

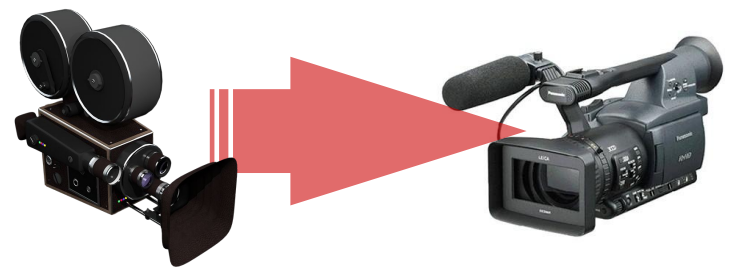
## CONTEXTS:

I, Daniel Blake was released in 2016 in response to real-life stories of people having their benefits (money from the government) denied for bureaucratic reasons. This came at a time of austerity when the British Conservative government was cutting a lot of funding to public services, after the 2008 financial crisis.

Ken Loach is a renowned left-wing director who uses his movies to explore inequality and humanise the working class who are often ignored or demonised in mainstream media. The film is a form of political manifesto.

# Industry

## KEN LOACH'S I, DANIEL BLAKE



### EVOLUTIONS IN THE INDUSTRY

All technology involved in filmmaking has become increasingly cheap and accessible, inevitably benefiting independent filmmakers. Cheap handheld cameras, and even iPhones have been used for independent films such as I, Daniel Blake, where realism is an aesthetic choice.

Social media has also allowed for more low-cost, viral marketing, while streaming services have ensured smaller niche films ultimately reach their audience.

### THE FESTIVAL CIRCUIT

Independent films like I, Daniel Blake enter lots of film festivals hoping to win awards and gain some recognition and media attention.

I, Daniel Blake won 18 major awards in total, including the Best British Film BAFTA and the Palm D'Or at Cannes. It also has a 92% positive review rating on Rotten Tomatoes, ensuring it will be seen by arthouse movie audiences.

### OWNERSHIP

To make an independent movie requires people willing to take a risk on sometimes difficult subject matters!

I, Daniel Blake was produced by Ken Loach's own Sixteen Films production company, and two French companies (where his films are very popular), and additional funding from the BFI and BBC Films. A big difference from the conglomerates!



### 'I, DANIEL BLAKE' FACT FILE

Type of film	Independent, social realist drama, left-wing political message.
Director Power	Director Power - Ken Loach has a strong reputation.
Production budget	\$2.3 million
Box Office	\$15.6 million - A success for a small independent film!
Merchandising	T Shirts using the #wearealldanielblake hashtag
International success	The film was most successful in UK and France where Loach is most known
BBFC Certificate	15 - The film contains bad language and intense tragedy, as well as sexual references. It has a limited audience.

#### SPECIAL EVENTS

Premiere in Newcastle (where it is set)  
Free screenings and talks in community centres



#### MERCHANDISE

I, daniel blake t-shirts and other merch with #wearealldanielblake to raise awareness

#### MARKETING STRATEGY

#### GUERRILLA MARKETING

Projecting text from the movie onto the House of Parliament and the final lines on the side of buildings

#### TRADITIONAL MEDIA

eOne made trailers  
BBC Question Time  
Appearance by Ken Loach, Daily Mirror  
appearance





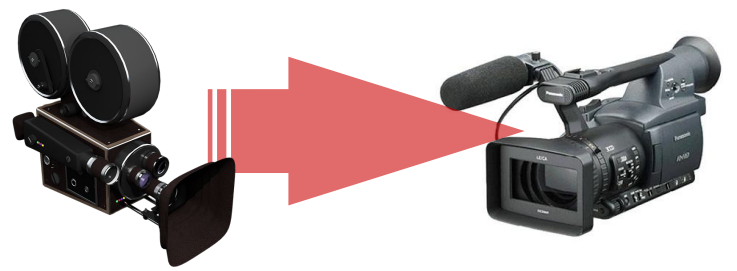
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