PRIMER™

ALL-PURPOSE ARTS PODCAST

What is Primer?

Primer (working title) is a filmed contemporary art podcast from award winning filmmakers and producers Alex Lovell and Eldon Booth, hosted by curator and writer Dina Jezdic. Smart, lively, and culturally plugged in, *Primer* sits at the intersection of art, design, and culture, blending editorial curation, sharp questioning, and accessible education with humour, warmth, and edge.

The title *Primer* works on two levels. It prepares audiences to look at contemporary art with confidence, while referencing the material language of making and the first layer before something takes form. The series does not tell viewers what to think. It creates the conditions for curiosity, conversation, and opinion. Each episode takes viewers inside dealer galleries, public institutions, and artists' studios, combining exhibition visits, behind the scenes access, and in person conversations with artists and cultural figures.

The tone is engaging rather than instructional. The series is serious about ideas and craft, but never dry. Expect intelligent discussion, moments of levity, and genuine exchange.

Art Unpacked.

Primer shines a light on must see exhibitions, early career and established artists, and key cultural moments across Aotearoa New Zealand, while demystifying how contemporary art is made, shown, and circulated.

Historical references and cultural context are woven in lightly, helping audiences understand what they are looking at and why it matters, without flattening complexity. Filmed and distributed online, including via YouTube, the series reaches audiences beyond major centres while actively encouraging gallery visits and cultural participation. For sponsors and partners, *Primer* offers a visible and credible platform that connects artists, audiences, collectors, and institutions, expanding reach, deepening engagement, and contributing to a more informed and curious art public.

At its core, *Primer* makes contemporary art feel accessible, relevant, and alive. It is a space where thinking is rigorous, conversation is open, and enjoyment is part of the point.

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The Voice.

Dina Jezdic is a curator, art critic, and tauiwi decolonial scholar based in Aotearoa New Zealand. Her work moves across contemporary art, cultural research, and public engagement, exploring how art generates knowledge, challenges power structures, and speaks to lived experience. She has worked in institutional, independent, and international contexts, including as a Tate Intensive Fellow, and has collaborated with organisations such as the Smithsonian Asian Pacific American Center. Dina is widely published in leading art journals across Aotearoa, Australia, and the United States, and her research and writing focus on contemporary art, decolonial practice, and ways of sparking meaningful institutional change.

As a host, Dina brings curiosity, rigour, and warmth. She centres conversation and careful listening, creating space for artists to share their work openly and generously. With a sharp eye for ideas and a lightness of touch, she makes contemporary art approachable and engaging, inviting audiences to explore its complexity, politics, and humanity without ever feeling intimidated.

Bridging the Gap.

Primer attracts a culturally engaged audience spanning **art lovers, collectors, and investors**, alongside a growing group of **younger creatives and first-time buyers** beginning their relationship with contemporary art.

The core audience skews **slightly female (approx. 55%)**, primarily aged **28–48**, with a secondary **18–27** segment driven by curiosity and the lure of direct access into an art world that may have previously seemed elitist and intimidating.

This audience is motivated by **ideas, taste**, and **credibility**, but also by warmth, personality and the human stories inherent, valuing insight without pretence. Digitally fluent, they move seamlessly between **Instagram and TikTok for visual culture**, **YouTube for deeper engagement**, and **LinkedIn for professional and investment context**, consuming podcasts across **YouTube, Spotify, and Apple Podcasts**.

Art Amplified.

Primer is designed for discovery. Its distribution strategy prioritises **visibility, accessibility, and momentum**, ensuring contemporary art reaches audiences beyond traditional channels.

- **YouTube** anchors the series with full episodes, studio tours, gallery visits, interviews and contextual analysis.
- **Instagram & TikTok** extends reach through shareable short-form highlights, personality-driven moments, and cultural commentary.
- **Spotify & Apple Podcasts** offers an audio-first access for habitual listeners.

Awareness is activated through **short-form storytelling, behind-the-scenes access, partnerships with artists and galleries, and interactive social engagement**. Regular newsletters and curated updates sustain interest and build long-term connection.

The outcome is a growing, engaged audience that encounters art as something **alive, relevant, and participatory**.

Eyes on Art.

Objective: Drive sustained awareness and viewership across culturally curious and investment-minded audiences.

Google Display Network

High-impact banners and video placements across art, culture, and lifestyle environments, supported by retargeting of site visitors and viewers.

Meta (Instagram & Facebook)

Video-led storytelling using clips, carousels, and stories, with interest-based targeting and lookalike audiences to scale discovery.

SEO

Episode pages, show notes and editorial content optimised around contemporary art, exhibitions, and art investment, supported by backlinks from galleries and cultural institutions.

Together, these channels create a **cohesive discovery funnel**, positioning *Primer* as a trusted and contemporary cultural platform.

From Discovery to Devotion.

Primer launches with a strong foundation. Host **Dina Jezdic** brings an existing, high-quality audience who actively follow and engage with her commentary on the contemporary art scene. Her reputation as a curator and arts commentator attracts a community already invested in exhibitions, artists, and critical discussion. This provides the series with credibility and immediate reach from day one.

Alongside this organic audience, each episode is supported by a dedicated growth strategy. Of the **$5,000 production budget per episode**, **$2,000 is allocated specifically to marketing and audience development**, ensuring consistent and measurable expansion.

This allocation is strategically divided:

- **$800** – **Targeted social clips** and paid amplification
- **$600** – **Podcast app discovery and GDN** and in-platform promotion
- **$400** – **Collaborative promotional swaps** with aligned cultural partners
- **$200** – **YouTube & Google search** optimisation and boost

This dual approach combining an engaged, culturally literate base audience with disciplined, ongoing paid growth positions *Primer* to scale intelligently while maintaining quality and relevance.

The Expanding Circle.

Primer launches with immediate traction. From the first live episode, we anticipate strong engagement driven by **Dina Jezdic's established and highly responsive audience**. Across her channels, Dina consistently averages **400+ views, 200+ likes, and 75+ comments per post** - a solid and active arts community that provides momentum from day one.

Season 1 will release **one episode per fortnight (26 episodes annually)**. With **$2,000 allocated per episode toward marketing and audience growth.** This is a total annual investment of **$52,000.** We project the following reach:

Total Impressions

- Per Episode: **160,000 – 240,000**
- Per Season (26 episodes): **4.1M – 6.2M**

Total Episode Views

- Per Episode: **2,400 – 4,800**
- Per Season: **62,400 – 124,800**

Estimated New Subscribers

- Per Episode: **160 – 470**
- Per Season: **4,160 – 12,220**

This combination of an engaged starting base and structured, per-episode marketing investment positions *Primer* for consistent, scalable growth throughout its first year.

The Rollout.

As marketing investment is deployed consistently across the year, audience growth will move through three deliberate phases:

Phase 1: **Episodes 1 - 6 focus on Launch.**

Prioritising awareness and reach to establish visibility and introduce *Primer* to new audiences.

Phase 2: **Episodes 7 - 18 shift into Optimisation.**

Refining targeting, building community engagement, and strengthening retention as repeat viewers begin to form a loyal base.

Phase 3: **Episodes 19 - 26 move into Authority.**

Leveraging accumulated credibility and data to drive subscriber conversion, increase shareability, and extend organic reach.

When combining **organic growth with the planned paid marketing**, the total projected audience for the year increases significantly, with the annual numbers reflecting the cumulative impact of both strategies:

Episode 1 Expectation.

Total Impressions

- Per Episode: **160,000 – 240,000**

Total Episode Views

- Per Episode: **2,400 – 4,800**

Episode 26 Expectation.

Total Impressions

- Per Episode: **216,000 – 324,000**
- Per Season (26 episodes): **5.2M – 7.5M**

Total Episode Views

- Per Episode: **3,240 – 6,480**
- Per Season: **76,120 – 152,400**

Why Now?

The way people encounter culture is changing — and contemporary art must meet audiences where they are. *Primer* responds to this moment by **opening doors rather than explaining from a distance**.

By foregrounding conversation, access, and lived experience, the series supports artists and institutions while inviting broader participation. Emerging audiences are encouraged to look closer, ask questions, and imagine themselves as part of the cultural ecosystem — as viewers, creators, or collectors.

At a time when culture can feel fragmented or intimidating, *Primer* restores **connection, curiosity, and shared meaning**, reinforcing why art matters — now more than ever.

The Engine.

Primer is produced by **Run Charlie Films**, led by award-winning filmmakers **Alex Lovell** and **Eldon Booth**. Their short films have qualified for the Academy Awards, with selections to prestigious international festivals including Sundance, Venice, Edinburgh, Melbourne, Sheffield Doc Fest, Palm Springs Shortfest and Sydney.

Beyond narrative film, Alex and Eldon bring extensive experience in premium factual and commercial storytelling, producing work for Tourism New Zealand, Air New Zealand, Sky Television, American Express, New Zealand Post, Masport and others. They also filmed and edited the factual entertainment series *I Need New Zealand*, which aired on TVNZ 1 and streamed on TVNZ+ in 2022**.**

Recently, Alex and Eldon have been commissioned to develop an action-comedy series for RNZ.

This combination of cinematic craft and broadcast-scale production underpins *Primer's* quality, consistency, and credibility.

Be Seen with *Primer*.

Primer is planning **26 episodes in Year 1**, with the potential to move to **weekly episodes in Season 2** (Year 2.)

Episode Budget: $5,000 per episode

- **$2,000** - Dedicated to marketing and audience growth.
- **$3,000** - Host, on-location filming, editing, and publishing.

Sponsorship Opportunities:

- **Naming Rights:** $26,000 for Year 1, covering all 26 episodes. (Naming Rights Sponsor included in ALL marketing wherever *Primer* appears)
- **Per-Episode Sponsorship:** $5,000 per episode, with flexibility to choose which episodes to sponsor.

While the audience grows steadily over the season - and many sponsors may prefer later episodes - **Dina has strategically curated major stories in the first phase**. Also important to note: The content is **evergreen**, remaining live and accumulating views over time, meaning **earlier episodes offer the largest marketing impact and best value**, delivering broad awareness and maximum ROI for sponsors.

Lasting Impression.

Primer brings together **Dina Jezdic's curatorial intelligence and on-screen presence** with the storytelling expertise of **Alex Lovell and Eldon Booth**, resulting in a series that is visually refined, culturally grounded, and genuinely engaging.

By bridging art, culture, and humanity, *Primer* creates space for deeper understanding while remaining open, enjoyable, and relevant to new audiences.

Sponsorship Opportunity: As the series grows, *Primer* offers partners a chance to align with a respected cultural platform — connecting with engaged audiences, supporting contemporary art, and contributing to a more curious, connected public

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