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## Blood Bunnies - Audience Development Plan (v4)

Funded by the European Union

### 1. Project Snapshot

- **Project:** Completed 45-minute single-episode audio drama (dark folk horror).
- **Status:** Launched May 7, 2025.
- **Masters:** -23 LUFS (Podcast WAV & MP3), -16 LUFS (Streaming WAV/MP3).
- **Website:** blood-bunnies.art (Live).
- **Assets:** Cover art, horizontal trailer, 5 vertical teasers, BTS videos, website content.
- **Media Kit:** Live & accessible via website.

### 2. Objectives & KPIs

- Achieve 1,000 downloads in the first 90 days.
- Grow to 5,000-8,000 lifetime downloads by month 12.
- Secure 50 combined ratings/reviews across Apple Podcasts & Spotify.
- Gain 1 festival acceptance.
- Achieve media mentions/reviews.

### 3. Early Achievements (May 2025)

- **Listed on AudioFiction.co.uk:** Successfully registered and listed on a key database for audio fiction discovery.
- **Goodpods Chart Success:** Achieved top listener chart positions, including #18 in the Top 100 Drama Weekly chart and #23 in the Monthly chart.
- **Reddit Recognition:** Featured as a "Staff Pick" for one week in the r/AudioDrama subreddit community.

### 4. Target Audience

- English-speaking fiction podcast enthusiasts (18-35).
- Fans of dark fantasy, folk horror, Tim Burtonesque styles.
- Active in online communities: r/AudioDrama, horror YouTube, TTRPGs.

## 5. Timeline & Key Activities (April - December 2025)

Date	Activity	Lead	Status
April 29	<input checked="" type="checkbox"/> Final Mastered Audio Delivered	Kristaq K.	Completed
May 7	<input checked="" type="checkbox"/> Primary RSS Feed Live (Spotify for Podcasters)	Kristaq K.	Completed
May 7	<input checked="" type="checkbox"/> Distributed to Spotify, Apple, Amazon, etc.	Kristaq K.	Completed
May 9	<input checked="" type="checkbox"/> Official Website Live (blood-bunnies.art)	Kristaq K.	Completed
May 10	<input checked="" type="checkbox"/> Social Media Accounts Live (X, IG, FB, YT)	Kristaq K.	Completed
May 11	<input checked="" type="checkbox"/> Teaser & BTS Videos Released (YT, IG, Shorts)	Kristaq K.	Completed
May 12	<input checked="" type="checkbox"/> Initial Social Media Push (Cast & Crew Shares)	All	Completed
May 15	<input checked="" type="checkbox"/> Reddit (r/Audio Drama) Post & Engagement	Kristaq K.	Completed
May 25	<input checked="" type="checkbox"/> Media Kit Live & Shared	Kristaq K.	Completed
May 28	<input checked="" type="checkbox"/> V4 Audience Dev Plan Submitted	Kristaq K.	Completed
June 5	Press Release Draft & Review	Peter V. / Zita I.	Upcoming
June 10	Press Release Distribution (Select Media)	Peter V.	Upcoming
June 15	Begin Cross-Promo Outreach (5+ Indie Dramas)	Peter V.	Upcoming
June 30	Festival Submissions	Kristaq K.	Upcoming

Ongoing	Weekly Social Media Posts (Clips, Quotes, Themes)	Angéla S.	Ongoing
Ongoing	Community Engagement (Reddit, YouTube Comments)	Peter V.	Ongoing
Ongoing	Ratings & Review Drive (Social CTAs)	Angéla S.	Ongoing
Aug 1-5	In-person listening + feedback session, Limerick, Ireland	All	Scheduled
Aug-Dec	Festival Submissions	Kristaq K.	Planned
Sept-Dec	Explore Media/Reviewer Features	Peter V. / Zita I.	Planned

## 6. Roles & Responsibilities

Area	Primary Lead	Supporting Team
Audience Plan & Reporting	Kristaq Kola	
Website & Media Kit Mgt.	Kristaq Kola	
Social Media Mgt. & Posts	Angéla Szilágyi	Kristaq Kola
Community Engagement	Peter Vamos	Kristaq Kola
Press & Media Outreach	Peter Vamos	Zita Izsó
Festival Submissions	Kristaq Kola	
Cross-Promotion Outreach	Peter Vamos	Kristaq Kola
Cast/Crew Amplification	All Core Team	
Synchromesh Liaison	Barnabás Réti	Kristaq Kola

## 7. Budget Snapshot (€950 Allocation - All Assets Created)

This budget was fully allocated to the creation of essential promotional assets and platforms as per the invoice dated March 28, 2025. Ongoing promotion focuses on organic reach.

Service	Qty.	Price (€)	Total (€)	Status
Website domain - blood-bunnies.art (1 YEAR)	1	5	5	Spent
Website setup & hosting (1 YEAR)	1	200	200	Spent
Blog posts & articles (Website Content)	2	85	170	Spent
Cover Design	1	175	175	Spent
Horizontal Promo video / Trailer	1	175	175	Spent
Vertical Promo Teaser (Social media)	5	45	225	Spent
<b>Total</b>			<b>€950</b>	<b>Allocated</b>

Note: This budget covered asset creation. No funds are currently allocated for new paid promotional activities (e.g., ads, extensive festival fees). Future paid initiatives would require additional budget allocation.

## 8. Existing Distribution & Assets

- **Website:** blood-bunnies.art (Hub, Player, Funder Mentions on 'About' page, Media Kit access).
- **RSS Host:** Spotify for Podcasters (Anchor).
- **Platforms:** Spotify, Apple Podcasts, Amazon Music, Castbox, Goodpods, etc.
- **YouTube:** @BloodBunniesDrama (Teasers, BTS, Full Stream).
- **Socials:** X (@BloodBunniesD), Instagram (@bloodbunniesdrama), Facebook (/BloodBunniesDrama).
- **Media Kit:** Google Drive (Accessible via website).
- **Contact Email:** contact@blood-bunnies.art.

## 9. Support Requested from Synchronesh

- **Promotional Amplification:** Features/mentions in Synchronesh newsletters/social media.
  - **Networking & Introductions:** Connections to festivals, journalists, reviewers, or influencers.
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