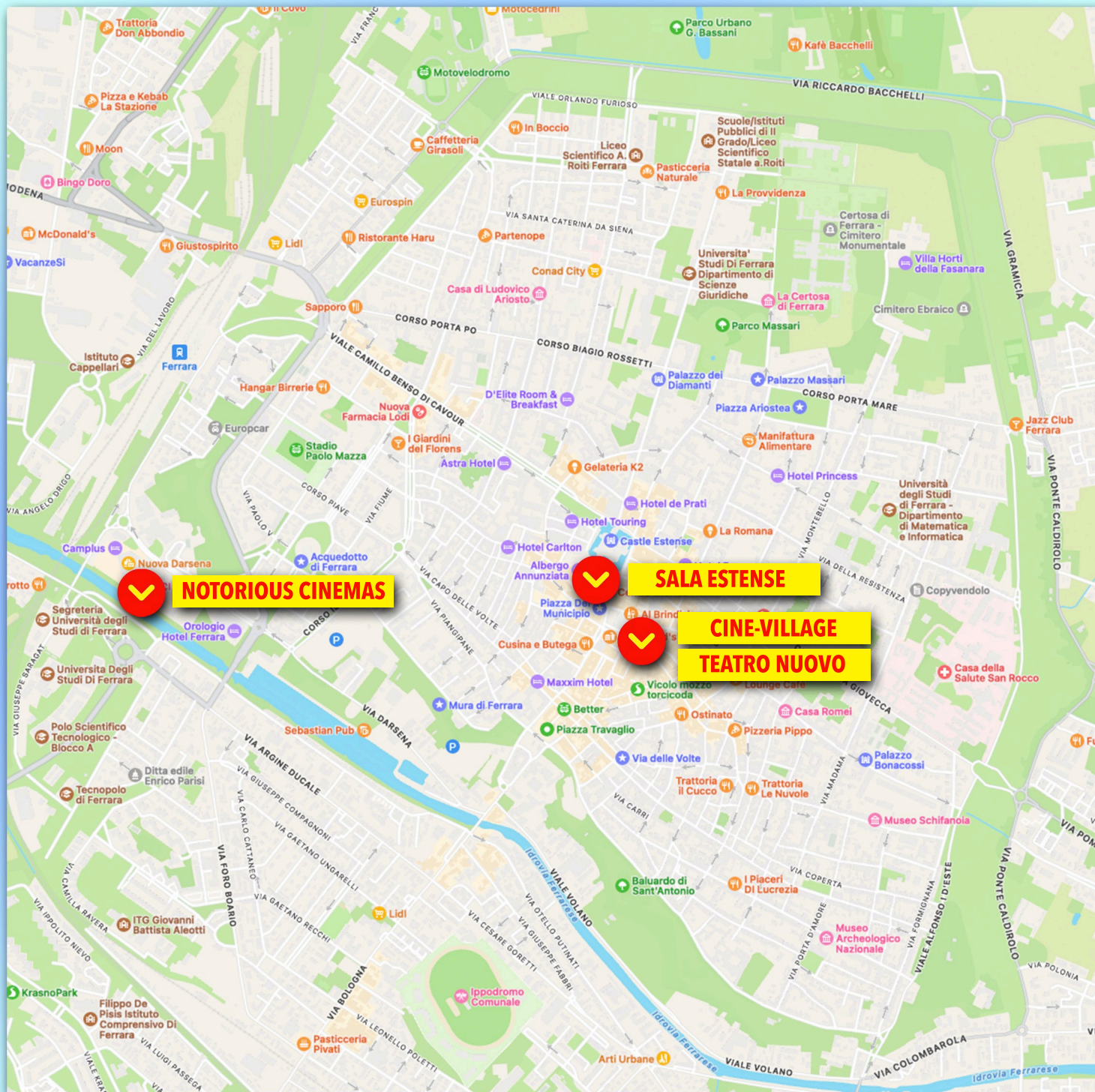
10 pm: Film premiere

11 pm: After-hours entertainment



MAIN VENUES - FERRARA

Collateral events in additional venues (will published in the program)



FERRERA FILM FESTIVAL

GENERAL INFO & CONTACTS

Official Website

www.ferrarafilmfestival.com

General administration **Associazione Culturale Ferrara Film Festival**

Commercial administration, secretary office and concierge **Delphi International s.r.l.**

General email: info@ferrarafilmfestival.com

Secretary office: segreteria@ferrarafilmfestival.com

Press office: press@ferrarafilmfestival.com

Artistic director: director@ferrarafilmfestival.com

Concierge: concierge@ferrarafilmfestival.com

Tel (Secretary c/o Delphi International):

+39 0532 59 50 11

Mon --> Fri | 9:00 --> 18:00



FERRARA FILM FESTIVAL