

Latin Filmmaking Stories for young Hispanics

Edition 782

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Pura Vida Entertainment will be shooting the feature film *Dear Zoel* in Costa Rica, and the target audiences have already been identified: young Hispanics between 25 and 38, second and third generation Hispanic immigrants to the United States, and movie lovers.

An estimated 40% of the 50 million Hispanics in the United States are responsible for the highest purchasing power of movie tickets, among the moviegoing population.

They represent the second largest target market for the American film industry, after the Anglo population.

According to James Boyette, director and producer of Pura Vida Entertainment, there are not many movies targeted to this specific audience. Movies in the market are typically targeted to both Anglo and Hispanic audiences combined.

A comparable movie in recent years is *Bella*, from Alejandro Gomez.

Average Latino

The goal of showcasing the life of everyday Latinos in the United States, with a script and actors with the same origin, represents a paradigm change.

*How much would you Sacrifice...
for what you Love?*

Dear Zoël the movie

“We do not want to show stories about gangs, drug smuggling, or street crime. We want to portrait the Latin population for what they really are, honest hard workers,” James said.

Pura Vida Entertainment’s business plan is budgeting \$1M: 50% for production and 50% for marketing and initial release.

“We are implementing a hybrid model, where producers can be involved in the distribution phase. We are also offering an 8% return of investment, plus a 50% split of movie and related products profits”.

http://www.elfinancierocr.com/ef_archivo/2010/agosto/29/estilos2489218.html

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