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| Who is the target/primary audience? | Anyone between 16-100+ |
| Who is the secondary audience likely to be? | Kids or anyone who doesn’t apply |
| What is the main/primary purpose? | To persuade, convey a message and most imporantly to entertain. |
| What are the secondary purposes? | To raise awareness about the mental health |
| What platform/s could it be screened on? | Website/ st albans film festival/ youtube |
| Are there any timeframes/deadlines associated with the project? | This has to be completed by the 14th of june as the films are all being screened at the St Albans film festival on the 14th of june. |
| Is there a theme. If so, what is it? | The theme of this film is based on the mind, we could use any ideas from drug abuse to metal illness ext. |
| What category are you submitting your film to? | I would set my film into the mind category. |
| What kind of films have won the student category in the past | Most winning films are based of the m,ind which is great becuase its a popular topic but that also means we can't be as creative. |

**FMP Brief Analysis Template**