

Film trailers and posters

Marketing

Marketing can be defined as the process of promoting a film to potential audiences.

- ▶ Write down the last film that you saw in the cinema.
- ▶ Why did you choose to see this film?
- ▶ Which factor was the most persuasive?
- ▶ Can you put the factors in order of importance?

For example: a cinema viewer for *Jurassic World* summer 2015 may have been influenced in the following ways:

The viewer enjoyed the original films and therefore is already familiar with the *franchise*.

The *brand* is recognisable and clearly used in the posters of the current campaign.

The *trailer* showcases the use of *special effects* and therefore promises a cinematic spectacle – a must-see in the cinema film.

Everyone is talking about it – *word of mouth*.

Reviews in magazines are mixed – viewer wants to see for themselves.

Film can be seen with family [cert.] – a *shared experience*.

Merchandise is everywhere! Reinforces awareness.