



Adventure Reels

Feedback at the Forefront of Programming

An audience of thrill seekers weighs in on the future of programming for a festival that celebrates the great outdoors, indoors



"Most everything that we do is led by audience feedback and what people want to see. Ocean Film Festival came about by audience feedback, the Gutsy Girls Adventure Film Tour was again led by people wanting to see more female stories...it's not just about the films, it's a coming together of community."

Jemima Robinson, Founder and CEO



About Adventure Reels

What started with a down-under tour of the Banff Film Festival has grown into the tour-de-force, Adventure Reels, serving audiences in Australia, New Zealand, and beyond. Adventure Reels celebrates stories of exhilaration through nature with a variety of audience-inspired festivals such as Ocean Film Festival World Tour, Turn the Tide Film Tour, Top Dog Film Tour, and Gutsy Girls Adventure Film Tour among others.

While Adventure Reels' success undeniably lies in their careful curation, it can also be attributed to their commitment to listening to audiences and serving their changing needs. Audience feedback plays a pivotal role in Adventure Reels' creative planning and has traditionally been gathered at in-person events through surveys and chats in the lobby. But while these methods are effective, they carry limitations.



Opportunity for Data-Driven Programming

Adventure Reels was quick to adapt to the availability of digital tools to expand their feedback touch points and not only continue – but improve – their understanding of what audiences want. One such tool is their video on demand (VOD) platform, Adventure Reels TV, which they've created through a partnership with Shift72.

This varied toolkit helps them stay up-to-date with audiences through:

- VOD reporting tools that track audience behaviours and identify trending content
- Year-round engagement metrics through annual VOD programming
- QR codes at festivals that connect audiences to easily updated surveys
- An audience feedback competition to encourage participation and source ideas



Looking Forward

The latest iteration of audience-inspired Adventure Reels programming is She Surfs Film Festival, dedicated to women's surfing.

Additionally, Adventure Reels continues turning to audience feedback to generate innovative ideas for the future, aiming to create more festivals that:

- Highlight niche audiences and filmmakers
- Create a unique viewing experience
- Demonstrate how feedback has been incorporated

"Being agile and changing is a really great thing for our business. And then having [a VOD] platform like Shift72 that allows us to do that and to keep changing. I think it's just going to continue to change how people interact with us, both digitally and at events."

Jemima Robinson, Founder and CEO

About Shift72

The world is going hybrid...And we're redefining the norm.

Shift72 is one of the world's fastest growing video on demand (VOD) entertainment platforms. Trusted by the biggest names in the industry, our platform is the white labeled secure bridge that rapidly delivers the theatre and event entertainment experience – complete with content offerings from the world's biggest studios – to audiences' homes.

To learn more about how Shift72 is leading the way into a hybrid future, visit our website: www.shift72.com

