

400 SCREENINGS IN 28 COUNTRIES

Drawing from over 200 interviews filmed in 20 countries, Poverty, Inc. unearths an uncomfortable side of charity we can no longer ignore. From TOMs Shoes to international adoptions, from solar panels to U.S. agricultural subsidies, the film challenges each of us to ask the tough question: Could I be part of the problem?

I see multiple colonial governors," says Ghanaian software entrepreneur Herman Chinery-Hesse of the international development establishment in Africa. "We are held captive by the donor community." The West has positioned itself as the protagonist of development, giving rise to a vast multi-billion dollar poverty industry — the business of doing good has never been better. Yet the results have been mixed, in some cases even catastrophic, and leaders in the developing world are growing increasingly vocal in calling for change.

For this film, we worked on a multi-year awareness campaign by building the film's brand, overseeing the movie's marketing and distribution. Our team organized over 400 movie screenings in 28 countries. Our efforts of engaging the film's grassroots audience, paid off by catapulting Poverty, Inc. as the #2 documentary on Amazon and #3 on iTunes' News & Noteworthy section.





MULTI-CHANNEL CAMPAIGNS

Below are three of thousands of social media posts about the movie from viewers. At every screening event, our team organized grassroots screening champions, from Michael Moore to Harvard University students, and encouraged them to use their social media network to spread awareness of the film.



Ivy So

MBA Candidate at Harvard Business School

“Poverty Inc is a thought provoking film that nails a lot of the issues regarding international development. Thoughtful, compelling, and well-articulated. Highly recommended!”



BU StudentActivities @BaylorSA - Sep 21

Excited to launch #MovieMondays tonight with #PovertyINC. 7:00pm at @WacoHippodrome. Free and open to the public. vimeo.com/109863354



Myra M. Khan

Ed. M. International Education Policy

“We screened Poverty Inc. at the Harvard Graduate School of Education as many students in the International Education Policy program had shown interest in watching it. Many of us had backgrounds in international development and were considering it as a future path, and are conscious about our role in the foreign aid industry. Needless to say, the film had an incredible impact on all of us. It highlighted many thoughts I think we have independently in silos, but were not sure why we felt unsettled about it. It was refreshing to hear perspectives from the 'South' and from people we normally don't get to hear from.

I would recommend anyone who is considering a career in international development, foreign aid or global poverty reduction to watch this film. As said in the film, 'Having a heart for the poor is not hard, having a mind for them is'. Whatever paths we take in our future, I know at least I will definitely operate differently in the field after having watched this film. Poverty Inc. is an alternative narrative that needs to be heard widely, by everyone. **less**”



VOD DISTRIBUTION

By building an extremely engaged community comprised of thousands of movie viewers, when Poverty, Inc. launched on Amazon, the movie debuted at the #2 spot. This success is largely due to the overwhelming amount of five star reviews that our previous event attendees left when we activated them to share their thoughts on the film on different VOD platforms. The documentary also earned the #3 News & Noteworthy spot on iTunes.

Amazon Hot New Releases

Our best-selling new and future releases. Updated hourly.

Hot New Releases in Documentary

Rank	Movie Title	Release Date	Price	Reviews
1.	Black Panthers: Vanguard of the Revolution	February 16, 2016	\$14.79	7
2.	Poverty, Inc. - George Ayittey	March 1, 2016	\$13.99	51
3.	Amy [DVD + Digital] - Amy Winehouse	December 1, 2015	\$11.99	75

The screenshot shows the iTunes interface with 'AMY' as the featured movie. A white circle highlights the 'POVERTY, INC.' movie poster in the 'New and Noteworthy' section. The interface includes a top navigation bar with 'My Movies', 'Unwatched', 'Home Videos', 'Playlists', and 'iTunes Store'. A search bar and user profile are also visible.



EVENT MARKETING

To achieve our VOD distribution success, we took a grassroots approach to screening events. We empowered every host to harness their social media network and trained them how to build a digital army for their events. Below is an example of a screening we organized at Harvard University that resulted in 300+ attendees. The event reached 45,000 college students due to the popularity of the comments by attendees.

POVERTY, INC.

FIGHTING POVERTY IS BIG BUSINESS

BUT WHO PROFITS THE MOST?

OCT 05

Harvard Business School presents POVERTY, INC.

Public · Film · Hosted by Poverty, Inc.

Going ↕
Invite ▾
Edit ✎
⋮

Monday, October 5 at 7:00pm
Next Week · 62°F / 52°F Overcast

Harvard Business School
Soldiers Field, Boston, Massachusetts 02163 Show Map

Tickets Available
www.eventbrite.com Find Tickets

The Africa Business Club and the Social Enterprise Club of Harvard Business School proudly present the award-winning documentary film, *Poverty, Inc.*, on Monday, October 5th at 7 pm at Spangler Auditorium. There will be a Q & A session after the screening with Co-Producer, Mark Weber.

Watch the film trailer: <https://vimeo.com/109863354>

Share with your friends on Twitter and Facebook using the hashtag [#PovertyINC](#)

TICKETS

Ryan, Deb and 17 other friends are going

570	59	265
going	maybe	invited

INSIGHTS 🔒

45k reached 📈
44k new this week

1.4k viewed 📈
1.4k new this week

682 engaged 📈
674 new this week



GRASSROOTS SCREENINGS

SCREENINGS IN 28 COUNTRIES



Our team worked tirelessly to recruit massive audiences for each of our 400 film screenings. Below is an example of one of our screening events that attracted over 650 attendees at Hope College in Michigan. We ended up organizing events in 28 countries for the documentary.



Markets & Morality
@MarketsMorality



Some of the 650+ at our screening of [@PovertyINC](#) at [@HopeCollege](#).



CUSTOM GRAPHICS

