



MULAN
INTERNATIONAL
FILM FESTIVAL

2018 IMPACT REPORT

SEEING CHINA
ONE FILM AT A TIME

About Us



Photo by: Tom Wang

The Mulan International Film Festival is a fledging not-for-profit on a grand mission: Seeing China, one film at a time. MulanIFF is dedicated to showcasing the best of Chinese-language films and historically significant films about China.

We aim at facilitating appreciation of Chinese cinema across Canadian communities and inspiring our audience to discuss contemporary conflicts, challenges, and opportunities from a global perspective.

Our inaugural festival was held from August 10 to August 17, 2018, in Toronto, Ontario.

We are 100% run and managed by volunteers. From the bottom of our heart, thank you all for your continuous support and love.

At A Glance

18 Films in **8** Days

11 International and Domestic Guests

4,500 Audience Attendance

24 Media Reported the Festival

60+ Volunteers

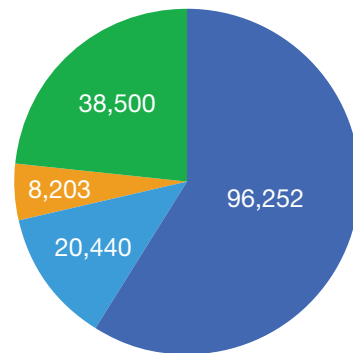


Photo by: Kaku Guo & Yun Bao

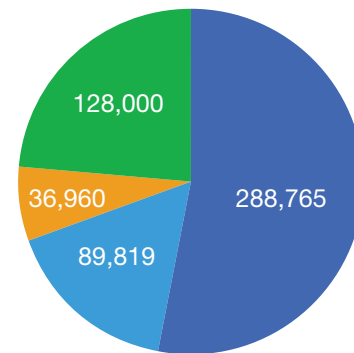
Marketing Highlights

Our **online marketing** has a combined reach of **325,000** viewers and **846,000** impressions.

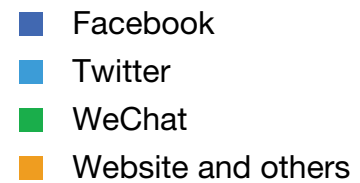
Audience reached and Impressions made by channels



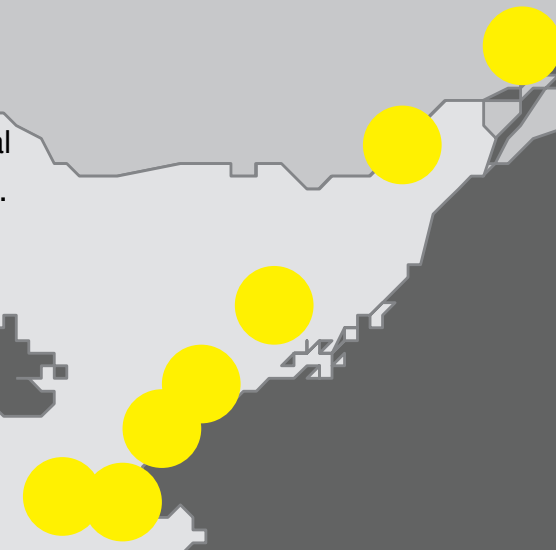
Audience reached



Impressions made



Through our own and partners' channels, we welcomed domestic attendees across GTA, Mississauga, Waterloo, Hamilton, Peterborough, Montreal, Ottawa and Vancouver, to our screenings. We also attracted international attendees from US and China.



The **trailers** of our showcased titles gathered **67,525** valid views.

Our **offline marketing** has a combined reach of **39,860** views.



Photo by: Elle Li

“I would like to congratulate you and your colleagues on the Mulan International Film Festival. It was well organized, cordial and rigorously curated in terms of the films selected. The catalogue was impressive.”

- Professor Bart Testa,
Cinema Studies Institute at University of Toronto,
Advisory Council of TIFF/Cinematheque

“Although the Mulan International Film Festival’s organizers and the festival itself are very young, their selection of films and carefully curated programmes have clearly demonstrated their thoughts and critical reflection toward the trending topics and development of our current society, which have been highly praised by key Chinese film leaders.”

- OMNI TV

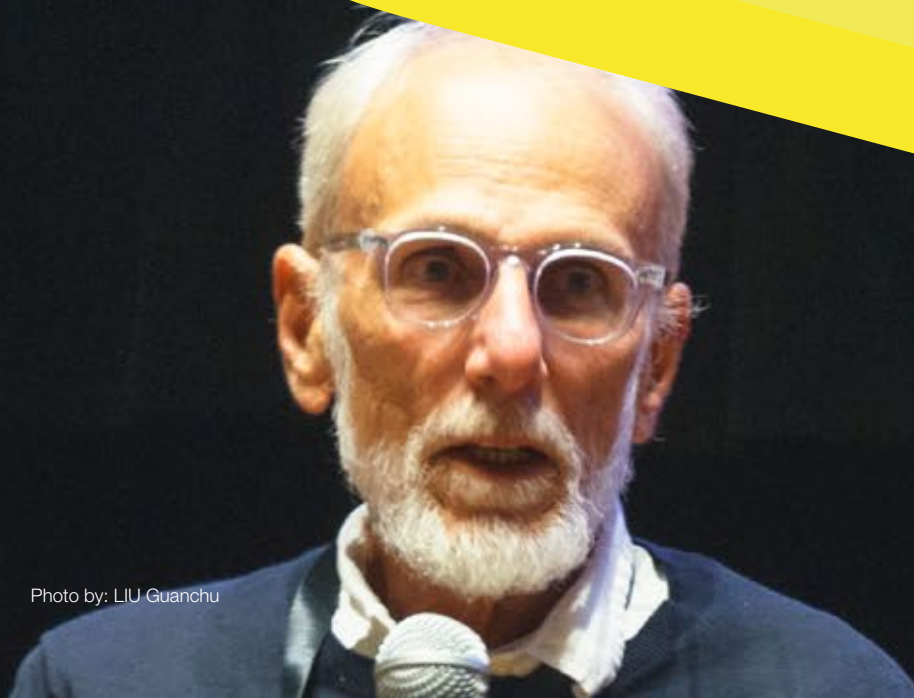


Photo by: LIU Guanchu

97,298,810 (97.3 million)

total audience reached

50,165,810 (50.2 million)

audience reached by web
publication

46,880,000 (46.9 million)

audience reached by television

3,750,000 (3.8 million)

audience reached by radio

24 media reported the festival

12 media attended the Press
Conference

Regions reached:

**Canada, China, US, UK,
Australia, India, Indonesia,
Malaysia and the Philippines**



Net Promoter Score Says It All

We achieved a **Net Promoter Score (NPS)** of **66** as reported by our festival audience.

An NPS of 50 is excellent. NPS can be as low as -100 (everybody is a detractor) or as high as +100 (everybody is a promoter).

Net Promoter Score is a tool to gauge the satisfaction and loyalty of a firm's customer relationships. NPS is adopted by more than two thirds of Fortune 1000 companies. It is administered by asking one question: how likely the respondents will recommend the product/company to their friends and colleagues. Respondents choose from a scale from 0 (not at all likely) to 10 (very likely).



Photo by: Elle Li

Audience Feedback

"I thoroughly enjoyed the film. It was a great experience to watch a Chinese film with both people who are Chinese and people who are not Chinese. When we all laughed or gasped at the same plot, even though we were experiencing it in different languages, it felt like we were bonding as an audience and moving past any barriers in understanding between our cultures to enjoy a story together."

-- Casey Mckenna, Shulich MBA

"*Wrath of Silence* was an amazing film, with incredible cinematography and story! Attending the festival was a great experience and hopefully it returns next year!"

-- Jenny Singer, Nurse Student

"Had a great time seeing the introductions and people involved in the movie. The theatre was beautiful, the movie was gripping, and it gave a keen insight into the culture of China and how things were the same but a little different in Chinese cinema: whether it's the importance of food or the number of twist and turns that takes place throughout! This was an amazing experience!"

-- Rishave Mistra, IBM Extrem Blue Intern

"The Mulan Festival on Friday night was a fun experience. It was definitely special to sit in the audience for the first film of the first festival. I'm so impressed how the festival was just an idea in March but a reality by August. My hats off to the Mulan team!"

-- Jack Martin, Shulich MBA

"Lots of important people after Isaac Stern one from Skype in the panel. Amazing production! Mao to Mozart. Isaac Stern in China. [Sic]

Such a major tie with the strife for excellence in the arts and academia in the Chinese and Jewish communities. Jewish were fleeing from all over the world to Shanghai, Shanghai did not require visa. Only port open. Jewish musicians built the backbone of China classical musical scene."

-- Richard KC Ling, Broker, Harvey Kalles Real Estate Limited

Festival and Programme Highlights



In the first edition of our film festival, we hosted 7 after-screening panel talks with industry guests and scholars, each followed by a Q&A session with the audience.

By bringing together experts in and out of the film industry, MulanIFF curated a comprehensive experience for our audience that connects them with the cultural, philosophical and artistic stories beyond the films.

Festival and Programme Highlights

Dr. Pan introduced the historical context of land reform in China and talked with Mr. Zheng about the unique cinematic language of the film, and the ups and downs in the production process.

Panel Talk with **Mr. ZHENG Dasheng**, Director of ***BANGZI MELODY***, and **Dr. PAN Gang** from the **Department of East Asian Studies** at the University of Toronto.



Photo by: Tom Wang



Photo by: SUN Jingtian

Mr. Song shared behind-the-scene stories regarding how director XIN Yukun developed his project, the reality of China-Western co-productions, and the challenges faced by arthouse and independent filmmakers.

Panel Talk with **Mr. SONG Wen**, Executive Producer of the opening night film ***WRATH OF SILENCE***, and Founder of China's FIRST International Film Festival Xining.

Festival and Programme Highlights

Panel Talk with **Mr. YANG Aonan**, producer of ***TAMING THE HORSE***.

Mr. Yang shared the creative process, and the protagonist Dong's life stories after the making of the documentary.



Photo by: Martin Lai

Photo by: Martin Lai



Dr. Li introduced Beijing alleyways and courtyard residences; Mr. YANG talked about the mother-daughter relationship depicted in the film and how the city and architecture shaped their characteristics.

Panel Talk with **Mr. YANG Jing**, producer of ***GIRLS ALWAYS HAPPY***, and **Dr. LI Yanfei** from the **Department of East Asian Studies** at the University of Toronto.

Festival and Programme Highlights



Photo by: LIU Guanchu

Panel Talk with **Dr. CHEN Ceng**, Director of **ARTES LIBERALES**, **Associate Professor Bart Testa** from the **Cinema Studies Institute** at the University of Toronto, and **Mr. Eric Bizzarri**, Co-Founder and Artistic Director of **The Future of Film Showcase**.

They discussed in depth on topics related to liberal arts education, cultural identities and intercultural communications.

They talked about plastic garbage processing and how it polluted our environment. Dr. Meng's research focus started to include environmental crisis because "the problems have become so severe".

Panel Talk with **Associate Professor Dr. MENG Yue** and **PhD candidate CHEN Xi**, from the **Department of East Asian Studies** at the University of Toronto.



Photo by: SUN Jingtian

Festival and Programme Highlights



Photo by: Joyce L

They shared Western classical music's trajectory in China, as their families, friends and themselves were the eyewitnesses of American violin virtuoso Isaac Stern's state visit to China in 1979.

Panel Talk with **Ms. LI Yan**, Chairperson of **Li Delun Music Foundation** and daughter of maestro Li Delun, **Mr. SHENG Fang** and **Mr. LI Jianxin**.

Panel Talk with **Mr. ZHANG Ximing**, Director of ***I'VE GOT A LITTLE PROBLEM***.

Mr. Zhang shared his creative process and experience of filming the late Chinese photographer and poet **REN Hang**.

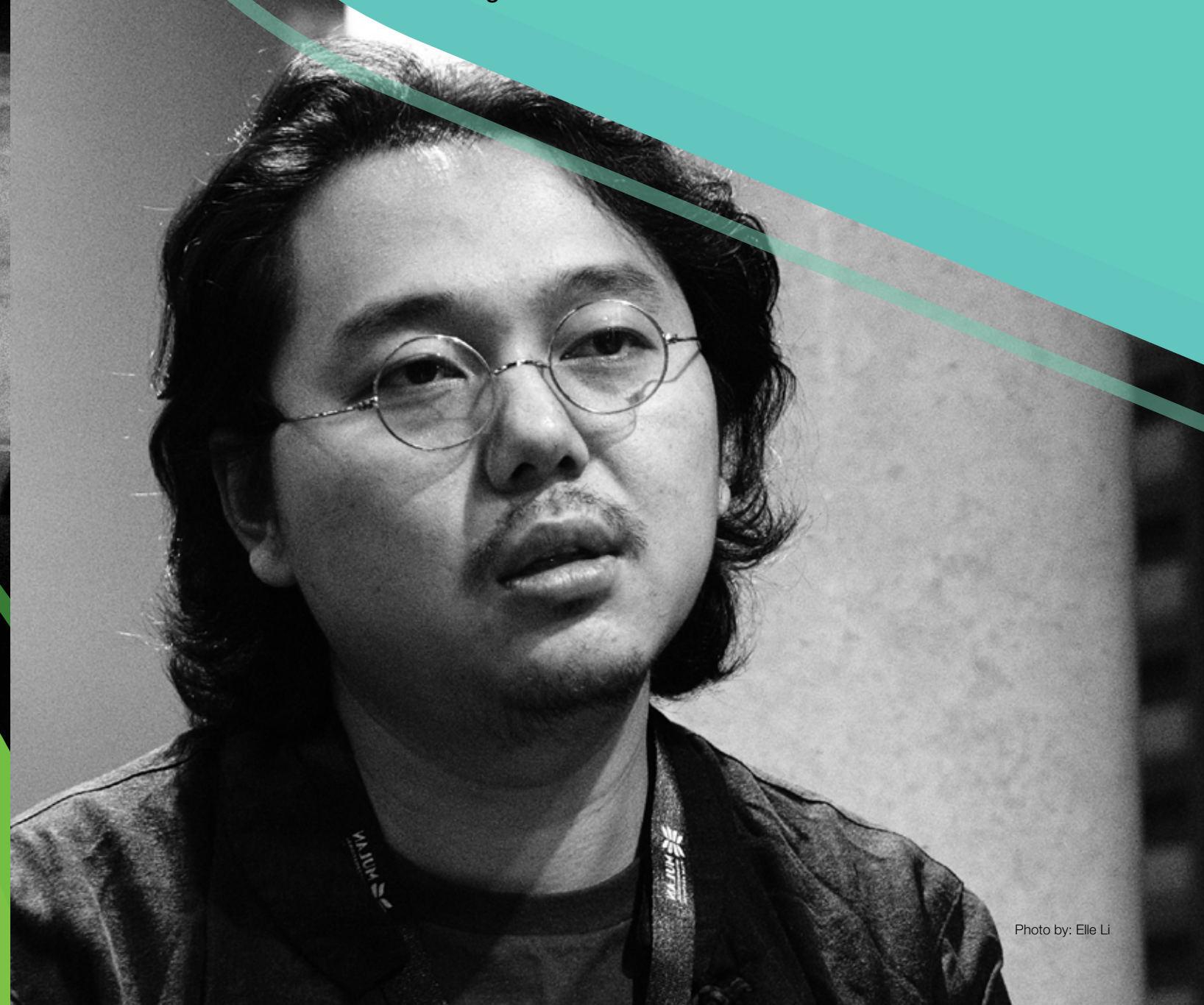


Photo by: Elle Li

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Special Thanks



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Mr. CHEN Shuo

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