

# Film trailers and posters

## Film websites

### Exploring a film website

Despite the increasingly prominent role of social media used in the promotion of a film, most films still have their own official websites with a wide range of extra features.

Study the official website of a currently released film.

- ▶ Is there clear branding? How is this created? What do the films in the lists: top grossing, top opening weekends... have in common?
- ▶ What interactive features are there?
- ▶ How can users gain further information about the film?
- ▶ Are there entertainment/diversion features?
- ▶ How is an online community encouraged?
- ▶ Find examples of convergence.
- ▶ Give examples of the different merchandise that can be purchased.

**Q.** What are the advantages for organisations in having an official film website as part of a marketing campaign? Refer to specific details of a film website you have explored to support your points.