

Banbury Zombie Apocalypse

by



Banbury Zombie Apocalypse is a community project led by Flashbuzz Ltd, a Banbury based video marketing agency. Instead of Flashbuzz running a traditional video marketing campaign to promote their business, they decided instead to create a community video project to bring to life the concept of a parallel universe where Banbury had been overrun by zombies.

The format of the project will take the form of regular video releases on social media following the exploits of the Flashbuzz documentary film crew as they visit local businesses in an attempt to capture events as they unfold as a matter of historical record. In addition to standalone videos, efforts will be made to produce these videos in a format that allows them to form a wider narrative with the potential to construct them into a full length 90 min feature film.

The videos will feature Rob and Luke from Flashbuzz, local business owners and local actors and will be filmed in and around local landmarks. Flashbuzz is currently recruiting an army of volunteers and is seeking to fill the following roles:

- Various zombie roles
- Producer
- Casting Director
- Costume Director
- Writers
- Under 18's support roles
- Hair & Make-up
- Location Manager
- Health & Safety

The project will be resourced by Flashbuzz, local community stakeholders and members of the public and benefits a wide range of individuals and organisations:

FLASHBUZZ

Flashbuzz by repurposing resources from a traditional video marketing campaign to Banbury Zombie Apocalypse, will no doubt increase it's brand awareness in the region allowing Flashbuzz to work with more lovely video clients.

OTHER LOCAL BUSINESSES

The majority of the narrative will revolve around local businesses giving them much needed exposure off the back of a very challenging 5 month trading period.

EDUCATION

The project will give local education providers the opportunity to provide their students with real life work experience in costume, make-up, hair, business, TV & Film.

BUSINESS SUPPORT & COMMUNITY INTEREST ORGANISATIONS

Already looking at the engagement figures for Banbury Zombie Apocalypse captured from the start of the pre-production process, this project offers some attractive economies of scale for local organisations or groups who are spending money on promoting local businesses to support the local economy.

THE PUBLIC

This project has already demonstrated an ability to engage and inspire people from all walks of life, ages and backgrounds to come forward and offer assistance. For people recently isolated from friends and family due to COVID-19, this project provides them with an opportunity to reconnect and lose themselves in some harmless escapism.

THE REGION IN GENERAL

Flashbuzz believes that if the whole town pulls together to get behind something that is fun, engaging and inclusive that it will inevitably become popular and anything that is popular and framed in a positive light will benefit the region.

FINANCES

Flashbuzz is self-funding this project and any external funds that are raised will go directly towards reimbursing non-Flashbuzz volunteers for their time, promotion of the project, booking celebrity cameo appearances and props solely for the use of this project.

For the latest project updates please visit <https://flashbuzz.co.uk/banbury-zombie-apocalypse>