

**30TH EUROPEAN FILM  
FESTIVAL (EUFF),  
6 TO 23 MAY 2021,  
ACTIVITY REPORT**



30TH EUROPEAN FILM FESTIVAL | PHISH COMMS



# KEY SUMMARY

30TH EUROPEAN FILM FESTIVAL | PHISH COMMS

The 30th European Film Festival (EUFF) took place from 6 to 23 May 2021. The festival has played a strong role in fostering people-to-people cultural exchanges between Singapore and Europe. Since its inception 31 years ago, the EUFF has steadily built its reputation in Singapore's art and cultural scene. EUFF has enabled the EU Delegation to deepen its partnerships with various stake-holders and celebrate EU values through the compelling narrative lens of European cinema.

In 2021, EUFF formed a new partnership with independent cinema The Projector as the official festival venue and embarked on a next phase of the longstanding film festival in Singapore with its 30th edition. It marked a comeback for the festival which was postponed in early 2020 due to the global outbreak of the Covid-19 pandemic.

Hailed as one of the most diverse international film festivals in Singapore, EUFF's return to Singapore's cultural calendar was warmly welcomed by audiences. The overwhelming support the festival received came in the form of several sold-out screenings, high level of digital engagement and extensive coverage in the local media.

Due to the changing Covid-19 situation in Singapore, the Festival faced the challenge of having to adapt the festival's screenings to Singapore's stricter safe management measures, which were announced just before EUFF's opening and put in place two days after the Festival opened. The new measures included reduced seating capacity for cinemas and smaller group sizes. Despite these new restrictions, all ticket holders were accommodated as second screenings for affected movies were organised.

The 30th EUFF edition closed on 23 May on a high note. Based on overall ticket sales, 2063 people attended the Festival physically. Digitally, the 30th EUFF had a total audience reach of 353,767 through its social media campaign and 15,423 through the EUFF website.



# ACTIONS AT A GLANCE

1

Country Participation  
and Film Screenings

2

Collaboration with Ngee  
Ann Polytechnic's School  
of Film and Media  
Studies

3

Media Conference

4

Street Banners

5

Website

6

Digital Campaign



# EUFF OPENING NIGHT, 6 MAY 2021



EUFF Opening Night with Guest-of-Honour Ms Sim Ann, Senior Minister of State, Ministry of Foreign Affairs & Ministry of National Development on 6 May 2021



Opening speeches were made by Barbara Plinkert, European Union Ambassador to Singapore, Mário Miranda Duarte, the Portuguese Ambassador to Singapore and Kenneth Tan, Chairman of the Singapore Film Society.





23 countries participated in the 30th EUFF. The EU countries were: Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, The Netherlands, Poland, Portugal, Romania, Spain and Sweden. Other countries involved included Norway, Switzerland, Turkey and Ukraine.

As the country in focus for EUFF 2021, Portugal's film Parque Mayer opened the Festival on 6 May with Senior Minister of State, Ministry of Foreign Affairs & Ministry of National Development, Ms Sim Ann as the Guest-of-Honour. In celebration of the 30th edition of the festival, a free screening of the film Parque Mayer was open to the public. For the first time, EUFF presented a closing screening on 23 May with the Finnish film Master Cheng.

As in-person speeches were not permitted at the screenings due to Covid-19, ambassadors filmed their speeches and they were played on screen before their country's film came on. Here are the opening and closing speeches by Barbara Plinkert, European Union Ambassador to Singapore.

# COLLABORATION WITH SINGAPORE FILM SOCIETY



The Festival's continued collaboration with the Singapore Film Society (SFS) deepened with the 30th edition. SFS has supported the Festival since its inception and remains a valued partner. SFS chairman Mr Kenneth Tan's insights and contributions have been key to EUFF's success over the years. With his extensive network and knowledge of films, he has not just helped programme EUFF, he has also enabled us to connect with film-lovers in the island and beyond. This year, as the Festival was presented in exceptional circumstances, Mr Tan detailed the trajectory of EUFF in both the opening and closing speeches.

This project is supported by the EU Foreign Policy Instruments EUPOP programme. #EUForeignPolicy



## **ACTIONS: COLLABORATION WITH NGE ANN POLYTECHNIC'S SCHOOL OF FILM AND MEDIA STUDIES**

EUFF 2021 continued the tradition of screening student short films that preceded the screening of selected feature films. The partnership between the EU Delegation to Singapore and Ngee Ann Polytechnic's School of Film and Media Studies entered its 6th year in 2021. 10 student short films were screened throughout the festival period of 6 to 23 May. The student filmmakers were invited to attend the screening of their films. Media coverage of the student films were also given by the local media, showing the partnership between EU and a local film school.





# ACTIONS: MEDIA CONFERENCE



A media conference was held on 21 April at the EU Delegation office. Ambassador Barbara Plinkert, European Union Ambassador to Singapore; António Teixeira, Embassy of Portugal to Singapore, Deputy Head of Mission, Kenneth Tan, Chairman, Singapore Film Society and Prashant Somosundram, The Projector presided over the media conference and presented various aspects of the EUFF to the media.



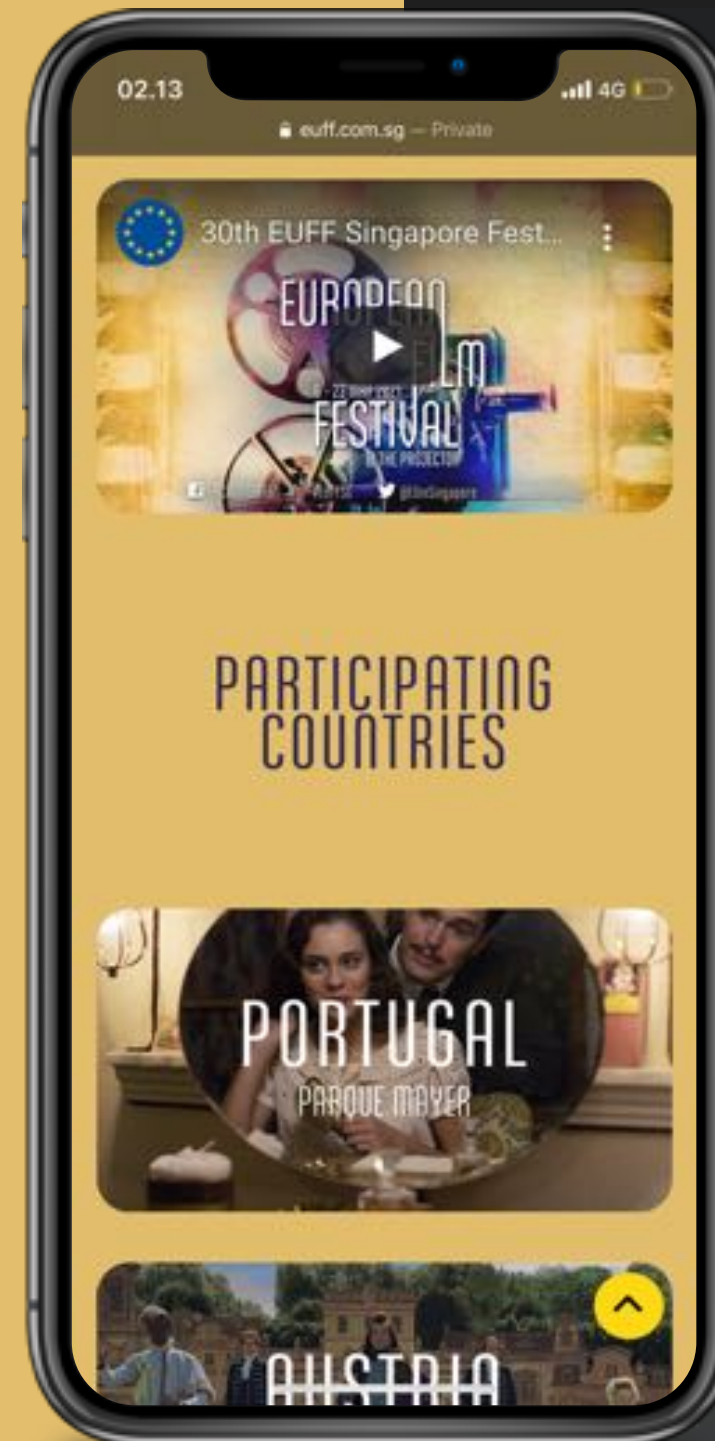


## **ACTIONS: STREET BANNERS**

For the first time, EUFF was allocated space by the National Arts Council for street banners in the Civic District to promote the Festival. This gave EUFF visibility on the streets and was visible to pedestrian and vehicular traffic.

# ACTIONS: WEBSITE

A new EUFF website with the new url [www.euff.com.sg](http://www.euff.com.sg) was developed to include information about the participating countries and films, venue details, the screening schedule, the festival trailer and a platform to access ticket sales. Unlike previous years, visitors to the website were able to purchase tickets directly from the EUFF website and this was the main platform for ticket sales during the festival. This resulted in a high number of visitors to the EUFF website.





# ACTIONS: DIGITAL CAMPAIGN

A full digital campaign was executed for the 30th EUFF. This included:

- Organic social media content for Facebook and Instagram

- Paid social media posts

- Ticket giveaway contests with Pink Dot Singapore and digital publications City Nomads and InCinemas

- EDM distribution with City Nomads.

- Influencer engagement

- Collaboration with Apple TV

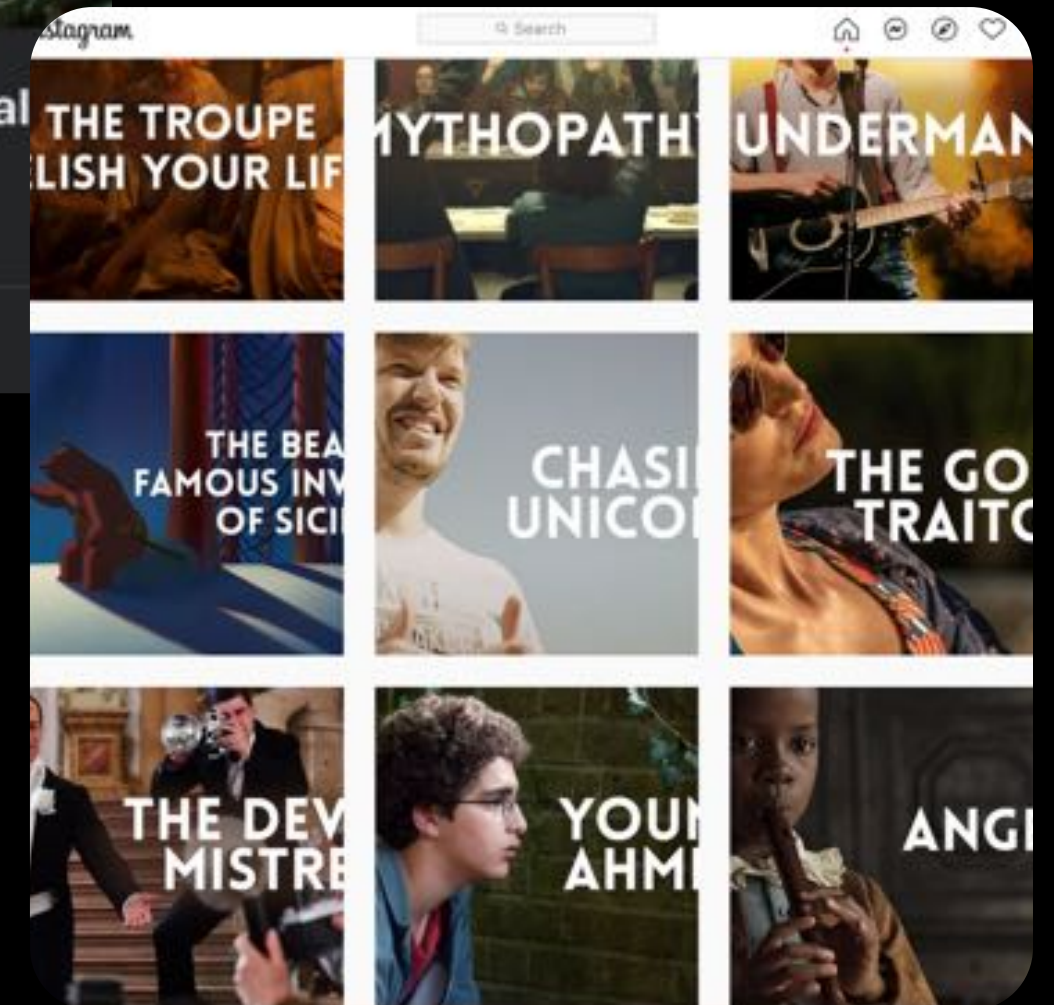
# DIGITAL CAMPAIGN: ORGANIC SOCIAL MEDIA CONTENT

for Facebook and Instagram

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Facebook



Instagram



# DIGITAL CAMPAIGN: PAID SOCIAL MEDIA POSTS

**European Film Festival in Singapore**  
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Experience the passion and artistry of European films only at The Projector. Featuring 23 films from across Europe, Singapore's European Film Festival is back with it's 30th edition from 6-23 May!



EUFF.COM.SG  
**23 spectacular films from across Europe** [BOOK NOW](#)

You, Parveen Ha... 1 Comment 9 Shares

Like Comment Share

**European Film Festival in Singapore**  
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The wait is over! The European Film Festival (EUFF) is ready to touch down at The Projector. Come with us on a trip ...[See More](#)



EUFF.COM.SG  
**The European Film Festival is back!** [LEARN MORE](#)

10 1 Comment 3 Shares

Like Comment Share

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**The Conductor**  
**Young Ahmed**  
**Before Snowfall**  
**Jack Strong**  
**Funan**

[Come check out these films at the 30th European Film Festival](#)

[www.euff.com.sg](#)

[Book Now](#)

**European Film Festival in Singapore**  
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**And Then We Danced**  
**The Butterfly's Dream**  
**All My Crazy Love**  
**Master Cheng**  
**The Innocence**  
**Mythopathy**

[Come check out these films at the 30th European Film Festival](#)

[www.euff.com.sg](#)

[Book Now](#)





## DIGITAL CAMPAIGN: TICKET GIVEAWAY CONTESTS

with Pink Dot Singapore and  
digital publications City Nomads  
and InCinemas



# DIGITAL CAMPAIGN: EDM DISTRIBUTION WITH CITY NOMADS.

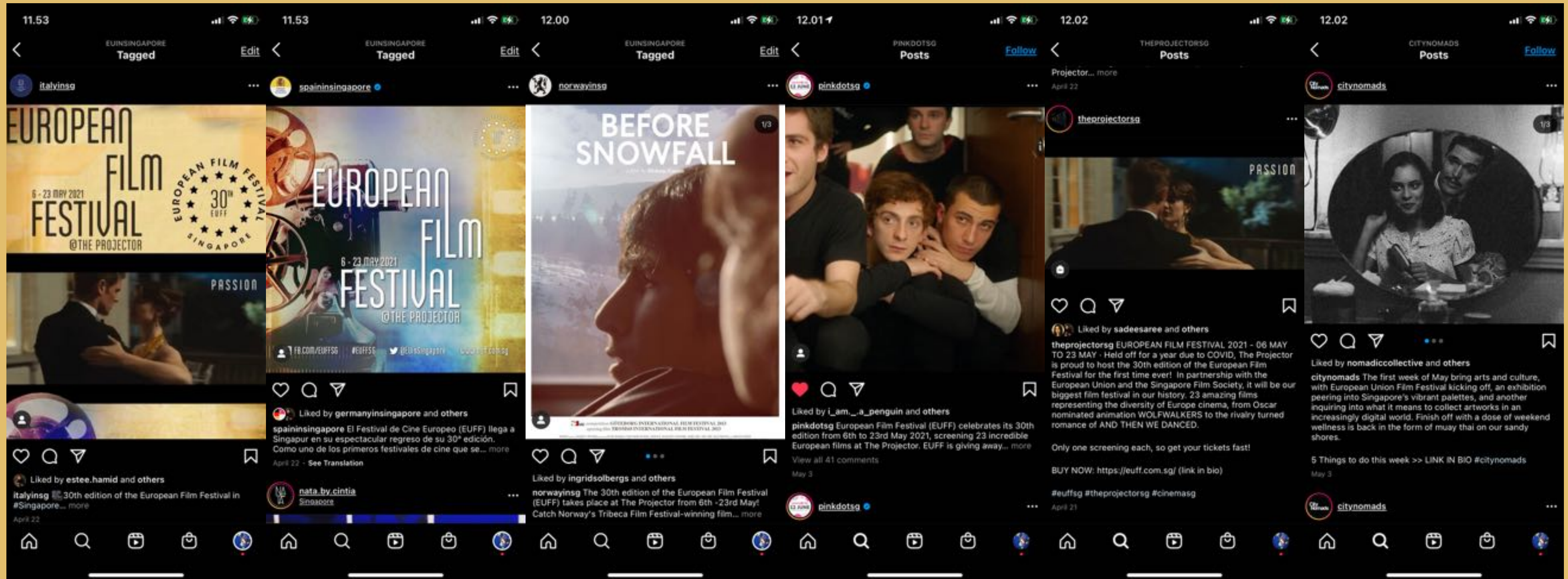


The poster features a collage of film stills and the European Union flag in the top left corner. The text 'European Film Festival' is centered above the word 'GIVEAWAY' in large, bold, yellow letters. Below this, it says 'ENTER TO WIN A PAIR OF TICKETS'. At the bottom, there is a paragraph of text and a yellow button with the text 'ENTER A CHANCE'.

Grab some popcorn, you don't want to miss the giveaway! European Film Festival (EUFF) returns for its 30th edition to Singapore, from the 18th to 23rd May 2021 at The Projector. In collaboration with EUFF, we are giving 5 lucky winners each a pair of tickets to attend the following films: Mythology (Greece), Gendarmen (Germany), Furan (Luxembourg), Jack Strong (Poland), And Then We Danced (Sweden).

[ENTER A CHANCE](#)

# EUFF MENTIONS ON SOCIAL MEDIA







## MENTION ON APPLE TV.

For the movie Wolfwalkers, it is mentioned that the film was "Featured at the European Film Festival (EUFF)"

## **OUTPUTS: KEY POLICY MESSAGES**

The following key messages were amplified throughout the 30th EUFF campaign period from 2 April to 23 May 2021:

- (i) EUFF celebrates 30 years of European Cinema in Singapore
- (ii) EUFF presents 23 films reflecting the diversity of perspectives, histories, languages and cultures from across the European continent.
- (iii) EUFF's celebration of cultural diversity and cross-cultural dialogue through cinema offers a positive message in a time of continued challenges.
- (iv) EUFF underscores the EU's firm commitment to its relationship with Singapore



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# OUTPUTS: FILM SCREENINGS



Despite the introduction of stricter Covid-19 restrictions in Singapore in the month of May, the Festival successfully screened all films, with several encore screenings.



# OUTPUTS: EUFF WEBSITE



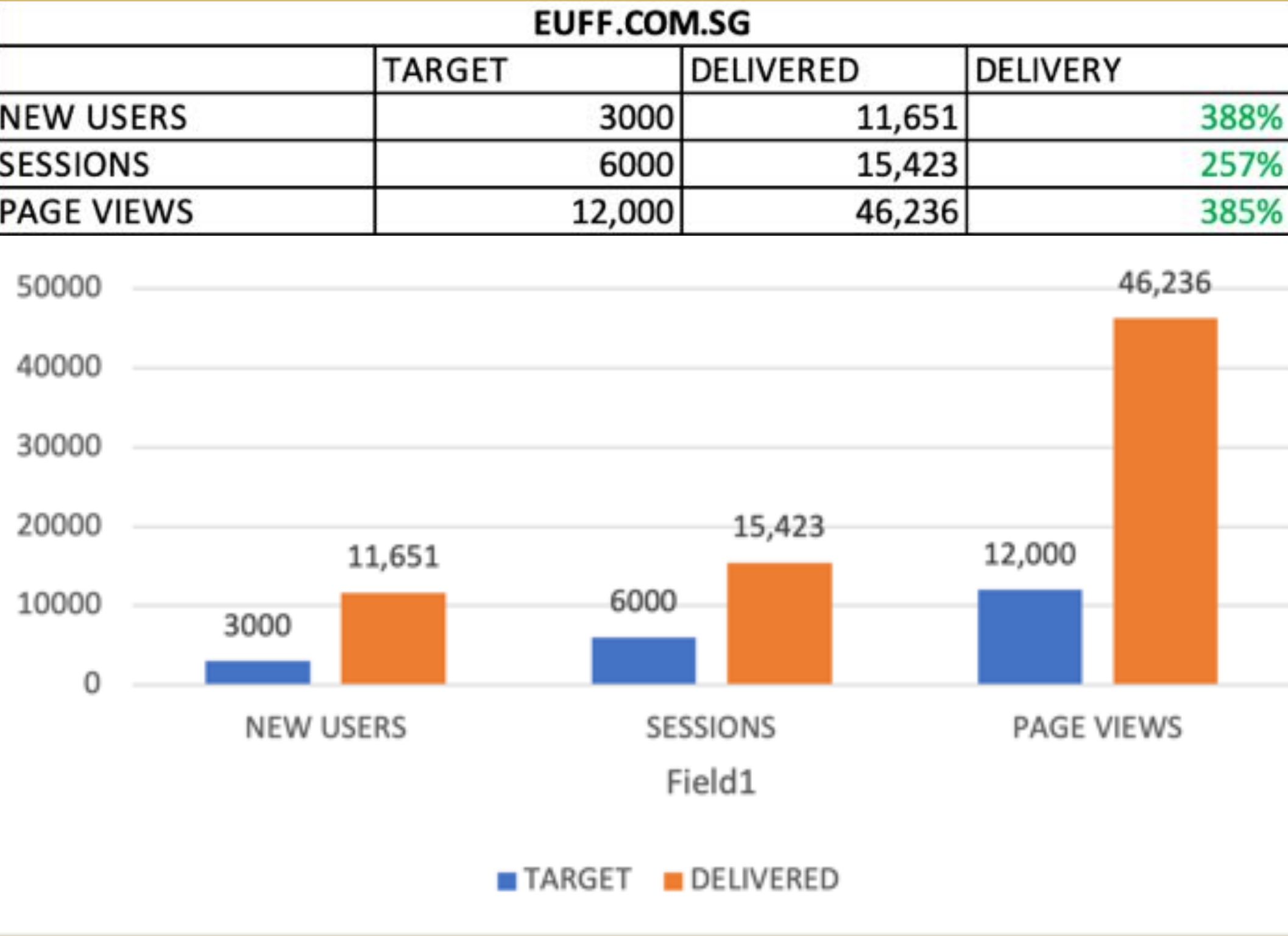
FILMS - FILM SCHEDULE - VENUE + TICKETS - PARTNERS - ABOUT - ARCHIVES - FAQ

## PARTICIPATING COUNTRIES



The EUFF website was launched on 21 April and helped the festival engage with Singapore audiences.





# EUFF WEBSITE

46,436

PAGEVIEWS ON EUFF.COM.SG

We've surpassed our target for new visitors by 388%.

15,423 users, which include new and returning visitors visited the site from 21st April - 20th May.

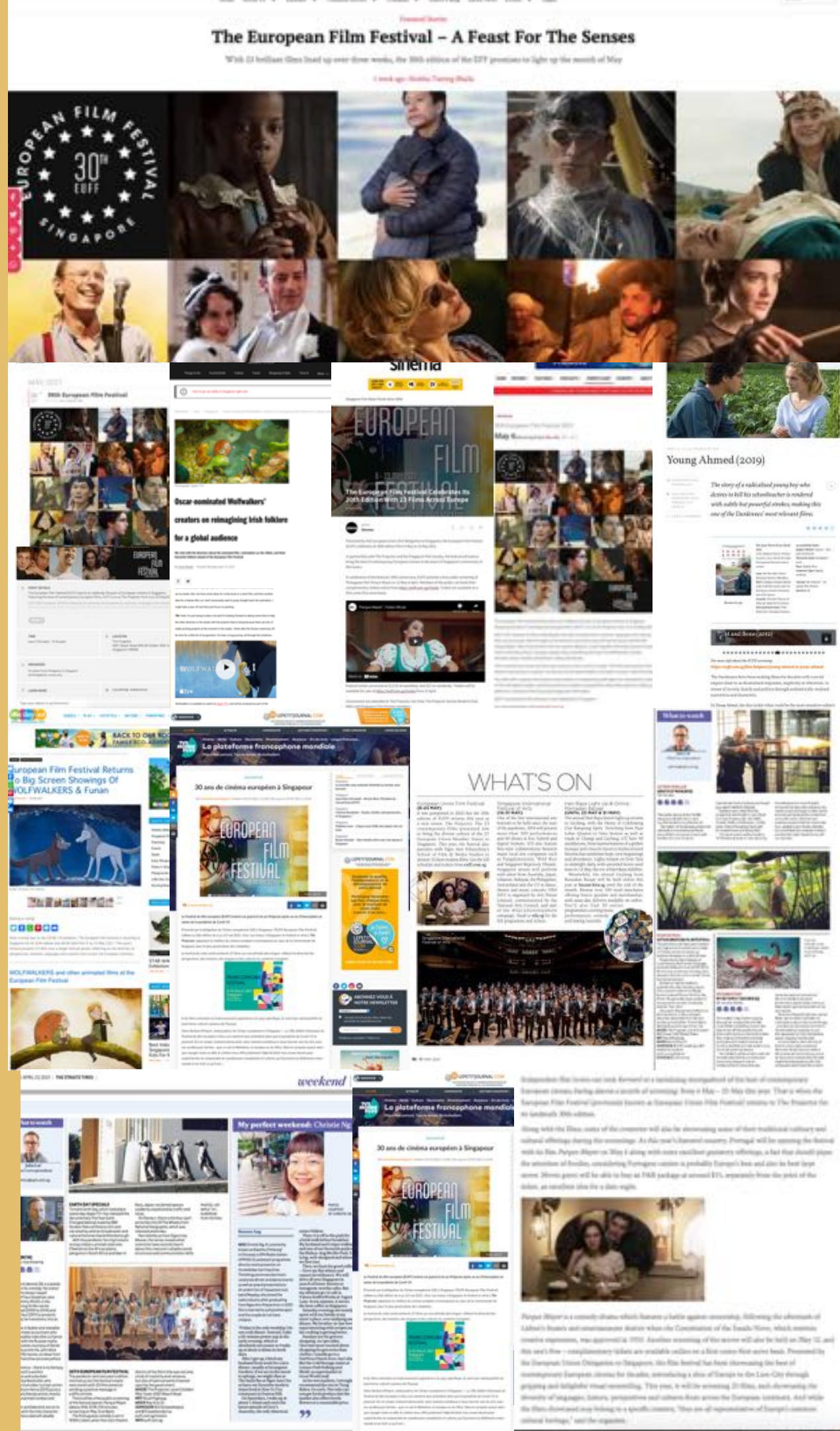
The average page view per user is 2.9. Which means users are engaging with the website content. As a result, this creates a low bounce rate.

# OUTPUTS: MEDIA COVERAGE

EUFF received strong support from the local media with extensive coverage given to the festival as soon as the festival was announced at the media conference on 21 April.

A total of 90 pieces of coverage were garnered. Among the highlights include coverage by The Straits Times, Singapore's English language daily newspaper, Lianhe Zaobao, Singapore's leading Chinese language daily newspaper and Berita Harian, the Malay language newspaper.

(See Annex 1 for full media report)



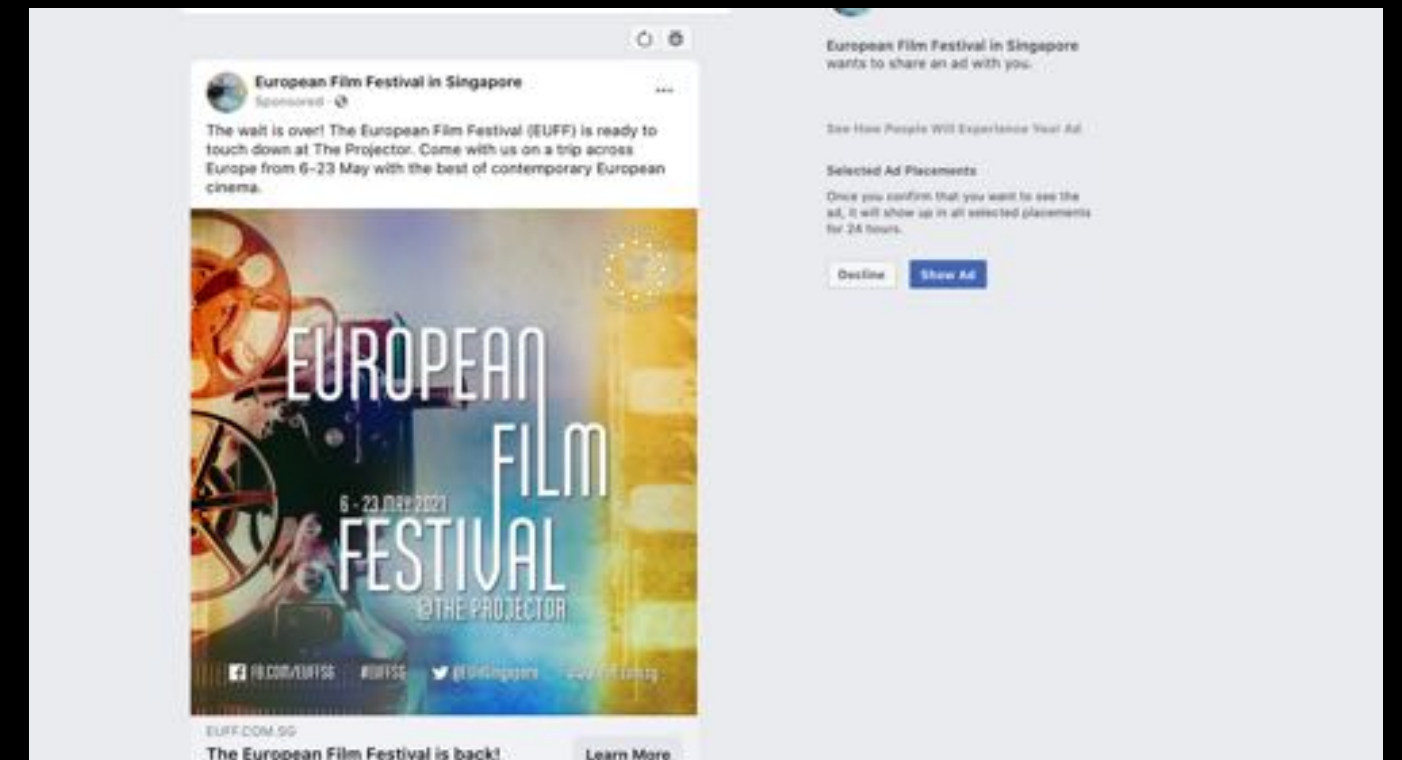


# OUTPUTS: DIGITAL CAMPAIGN

Social media ads  
were split into 2  
campaigns.

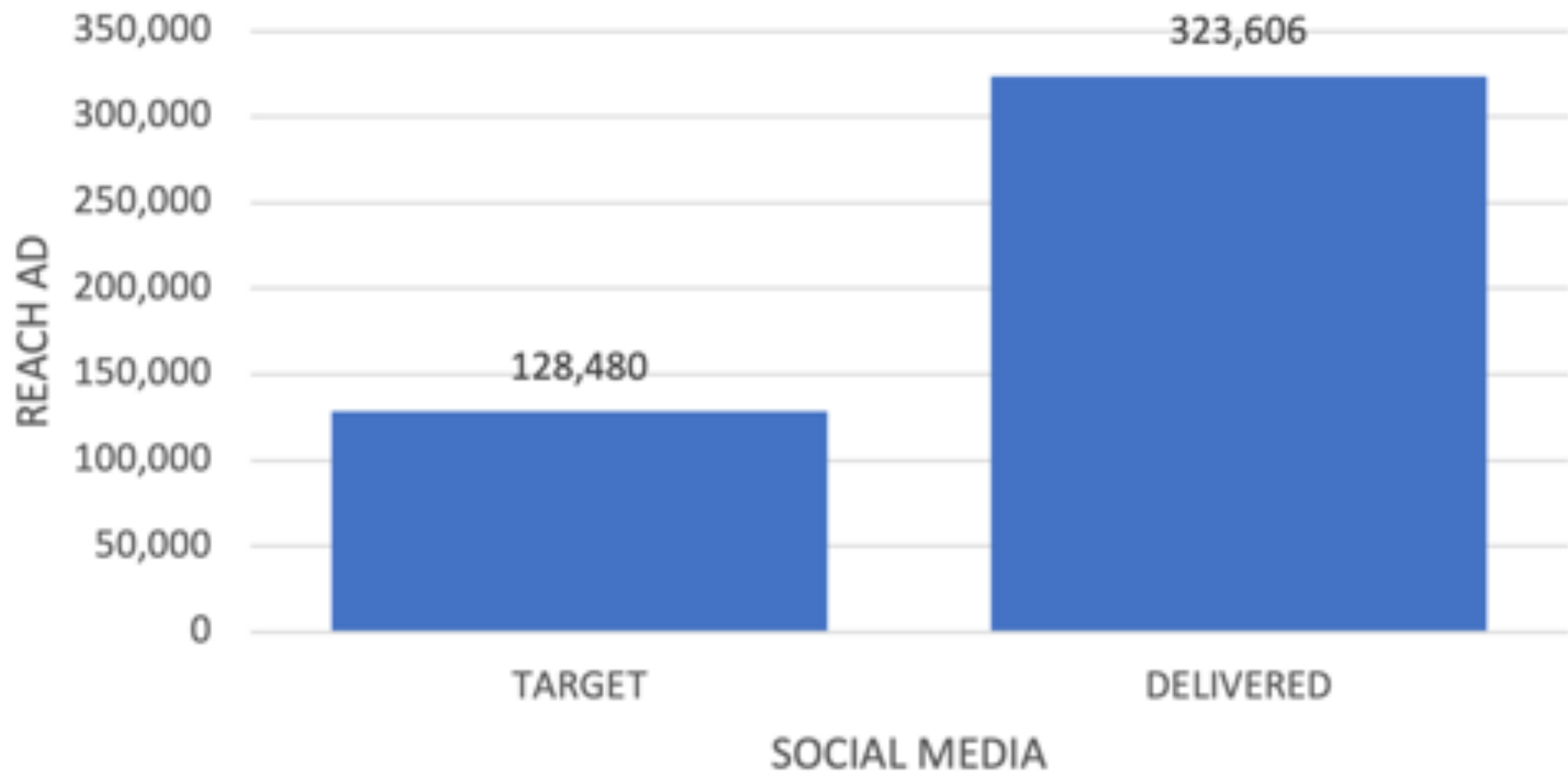
- 1) Awareness campaign
- 2) Tactical Campaign

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DIGITAL MARKETING CAMPAIGN			
	TARGET	DELIVERED	DELIVERY
REACH AD	128,480	323,606	252%

'REACH ADS'



## AWARENESS CAMPAIGN

323,606

TOTAL REACH

10 April - 20 April 2021

The campaign exceeded its target by 252%.

Although the target was only 120,000, the campaign has far exceeded it. This is due to high engagement within our ads.

For e.g users forward it to their friends, tag their friends in the comment section or share it on their page, resulted in higher visibility of the ads.





**European Film Festival in  
Singapore**

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The wait is over! The European Film Festival (EUFF) is ready to touch down at The Projector. Come with us on a trip ...[See More](#)



EUFF.COM.SG

**The European Film Festival  
is back!**

[LEARN MORE](#)

👍❤️ 10

1 Comment 3 Shares



Like



Comment



Share

## BEST PERFORMING AWARENESS AD

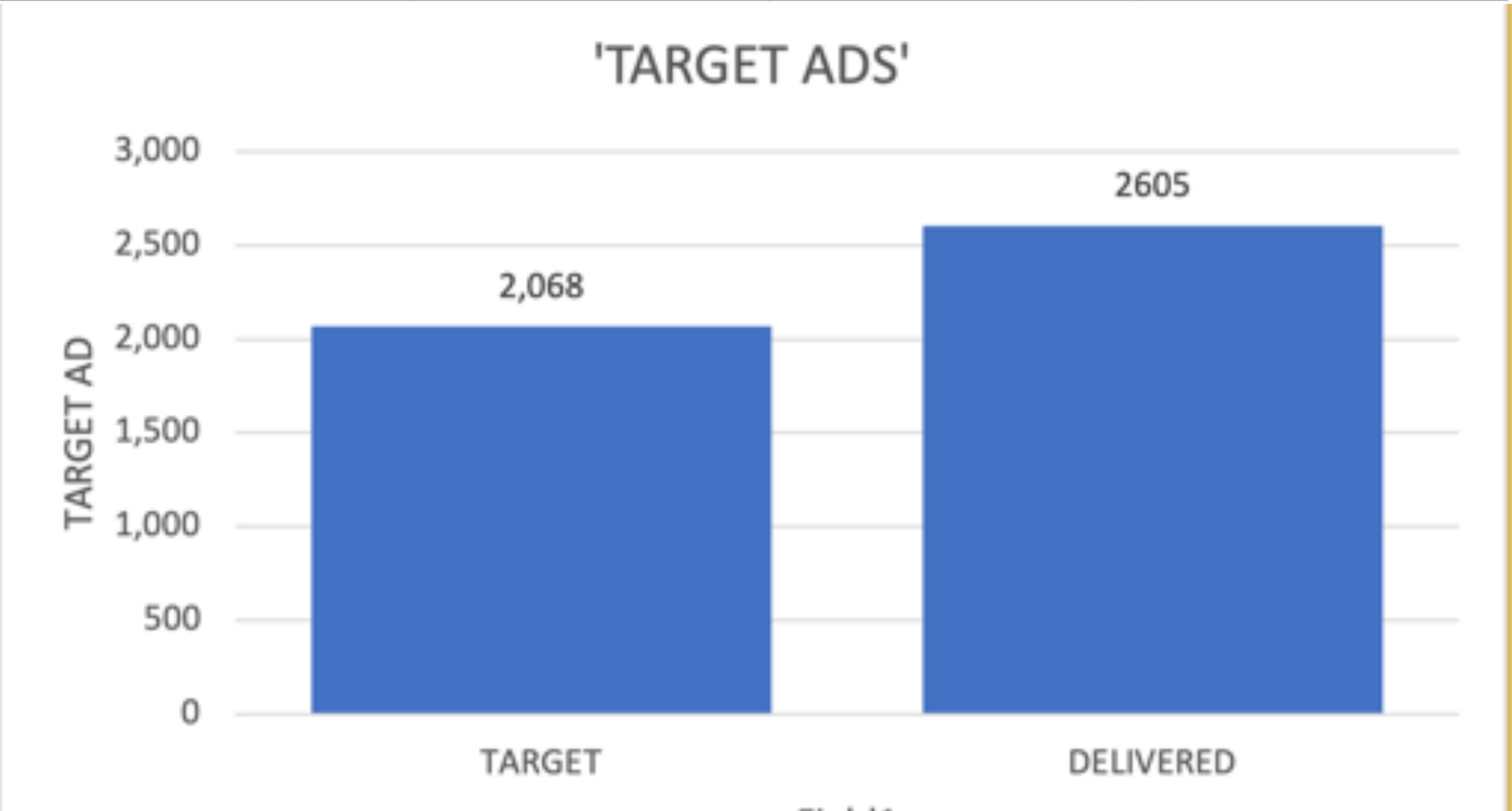
**TOTAL IMPRESSIONS: 213,332**

**TOTAL REACH: 154,119**

**POST ENGAGEMENT: 237**

Key message: EUFF is back.  
Image use: Key Visual 2021

	TARGET	DELIVERED	DELIVERY
TARGET AD	2,068	2605	126%



TACTICAL CAMPAIGN

106,746 reached  
21 April - 14 May 2021

The target for link clicks were 2,068

The campaign exceeded its target by 126% due to high post engagement..

As a result, most films were sold out within the first week of the campaign.





European Film Festival in  
Singapore

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EUFF.COM.SG

23 spectacular films from  
across Europe

BOOK NOW

## BEST PERFORMING TACTICAL AD

TOTAL IMPRESSIONS: 69,490

TOTAL REACH: 30,161

POST ENGAGEMENT: 11,045

Key message: An array of films from across Europe  
Image use: Video montage of all participating countries and title of film.  
This ad also has the highest engagement out of 9 ad sets.

## OUTPUTS: EUFF TRAILER



EUFF 2021 TRAILER

The Festival trailer was released during the Media Conference on 21 April. The Festival trailer was screened from 6 -23 May before the screening of each festival film. It was also shared by the participating embassies on their social media as well as on the social media channels of the EU Delegation to Singapore.