

Aspect of trailer	Marketing strategy
The sequence is played in reverse	The sequence being placed in reverse suggests an alternative approach to what we come to expect. This stylistic element could suggest that Luther as the main character takes alternative approaches to the way he conducts himself as a detective.
The sequence is played in slow motion	Slow motion regularly heightens the emotion and intensity of the action when it is used in editing . The use here intensifies Luther's actions and grips the audience into wanting to know more about his destruction of the office. The narrative enigma here also relies on the audience's prior knowledge of his character.
The use of the song and lyrics "I'm just a soul whose intentions are good..."	<p>The lyrics of the song by Nina Simone 'Don't Let Me Be Misunderstood' appear on the Soundtrack that is later published by composer Paul Englishby. The lyrics themselves embed many connotations about the character of Luther and the narratives that the already familiar audience may be familiar with. This directly promotes synergy with the label who will later distribute the soundtrack.</p> <p><i>Lyrics</i> <i>Baby, do you understand me now?</i> <i>Sometimes I feel a little mad</i> <i>But don't you know that no one alive can always be an angel</i> <i>When things go wrong I feel real bad.</i></p> <p><i>I'm just a soul whose intentions are good</i> <i>Oh Lord, please don't let me be misunderstood</i></p>
Just Idris Elba throughout the teaser trailer	The BBC are relying on Idris' star power by featuring him on his own in the promotional trailer. They want to show how his behaviour and actions are core to the narrative and development of the programme.

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Mise-en-scène of an office of a detective. (Criminal photographs etc.)	It is fundamental to the BBC that they communicate the genre of the TV Drama that they are promoting . Iconography of criminal photographs, maps, boxes, desk with phone and lamp and filing cabinets help with projecting the conventions of the crime genre. Audiences will have expectations of this genre and this may encourage audiences who may be unfamiliar with this programme, but who like the crime drama genre.
Close-Up of Idris Elba smirking to the camera	The BBC are once again using Idris' star power to draw in his fans . The smirk in his facial expression adds another layer to the character suggesting he knows exactly what he is doing when he destroys the office. Previous audiences of the first series of Luther will recognise Idris and be drawn back into watching this series.
Title Card	Luther has its own branding and identity through its font, colour and style. It is the same as Series 1 so allows familiarity for the audience.
Continuity Announcer 'Original British drama'	By advertising the drama as an original British production it highlights the quality of the drama. 'Original British Drama' has been a slogan used by the BBC to demonstrate its investment in original content. This voiceover connotes the quality and significant production credentials for this programme.
BBC Logo and HD Logo	Branding and Identity of the BBC indicates the audience that this is their own content and also in HD quality showing their continued investment in producing content for their audiences with high production values .