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WITH “FESTIVAL FROM HOME” CAMPAIGN, AWARD-WINNING AGENCY OGILVY BRINGS THE CHICAGO INTERNATIONAL FILM FESTIVAL INTO AUDIENCE LIVING ROOMS ACROSS THE NATION



CHICAGO – From recreating the red carpet experience in your living room to transforming the front of your house into a theater marquee and tips on theater etiquette while you are watching a Festival film from the comfort of your couch... things may be different this year, but the **56th Chicago International Film Festival** is committed to bringing movie-lovers closer to that exhilarating film festival experience.

The Festival, in partnership with award-winning ad agency **Ogilvy**, this week launches the ***How to Festival from Home*** campaign, a fun, interactive way for audiences, filmmakers, and even Festival organizers to engage with the Festival. Now

more than ever, the Festival is determined to take audiences, no matter where they live, on a journey to distant lands or to even down the street, even as circumstances keep us watching Festival films from home. Things are a little different this year, but this campaign reminds audiences that they can still have an amazing festival experience even without leaving their living room sofa.

The longest running competitive film festival in North America, the 56th Chicago International Film Festival will present 58 feature films, and nine shorts programs both virtually and at the drive-in from **Wednesday, October 14 - Sunday, October 25, 2020**. Virtual screenings and events will be ticketed, and, for the first time in 2020, many films will be accessible to national audiences via the Festival's streaming platform. Streaming movies in our virtual cinema will be viewable starting **Wednesday, October 14, 8pm CT**, via the Festival's streaming site and Festival apps for Roku and Apple TV.



The tongue-in-cheek “educational” campaign offers dozens of tips to connect audiences with all the weird, wonderful things we love about film and festivals. The campaign will run in social and digital, as well as on TV. It also encompasses a :60 Festival trailer. A unique element of the campaign is the use of yard signs (normally associated with political campaigns) as home theater marquees. Audiences are encouraged to share their at-home Festival experiences, from their own red carpets to post-screening socially distanced discussions on social media. These fun elements reinforce the idea that we can continue to connect through film.

“Ogilvy has once again designed a playful, inviting and engaging campaign that reflects

both the Chicago International Film Festival’s identity and the innovative ways we have adapted to the extraordinary times we are living in,” said **Managing Director Vivian Teng**. “This year, more than ever, we want to encourage audiences to connect with us, our films and the filmmakers, and are asking them to show us how they’ve welcomed us by creating their own Festival experience in their home.”

“2020 is uncharted territory for all of us, including film festivals. We were happy and proud to see the Chicago International Film Festival take the challenge of the pandemic head-on with resilience, grace and an amazing selection of films. The *How to Festival from Home* campaign celebrates two things that will help us get through this time: great films and a sense of humor. It was also important to speak to both cinephiles and casual moviegoers, to keep that inclusive, welcoming tone the Festival is known for,” said **Dave Loew, Executive Creative Director for Ogilvy**.

About Ogilvy

Ogilvy has been producing iconic, culture-changing marketing campaigns since the day its founder David Ogilvy opened up shop in 1948. Today, Ogilvy is an award-winning integrated

creative network that makes brands matter for Fortune Global 500 companies as well as local businesses across 132 offices in 83 countries. The company creates experiences, design and communications that shape every aspect of a brand's needs through six core capabilities: Brand Strategy, Advertising, Public Relations and Influence, Customer Engagement and Commerce, Digital Transformation, and Partnerships.

Festival Sponsors and Partners

The 56th Chicago International Film Festival's sponsors include Major Festival Sponsor: Citi, Goldman Sachs, Xfinity; Festival Sponsors: Aberlour, Baker Tilly, Bloomberg Philanthropies, Gamechanger Films, William Blair; Official Agency: Ogilvy; Festival Supporters: National Endowment for the Arts, Illinois Arts Council Agency, Chicago Film Office, Department of Cultural Affairs and Special Events (DCASE), The Academy of Motion Picture Arts and Sciences, Telescope Film, Panavision, Light Iron and Cinespace Chicago Film Studios; Media Partners: CHIRP Radio 107.1 FM, WBBM, WTTW; Cultural Partners: Consulate General of Italy in Chicago, Italian Cultural Institute in Chicago, Consulate of Canada in Chicago, Goethe-Institut, Consulate General of Israel to the Midwest, Cultural Services of the French Embassy in the U.S., SEE NL, Dutch Culture USA. With additional support from the John and Jacolyn Bucksbaum Family Foundation, Robert and Leslie Zentner, Paul and Ellen Gignilliat, The Byron Pollock Trust.

About Cinema/Chicago

Cinema/Chicago, the presenting organization of the Chicago International Film Festival, is a year-round nonprofit arts and education organization dedicated to fostering better communication between people of diverse cultures through the art of film and the moving image. Cinema/Chicago's programs include the [Chicago International Film Festival](#), [Summer Screenings Program](#), [CineYouth Festival](#), and year-round [Education Program](#). For more information, please visit www.chicagofilmfestival.com or follow us on [Facebook](#), [Instagram](#), [YouTube](#) and [Twitter](#).

More information can be found at <https://www.chicagofilmfestival.com/>.

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