



**DENNEBOOM**

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## ***Lauralea Mast joins Hot Docs' Brand/Agency Panel***

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**Toronto.** Hot Docs, North America's largest documentary, festival, conference and buying market is returning to Toronto. Each year, Hot Docs presents a selection of more than 150 documentaries from around the globe. The festival attracts over 2000 international delegates including programmers, buyers, documentary filmmakers, distributors and editors who meet for the advancement of the documentary industry.

Lauralea Mast, Vice President, Senior Media Advisor at Denneboom Media has been invited to bring her agency and brand experience along with practical business sense to the Hot Docs Forum Panel, a pitching event, aka the doc world's Dragon's Den. "The goal of the event is to open up dialogue on the potential partnerships between brands, agencies and documentary filmmakers" says Elizabeth Radshaw, Hot Docs Forum and Market Director. "As platforms converge, content creators and brands are finding even more opportunities to deliver creative, engaging content to eager audiences"

"Media planning at Denneboom and for me personally is about exploring all options available to connect the brand message to the consumer" commented Mast. "Connecting brands to documentary filmmaking is another one of those options. I am excited to play a part at this exploratory stage of determining how brands and documentary film making can work together" The Hot Docs festival runs April 29 –May 9<sup>th</sup>. The Forum Panel will take place May 5 at the Brands/Agency Apres mid event.

### **About Denneboom Media**

Denneboom is an independent Canadian owned and operated media agency that offers both full serve and self serve media planning and buying. Clients include Invesco Trimark, Bacardi, Dr. Bernstein Diet Clinics, Telehop, Swiss International Airlines, Kijiji and Mortgage Alliance. The self serve division developed and launched, Denneboom Connect Local, a technology platform that connects local websites and local advertisers. Denneboom Connect Local clients include theweathernetwork.com and Sun Media. [www.denneboom.com](http://www.denneboom.com)