



Celebrate The Vancouver Latin American Film Festival



By Seth Macbeth
TUESDAY 09.15.2015

Kihada Kreative is exceptionally proud to once again be supporting the Vancouver Latin American Film Festival for their 13th annual event this year, and this event has to be the best yet! Their spectacular array of Latin American cinema showcasing for the first time in Vancouver inspires a mingling of cultures and encourages exploration into a diverse and colourful part of the world in an artistic and stunningly visual capacity.

As head of the festival's advertising and marketing campaign, it fell to us as experts in digital and design to come up with a promotional strategy as bold and luminous as the films and their culture. It was an honour for us to play our part in the creative presence of the festival, and support them as a Gold Sponsor.

We began with two main objectives for VLAFF; bring a unified look to the branding that better ties the feel of the festival together over several mediums across the city, and in doing so successfully increase the market share and public attendance of their amazing events.

Our focus began with establishing a new logo, one that would set the tone for the brand of this year's festival. From there, our strategy reached out into their printed material with a modern, refined and elegant look that presented the true standing of the movie event.



Utilizing this look across targeted printed media forums and channels, we carried the distinction and reputation of the film festival to a wider audience through expert design and specific targeted placement. Our expertise in design can be seen in the clean and articulated catalogue brochure, advertising in several print media titles including the Georgia Straight, and in the billboard posters for the event across the city.

But the most fun had to come from creating the festival's 2015 trailer. Our knowledge and flair for digital marketing has created a vibrant, captivating reel of previews into VLAFF's stunning array of talent, to a wonderfully eerie and lively score.

It's been a pleasure for us to support a festival that is able to share with us a captivating insight into a fantastically diverse and complicated part of the world. We've travelled to Mexico, El Salvador, Brazil, Argentina, and back home to Canada in the blink of an eye. All for the price of a cinema ticket!