

Film trailers and posters

Trailer conventions

How to create a film trailer

The trailer is an important part of a marketing campaign as it needs to attract audiences to the cinema. Use your notes for the following task:

Write guidelines on how to construct an effective film trailer.
Use some connective phrases to help you.

firstly...

secondly...

in addition to this...

also...

another feature...

for example...

therefore...

of equal importance is...

similarly...

however...

in contrast to....

finally...

to sum up...