



DISCOVERABILITY

PLAN

Short-Form Digital Series (Production)

The Discoverability Plan is a (maximum 10 page) detailed description of producer-driven, audience-focused activities. The activities help to engage your target demographic in support of the release and roll-out of your **Short-Form Digital Series**.

The Discoverability Plan should state how you will identify and build an audience for your **Short-Form Digital Series** as well as amplify its visibility in Canada and around the world. The Plan should demonstrate that you have an understanding of your audience and how to reach them, and it should be complementary to traditional marketing and promotions activities.

The Discoverability Plan should provide clear objectives, success markers and projections, as well as evidence of your ability to execute the plan. If applicable, this may include the retention of outside expertise or third-party service companies with a proven track record.

The Discoverability Plan must be accompanied by a Budget that accurately reflects the specific costs associated with the various activities outlined in your plan and must be separate from the marketing and promotional activities in the Series Production Budget. Examples of activities typically part of a production budget that should not be in the Discoverability budget are: print materials, pitch materials, non-digital PR activities, non-digital advertising and marketing activities such as ads in magazines...

The Discoverability Budget would typically contain costs for eg. social media content generation, social media advertising campaigns, online community management and moderation, SEO/ASO, influencers' costs, the creation of digital teasers and trailers and other supporting content, live event production and integration, online ad buys, analytics software subscriptions, analytics specialists and tools, market research planning execution and analysis (eg. focus groups, surveys, A/B testing), translation and localisation, etc.

Production of Interactive Digital Media components (such as supporting games or interactive quizzes) may be an eligible cost if it directly contributes to the discoverability of the series. Such costs must be detailed on the designated "IDM" tab in the budget.

Market attendance may be an eligible cost only if it is an audience-focused event, directly contributing to the discoverability of the series. General industry markets/conferences and festivals are not eligible costs for Discoverability.

The Discoverability Budget may not contain Producer fees and Overhead and may not have any duplication from the Series Budget.

Discoverability Plan will be assessed based on (but not limited to) the following criteria:

- Quality, suitability and innovation of proposed activities;
- Identification and knowledge of the target audience;
- Feasibility of the activities with respect to scope, budget, schedule and success markers;
- Ability to execute on the plan.

About Discoverability: [trendscmfdiscoverability-toward-a-common-frame-of-reference](#)