



London Film Festival

www.rlff.com

About our client

The London Film Festival, a British Film Institute event, showcases the best new movies from around the world, welcoming international film-makers, writers and actors live on-stage. Now in its 46th year the festival continues to represent the very best from the entire spectrum of world cinema.

Business requirements

The Festival needed a creative company capable of understanding information structuring and the problems involved in the presentation of a hugely varied amount of content with changes ongoing throughout the festival. The brief also required the capability to interpret and extend a unique promotional image, making it work visually through out the whole of the site and alongside print materials.

The festival organisers, the British Film Institute, wanted a strong design that conveyed the qualities of the film-goers experience and were keen to offer some interactivity with the site to further enhance the user experience. The team also requested the functionality to manage their own content by making updates and changes to all areas of the site. This functionality was to allow them to add and alter images and written content, to create extra pages, and to build links throughout the site as secondary navigation for the user.

The main principle behind the site was that it would be an ongoing project. The intention being for it to grow organically using and building upon previous front and back end functionality rather than starting afresh each year.

The site remains live all year round. It has to be scalable to remain a valuable marketing tool for the LFF "out of season" until the launch of the next years' festival.

Keymedia Solution

Keymedia used their brand knowledge and experience to take the Festival online. Our creative thinking, awareness and understanding of how to extend the event online played a major part in the form the website has taken since its conception.

Project Type

Website Design

CMS

Keywords

Interactive media

Real-time information

Bespoke functionality

Flexibility

Integrated imagery

Functionality

The site has to appeal to a global market and remain inspiring all year round, not just during the festival. To achieve this we worked closely with the BFI film festival team to develop a site that adhered to all of their technical and aesthetic requirements while providing an engaging and informative online experience. The result is a stand-alone piece of BFI collateral rather than a duplication of the offline festival brochure.

We provided the LFF with a custom-built content management system. This allows the web editor, the PR agency and other administrators to edit and update the content of the site as the festival progresses and moves into the Tour stage.

Ease of use was a concern for the LFF team due to the complexity of the festival. Drawing on our usability experience we developed a clean, fast and easily interpreted front-end design. We created extra navigational functionality enabling users to quickly find the information they required. They can do this using calendars or a customised search function that covers the whole of the site.

To promote the Real Time elements of the website we created a news area on the homepage and several main landing pages. These pages displayed breaking LFF news stories allowing any additions or changes to the programme to be quickly and easily broadcast to a wide audience.

It was felt by the BFI and ourselves that it was a perfect opportunity to encourage the creation of global communities through the website. Hence, the Press and Industry attendees of the festival have their own password protected micro-sites within the main LFF site. This allows delicate information such as interview bookings and celebrity appearances to be announced online. Control of the structure, content and user access to these areas was handed to the relevant agencies.

We also produced a tool that allows the administrators to produce and distribute an HTML or plain text email newsletter – created each year to follow the current site design. This tool is integrated with the content management system, allowing the use of already uploaded resources, which has proved practical as well as saving time .

User interactivity is also encouraged through the capacity for visitors to the site to submit their own film reviews and enter competitions. We also created a Flash screensaver which users are invited to download.

Business benefits

Since the launch of the LFF site in 2001, it has become a major source of information for festival goers, British and International Press, and film Industry personnel worldwide. It provides:

- * Publishing facilities for the Festival team to maintain the site as news breaks
- * Stickiness created by high element of user interactivity
- * Extension of the brand into an online and interactive environment