

# **NORTHEAST INTERNATIONAL FILM FESTIVAL 2025**

**THE CAMPAIGN DELIVERED  
WIDESPREAD COVERAGE,  
BOOSTED AUDIENCE  
ENGAGEMENT, AND  
REINFORCED NEIFF'S  
REPUTATION AS AN  
INCLUSIVE, INNOVATIVE, AND  
CULTURALLY VITAL FESTIVAL.**

**OVERVIEW OF THE  
BRIEF**



**MCPR WAS APPOINTED TO DELIVER THIS INTEGRATED PR STRATEGY DUE TO OUR EXPERTISE IN CULTURAL STORYTELLING, NATIONAL AND TRADE MEDIA RELATIONSHIPS, AND EXPERIENCE AMPLIFYING PURPOSE-DRIVEN CREATIVE PROJECTS.**

**THE COLLABORATION ENSURED THE CAMPAIGN LEVERAGED COMPLEMENTARY MEDIA NETWORKS AND CREATIVE EXPERTISE, RESULTING IN A STRATEGIC PARTNERSHIP THAT STRENGTHENED NEIFF'S IMPACT.**





# THE RESULTS OF THE CAMPAIGN WERE EXCEPTIONAL



NEIFF ACHIEVED WIDESPREAD MEDIA COVERAGE ACROSS MAJOR REGIONAL, NATIONAL, AND INTERNATIONAL OUTLETS, INCLUDING UK FILM REVIEW, SCREEN DAILY, NEWCASTLE MAGAZINE, AND LITTLE WHITE LIES. BBC RADIO NEWCASTLE, HEART, SMOOTH, CLASSIC, AND CAPITAL NORTH EAST, WHILE THE FESTIVAL'S FEATURE FILMS ENJOYED INDIVIDUAL SPOTLIGHTS ACROSS MULTIPLE PUBLICATIONS AND ONLINE PLATFORMS.



**FOR SPONSORS AND STAKEHOLDERS, THE CAMPAIGN DELIVERED TANGIBLE VALUE THROUGH INCREASED BRAND VISIBILITY, HOSPITALITY OPPORTUNITIES, AND DIGITAL AMPLIFICATION. PARTNERSHIPS WITH LOCAL COUNCILS, ARTS BODIES, AND FILM ORGANISATIONS WERE STRENGTHENED, WHILE VIP AND HIGH PROFILE ATTENDANCE ELEVATED THE EVENT'S PRESTIGE.**

**CULTURALLY, NEIFF 2025 ACHIEVED SOMETHING MUCH GREATER THAN NUMBERS ALONE.**

**IT REDEFINED PERCEPTIONS OF THE NORTH EAST AS A CREATIVE CAPITAL, CELEBRATED INCLUSIVE AND DIVERSE STORYTELLING, AND AMPLIFIED FILMS THAT ADDRESS REAL-WORLD SOCIAL ISSUES.**

**THE FESTIVAL'S IDENTITY AS BOTH PRESTIGIOUS AND PURPOSE-DRIVEN WAS SOLIDIFIED, SETTING A NEW BENCHMARK FOR FUTURE YEARS.**

**75M**

**COMBINED TOTAL OF  
PUBLICATION-WIDE  
AUDIENCE FIGURES  
FOR ALL OUTLETS  
FEATURING COVERAGE**

BY COMBINING  
TRADITIONAL MEDIA  
OUTREACH WITH  
INFLUENCER  
MARKETING,  
STAKEHOLDER  
ENGAGEMENT, AND  
COMMUNITY-LED  
STORYTELLING, THE  
CAMPAIGN PROVED  
THAT STRATEGIC,  
PURPOSE-DRIVEN  
COMMUNICATIONS  
CAN TRANSFORM A  
REGIONAL EVENT INTO  
A CULTURAL  
MOVEMENT.

