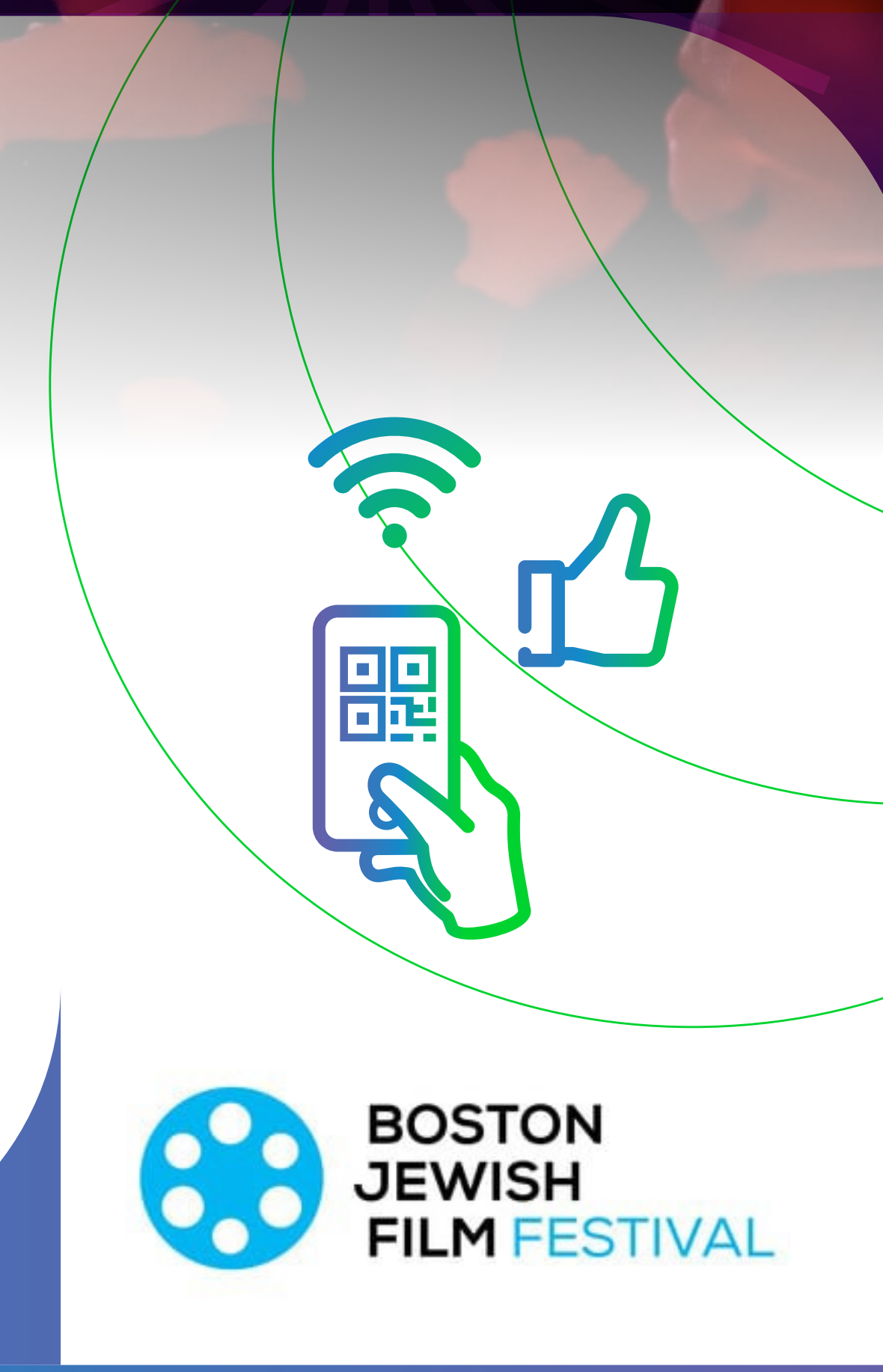


CASE STUDY

Boston Jewish Film Festival

Two Thumbs Up

How Digital Joy Engage polling software helped the Boston Jewish Film Festival Engage audiences & ditch paper voting for good



The Boston Jewish Film Festival (BJFF)

has been screening and premiering movies based on Jewish topics and themes for the past 35 years.

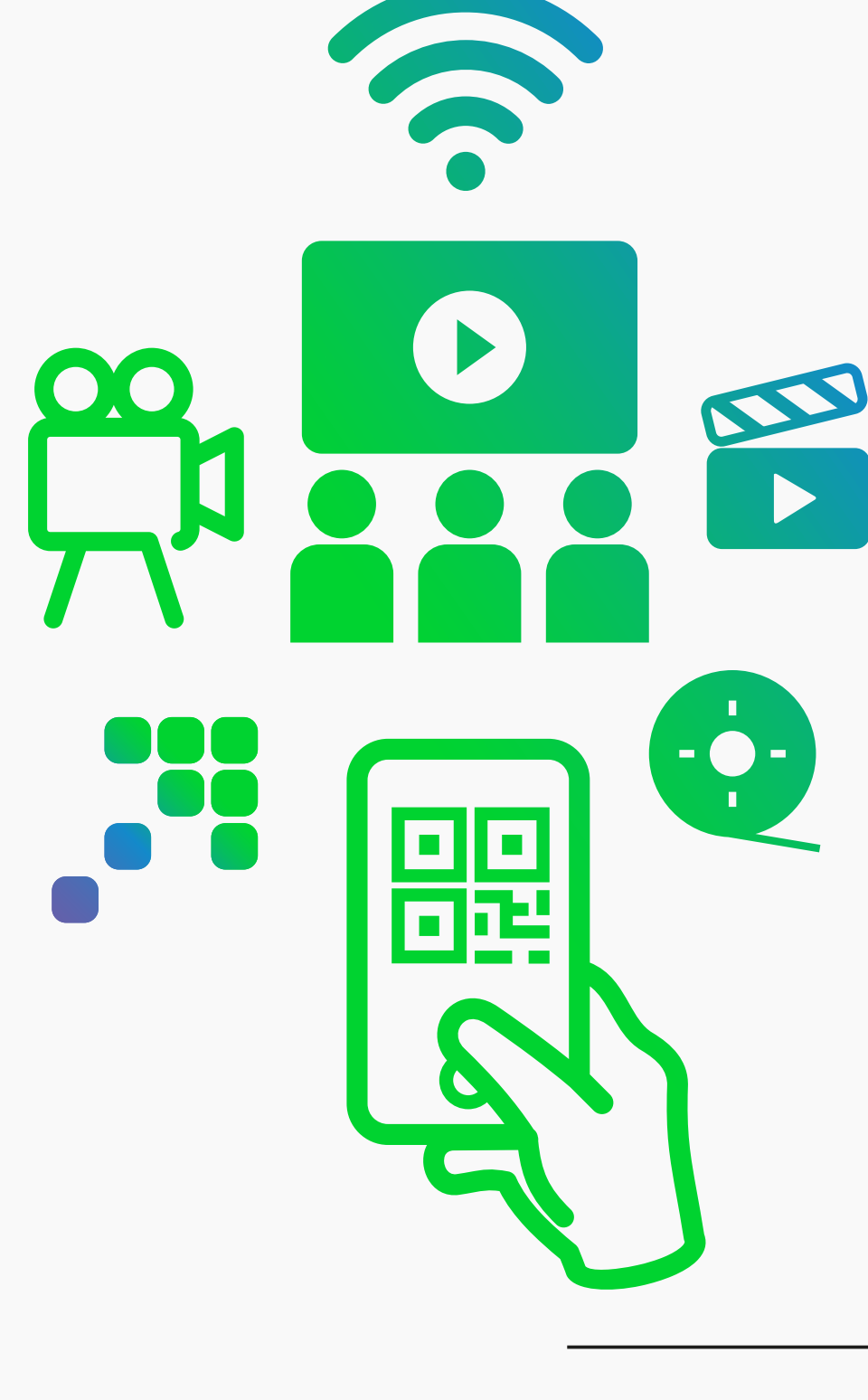


During the month of November, thousands of film enthusiasts flock to landmarks like the Coolidge Corner Theater or the Boston Museum of Fine Arts to watch and rate screenings. And up until a few years ago, all movie ratings were done on paper.

After the pandemic sent the film festival virtual, BJFF made the switch to online rating and has stuck with it even as most patrons are back in person. **They use Digital Joy Engage polling software and it has made a big impact on the audiences experience.**

Joseph Katz,
Director of Special
Programming,
had only positive
things to say about
the process.

"<Digital Joy Engage> is really easily implemented, it couldn't be more of a painless process. We definitely will be using it again next November."



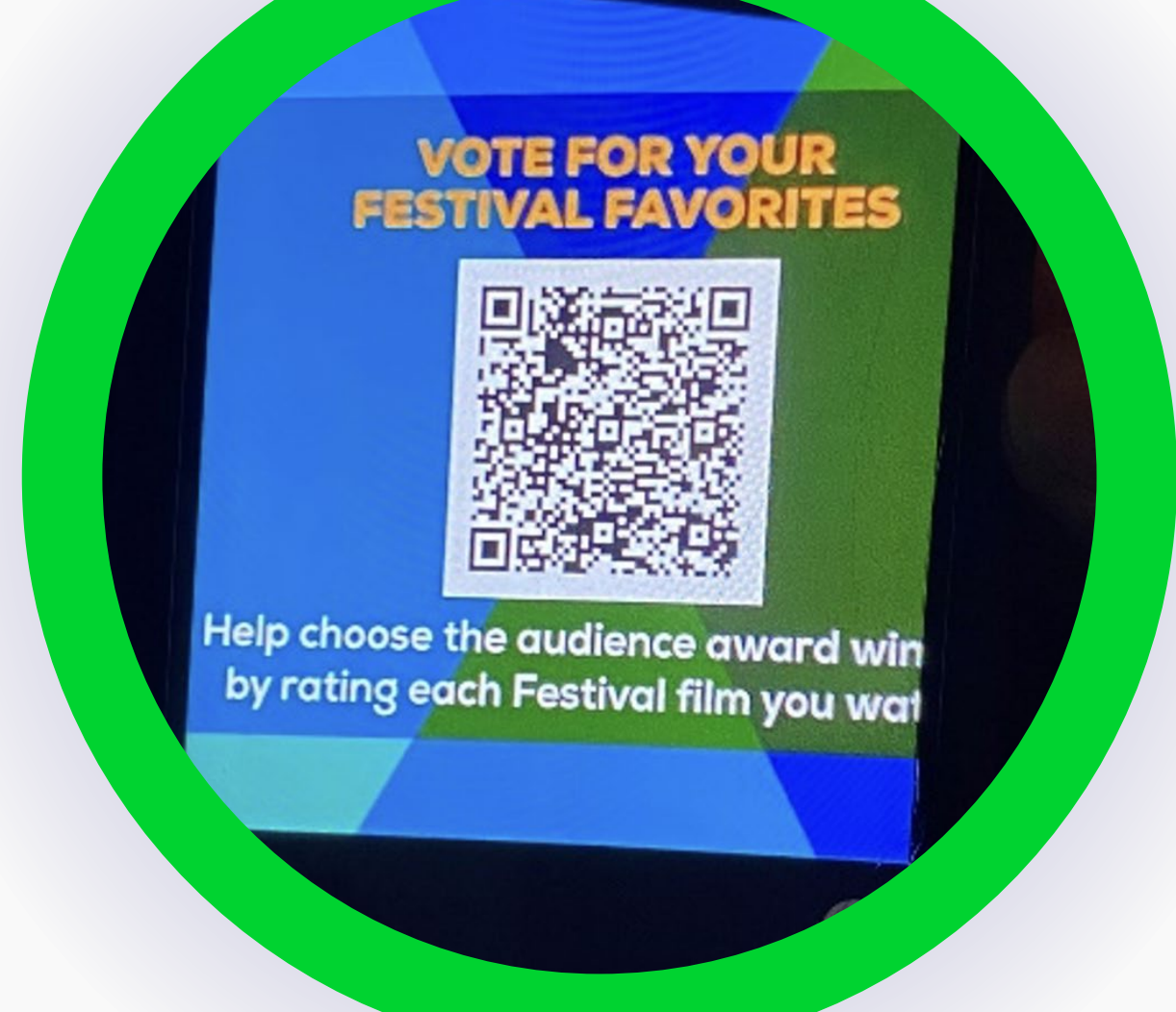
Making the Switch

Katz knew that paper voting was inefficient and that a 21st century solution was needed to get real-time results and reduce waste. And when the pandemic hit in 2020, that was the necessary push.

"The pandemic forced us to go virtual, which helped push online voting. And when people started to come back in person, we stuck with that because, honestly, we were sick of dealing with thousands of paper votes that were in rough shape by the time they made it back to us."

"DIGITAL RATINGS MAKE THE PROCESS SO MUCH EASIER"

Coming to a Screen Near You



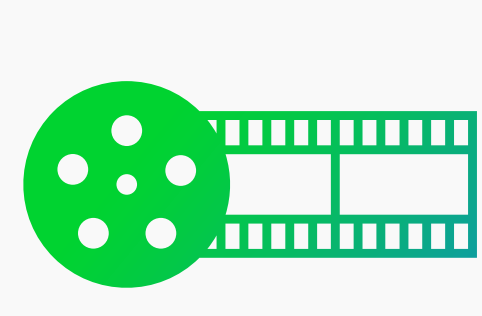
Katz and BJFF have been working with Digital Joy Engage ever since voting went digital. Now, patrons simply use their smartphone to scan a QR code that displays on a slide after the film is has concluded and rate each film from 1 to 5 stars. And based on the number of votes that come in, Katz is confident that the audience understands how it all works.

"It's highly intuitive for those who get it. And while our crowd does tend to skew older, with a little education they can pick up on what to do. The younger patrons have no problem at all – I think everyone is used to QR codes at this point after they become more popular during the pandemic!"

Tallying Votes

22 movies were screened throughout November, including 10 short films. Festival goers participated in screenings both virtually and in person across six venues, with over 7,400 votes pouring in throughout the month.

Katz said that the Digital Joy Engage software made for instant tabulation of results, allowing them to inform winners via their newsletter.



22
movies

10
short films

7,400
votes

1
month

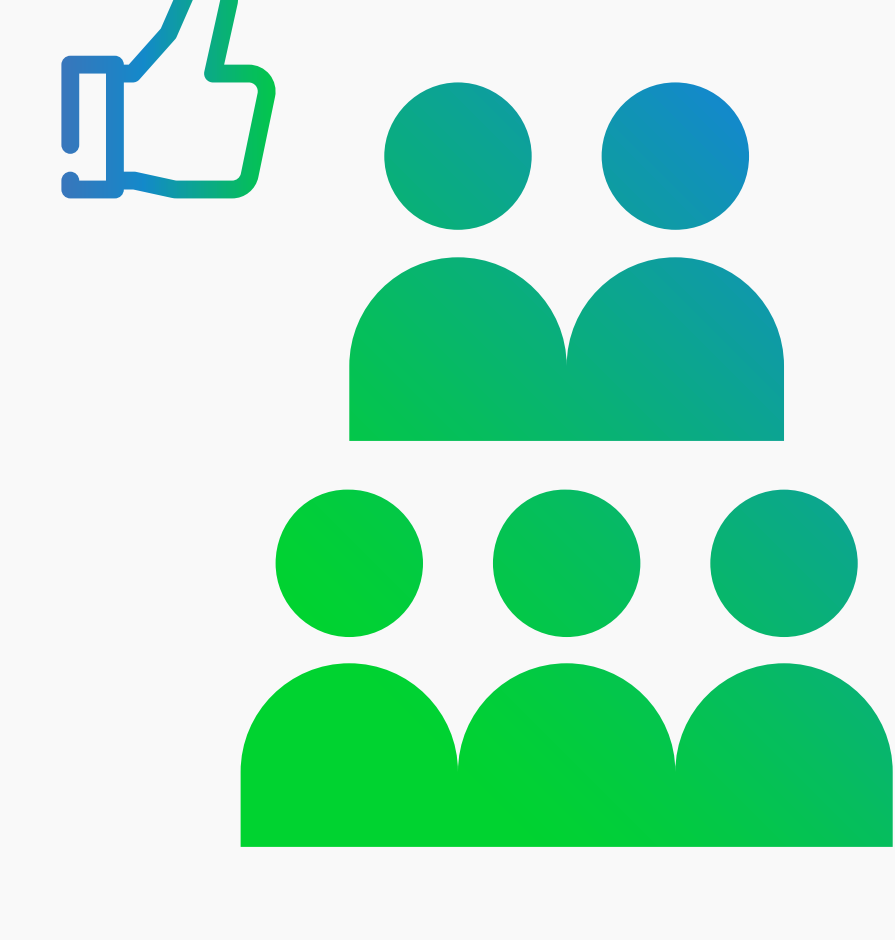
On the back end for us, it couldn't be easier.

"This year it was more votes and more people. It's a good sign, people are getting used to the new way of doing things. It really is an intuitive process and any issues we had were not with the software!"

Katz says that the 36th annual Boston Jewish Film Festival will be back next November and better than ever – with Digital Joy on their side.

"I would recommend the software to any other film festivals or programs with a live voting element.

It makes a difference."



Learn more about

Digital Joy Engage here: www.digitaljoy.media/engage

Thank you!