

THE PEARL OF AFRICA



– "A UGANDAN
TRANSGENDER
GIRL'S STRUGGLE
TO BECOME A
WOMAN"

a film by
JONNY VON WALLSTRÖM

Sweden – 2016 – Color – Feature 90 min – 2:35:1 – English

PEARLOFAFRICA.TV

PRODUCTION

TITLE

The Pearl of Africa

FORMAT

52 & 90min (2:35:1)

LANGUAGE

English & Luganda

PREMIERE

May 2016

LOGLINE

The Pearl Of Africa captures an intimate struggle for the right to love. Following a Ugandan transgender girl, forced to leave her country, it's an emotional journey of love, hate and being transgender, in one of the worlds most transphobic places.

PRODUCTION STATUS

In post-production, rough cut stage.

WEB SERIES AWARDS

*PPFA Maggie Award for Media Excellence in Global Journalism 2015
Reel Pride - Audience Award*

TEAM

Jonny von Wallström - producer, director, cinematographer, editor

The Pearl Of Africa (Director, Producer, DOP, Editor - 2016)

Zero Silence (Director, Producer, DOP - 2011) - zerosilence.org

Andre Wallström - producer of marketing & distribution

The Pearl Of Africa (Producer - 2016)

Creative North (Producer - 2015) - creativenorth.tv

DIRECTORS BIO

*Jonny von Wallström is an accomplished swedish cinematographer who later became a self shooting director & producer. Having spent most his life creating beautiful imagery for others he moved on to make his directorial debut with *Zero Silence* in 2011. A documentary which premiered at Sheffield Doc/Fest. *The Pearl Of Africa* is his first feature.*

PRODUCERS NOTE

TPOA has been selected for competition in 2016 Hot Docs film festival as well as Film Independent Documentary Lab. Previously to that it had already recieved a lot of international attention due to it's unique web series done together with Huffington Post and Nöjesguiden. A web series that was rewarded a PPFA Maggie Award for Media Excellence in Global Journalism 2015. The very first international recipient to recive it. Many media outlets has celebrated the project with CNN calling it the "Top African show to ditch house of cards for". It's a project that was born on the internet and now finally the feature film is about to be released after having grown an audience for over two years time prior to it's release.

CONTACT

Andre Wallström

andre@roughstudios.com

www.roughstudios.com

+46 730 770 450

Rough Studios AB

Unungeslingan 37

762 98 Edsbro

Sweden

BACKGROUND - AUDIENCE ENGAGEMENT

In December 2014 we launched a web series together with the world's largest blog, Huffington Post. Our goal was to use a strong personal story to raise awareness of the human right abuses that trans people suffer in Uganda. This by combining documentary storytelling and online viral campaigning. It was a huge success with CNN naming it the top African show to ditch the Netflix hit series "House of Cards" for.

By focusing on creating a strong story that people can relate to, we were able to generate massive engagement worldwide on a tiny budget of 500\$. As well as introduce them to our story long before the feature film comes out. For us this is important because we believe that marketing and outreach go hand in hand with telling a story. Today people look to be part of projects, to not only relate to what's on screen, but to be part of the story itself. To see it grow and for it to be part of their lives.

This is why we decided to invite our audience to participate, by supporting the protagonist's personal fight through a crowd-funding campaign. Instead of raising money for the film, we wanted them to help us raise the money for Cleo's sex reassignment surgery.

By doing so, we hoped that they would feel more emotionally connected to Cleo and the story. Essentially making them become activists

themselves by donating. In Feb 2015 we had successfully raised 14 000\$, marking a stepping stone in film history by being the first film to use crowd-funding this way.

The media attention that has been given to The Pearl of Africa is what any successful theatrical release would dream of. With every major international LGBTI news agency running the story, we were able to create 140 million media impressions and tap into our target group, the trans community.

In comparison to many of the Oscar-nominated documentary films, we already have a higher commitment than these. With an audience that not only follow our project but are commenting, asking questions and feel like it's their project.

Today we are growing at a rapid pace of 700 followers each week, with an engaged audience that in May was able to talk to our protagonist as she was in the hospital to have her sex reassignment surgery in Thailand. They now wait for the film to be released, where they will be able to watch someone they know fight for her right to love.

WEB SERIES STATISTICS

ENGAGEMENT: AWARD WINNING FILMS

Average number of interacting people on each shared post.
(likes, shares, comments)

Concerning Violence (2014)
Sundance Film Festival

54

God Loves Uganda (2013)
Sundance Film Festival

13

Call me Kuchu (2012)
Berlin Film Festival

64

The Pearl Of Africa (2016)

114

SOCIAL MEDIA STATISTICS

MEDIA IMPRESSIONS

140 MILLION

UNIQUE AUDIENCE

50 000

SOCIAL MEDIA ENGAGEMENT

20 000

SOCIAL MEDIA CHANNELS

 7 200 NEW FOLLOWERS

 17 500 NEW FOLLOWERS

 1400 NEW SUBSCRIBERS

 11 000 UNIQUE VISITORS

 \$14 000 CROWDFUNDED

- "Top African show to ditch
"HOUSE OF CARDS" for!"
CNN

- "That was so beautiful.
I'm tearful right now!"
@LittleGee10

TODAY +700 NEW FOLLOWERS EVERY WEEK

MEDIA ATTENTION



HUFFINGTON POST, CNN, THE ADVOCATE, SVERIGE RADIO, DAGENS NYHETER, NYHETER 24, MSN, AOL, QX MAGAZINE, PLANET TRANSGENDER, TÉLÉObs, OKAYAFRICA, THIS IS AFRICA, AYIBA MAGAZINE, TOWLEROAD, KUCHU TIMES, DAILY PLANET, HUFFPOST LIVE, GLOBAL VOICES ONLINE, THE ABSOLUTE, NORRTÄLJE TIDNING, NEWS 24, THE FAB FEMME, DIALAGAI, GAYBLADET, CHICAMOND, TRANSGENDER LAW CENTER ETC.