



# Nollywood Rich Media Project

The Last Minute Storyscape

# Movie Website

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- ▶ Post trailer
- ▶ Page on screenings
- ▶ Discussion board
- ▶ Synopsis/Bios
- ▶ Info about project
- ▶ Photos from the movie
- ▶ Behind the scenes stuff



## Movie Website

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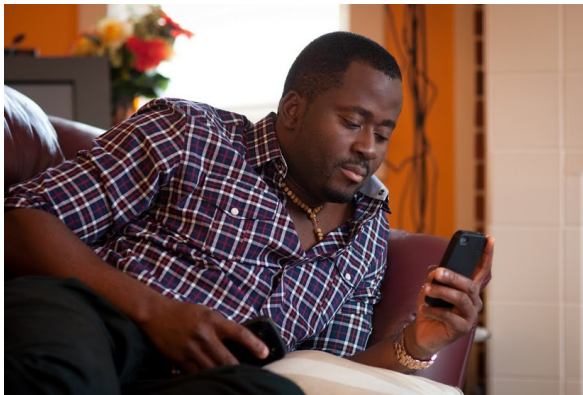
- ▶ Integration with Twitter
  - ▶ Integration with FB
  - ▶ Integration with text messaging sign up
- CMS Research info



# Facebook Pages

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- ▶ The Last Minute FB page
- ▶ Ebube/Desmond
- ▶ Bibiana
- ▶ Wedding page or pages
- ▶ Facebook posts in real time as the story takes place



# The Last Minute Facebook page - TEMP

**facebook**   

 **Hank Blumenthal**  **Home**  

You are posting, commenting, and liking as **The Last Minute** — [Change to Hank Blumenthal](#)

**Admin Panel** [Edit Page](#) [Build Audience](#) [Help](#) [Show](#) [Ads Manager](#)



**The Last Minute**  
Be the first person to like this. [✓ Liked](#) 

Movie

"The Last Minute", a joint production of Georgia Tech, DBI and the Nollywood team, directed by Zeb Ejiro and Francis Onwochei, starring Desmond Elliot and Monalisa Chinda.

[About](#)

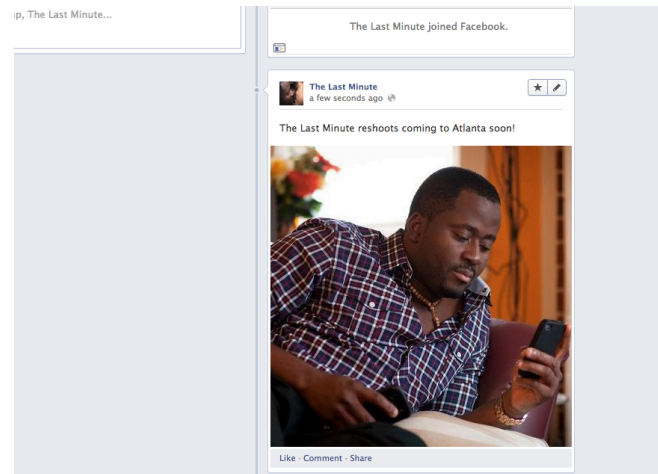
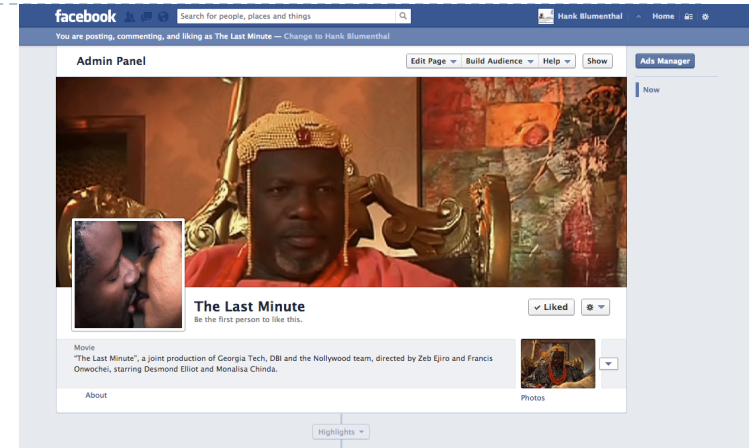


[Photos](#)

[Highlights](#)

# The Last Minute Facebook page

- ▶ Tweets all messages
- ▶ Central announcement site
- ▶ Promote other media
- ▶ Central sign up
- ▶ Timely
- ▶ Fan comments





# Bibiana Facebook page

**facebook**  Search for people, places and things 



**Bibiana Lawson**     

 Studied at Georgia Tech  
 Lives in Atlanta, Georgia  
 Born on April 24, 1986  
 Female

 Friends 1

 Photos

 Map 1

 Likes 1

 **Bibiana Lawson**  
April 5 

What kind of Doctor fixes broken websites? A URLogist of course!..yeah I know..corney joke.

Like · Comment · Share

 **Bibiana Lawson** updated her cover photo.  
April 5 



 **Activity**  
Recent

 Bibiana became friends with **Hank Blumenthal**.

 Bibiana likes **Original Nollywood Movies**.

 Bibiana added **Women in Technology** to her list of inspirational people.

 Bibiana added **Georgia Tech** to her timeline.

**Sponsored** 

**AUDITION FOR THE X FACTOR**  
sycofme.etribez.com  
  
Register now at TheXFactorUSA.com to audition in New York on April 25.

**Psychology Online Ph.D**  
  
Reach your potential and change the lives of others. Learn more about Walden University.

**Now**  
**2013**  
**Born**

ps://www.facebook.com/photo.php?fbid=100140766851487&set=a.100140760184821.1073741827.100005666910170&type=1

## Bibiana - Facebook page (and Twitter, Vine, etc.)

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- ▶ Women in technology
- ▶ Timeline that explores before and after the movie ongoing story.
- ▶ Explores what happens when she is gone in the movie
- ▶ Engage the audience in a real dialogue
- ▶ Look at the Lonelygirl16 model
  - ▶ Videos on YouTube
  - ▶ Write back to fans
  - ▶ Ongoing fictional story





# The Last Minute Video Channels – YouTube, Vimeo, Video Café, Etc.

The screenshot shows the YouTube channel page for 'TheLastMinuteMovie'. The top navigation bar includes the YouTube logo, a search bar, an 'Upload' button, and the channel name 'TheLastMin'. Below this, a blue banner indicates 'Viewing your channel as public.' with a 'Done' button. The channel's profile picture is a couple kissing, and the banner image shows a sign that reads 'WELCOME TO LAGOS STATE State of Aquatic Splendour'. The left sidebar contains navigation links: 'TheLastMinuteMovie', 'Watch Later', 'Watch History', 'Playlists', 'What to watch', 'My subscriptions', 'Social', and a 'SUBSCRIPTIONS' section with 'Add channels' and various category icons. The main content area shows the channel name 'TheLastMinuteMovie' with a 'Subscribe' button and '0' subscribers. Below this are tabs for 'Videos', 'Discussion', and 'About'. A dropdown menu shows 'All activities'. The video feed displays two uploads: a 'Nollywood trailer' (39 seconds ago, 0:36 duration) and another video (1 minute ago). The right sidebar lists 'Related Channels' including Smosh, NEW V, Jenna, nigahli, Rihanr, and Machlr.

YouTube

Viewing your channel as public. Done

TheLastMinuteMovie

Watch Later

Watch History

Playlists

What to watch

My subscriptions

Social

SUBSCRIPTIONS

+ Add channels

Popular on YouTube

Music

Sports

Gaming

Movies

TV Shows

News

Spotlight

+ Browse channels

TheLastMinuteMovie

Subscribe 0

Videos Discussion About

All activities

TheLastMinuteMovie uploaded a video 39 seconds ago

Nollywood trailer

No views

0:36

TheLastMinuteMovie uploaded a video 1 minute ago

Related Channels

Smosh Subsc

NEW V Subsc

Jenna Subsc

nigahli Subsc

Rihanr Subsc

Machlr Subsc

# The Last Minute YouTube Channel

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- ▶ Trailers
- ▶ Webisodes series – Bibiana
- ▶ Diary posts – Bibiana
- ▶ Diary posts – Desmond
- ▶ Webisodes/B-roll – Desmond
- ▶ Feature released as episodes
- ▶ Sign up for ad revenues through Google
- ▶ Cross promote



# Webseries

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- ▶ Bibiana – short 3 part web series about Bibiana at Georgia Tech after

Screenplay  
My So-called Tech Life

By  
Dianne Diaz

Bibiana in her dorm room studying for a  
s on her messy bed flipping through papers  
books, camera zooms into a framed half-  
herself and Ebube plastered with tape  
ght table.

NARRATION BIBIANA

the story of my life. Girl  
Nigeria to chase after her  
re, only to come back empty  
Embarrassed you say? How  
miliated. I could stay  
up in my dorm room eating  
Jerrys..

31 PICKING UP A SMALL CARTON OF BEN AND  
[TTING ON THE FLOOR BY HER BED.

NARRATION BIBIANA  
ld just stalk his Facebook!

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Scene cuts to:

INT.COMPUTER LAB. DAY

# The Last Minute Storyscape - Twitter

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- ▶ Twitter feeds from fictional characters – ideas to be written or improvised in character
- ▶ Desmond
  - ▶ Ebube/Desmond sends people to fictional sites
  - ▶ Ebube/Desmond sends clues - pictures, contests etc.
- ▶ Bibiana -Atlanta woman
  - ▶ Video tweets
  - ▶ Food in Atlanta
  - ▶ College life



## Text Message sign up and story blasts

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- ▶ Set up subscription to text messages
- ▶ Send out links to emails and photos from characters
- ▶ Send out video links - fake skype calls



# Clues and artifacts to spread through New Media

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- ▶ Leave clues and post at Nigerian celebrity gossip website [lindaikeji.blogspot.com](http://lindaikeji.blogspot.com)
- ▶ Post to Facebook Nollywood sites and gossip sites
- ▶ Character Twitter and FB pages
- ▶ Nigerian blog sites
- ▶ Hashtags #lastminute #Bibiana
- ▶ Instagram as another broadcast medium
- ▶ Food blog follows the characters - take pictures of Lagos and Atlanta restaurants





# Rationales


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- ▶ Encourage use of rich media infrastructure to distribute Nollywood films and generate revenues
- ▶ Youtube generates enough revenues through ads to be a valid distribution system to mobile phones and online that avoids piracy. Sponsorships could be another revenue stream.
- ▶ Encourage the theme of the role of women in technology fields.



# Kickstarter – The Last Minute

**KICKSTARTER**[Help](#)

 **The Last Minute**  
[Not you?](#)

✔ Guidelines

Basics

✔ Rewards

Story

About you

Account

Review


Preview

Let friends or collaborators preview your project. [Get preview link](#)

## The Last Minute Storyscape

by The Last Minute


Home Updates **0** Backers **0** Comments **0**



**0**  
backers

**\$0.00**  
pledged of \$0 goal

**THIS PROJECT IS NOT LIVE**  
This is only a draft that the creator has chosen to share.

 Project by  
**The Last Minute**