

# TRAILERS

**Key Aspects:** *Institution, Audience, Society, Representation, Categories, Language, Narrative*

**Role of Media:** *Purpose, Needs, Attitudes & Behaviours*

# THEORY

What do you already know about film trailers?  
Discuss each of the following questions with a partner and see how far you agree on the answers:

1. **What** are film trailers?
2. **Why** are they made?
3. **How** do they work?
4. **Who** are they for?
5. **Where** do we see them?
6. **When** are they released?



# WHAT ARE FILM TRAILERS?

Statement	Agree	Disagree
Trailers are an important part of a film's marketing campaign		
Trailers are produced for fun with money left over from a film's main budget		
Trailers are like adverts for a film		
Trailers are simply a shorter version of a film		
Trailers inform potential audiences about a film with the purpose of encouraging people to see the film at the cinema		
Trailers and film posters are designed to compliment each other		
Trailers should only be screened in the cinema		

# FOR DISCUSSION

The **marketing campaign** for a film is the different ways in which the film's '*message*' is presented to potential audiences.

- ➔ What do you think are the major elements of a film marketing campaign?
- ➔ Where might you expect to see each of the different parts of the marketing campaign?
- ➔ What factors make you want to go and see a film?
- ➔ How do you decide which films to see?

# WHY ARE TRAILERS MADE?

There are **several elements** to a marketing campaign for a film, from the trailer itself to posters in the street or on public transport, to online and viral marketing.

All of these are examples of **ABOVE THE LINE ADVERTISING** (*Categories: FORM*)

The marketing campaign is designed to **raise audience awareness** and interest in a film in advance of, and during, its cinema release.

# WHY ARE TRAILERS MADE?

**Institutions** want the **target audience** to go and see their film so posters will contain a variety of **persuasive** information *e.g.* star names (*USPs\**), taglines, critical reviews (all examples of **anchorage**), release date etc., designed to **hook in** and **persuade** the audience to attend.

Trailers help will also help audiences understand the **genre** and **subgenres** present in a film which in-turn will help to target **specific** people based on **interests** and **lifestyles etc.**

\**USP* = **U**nique **S**elling **P**oint

# TARGET AUDIENCE

Very few texts are designed with an extremely broad fan base in mind. Makers of texts tend to focus on a target group first.

We can define a **target audience** by the following demographics:

- **Age** (pre-5s, pre-teens, teens, 18–24, 25–35, 35–55, 55+)
- **Gender**
- **Nationality**
- **Social class** (based on **JICNARS** scale for class distinctions)
- **Wealth** (different from class – how?)
- **Lifestyle** features like: sexual identity, hobbies, pastimes etc.

A	Top management, bankers, lawyers, doctors and other professionals
B	Middle management, teachers, many 'creatives' eg graphic designers etc
C1	Office supervisors, junior managers, nurses, specialist clerical staff etc
C2	Skilled workers, tradespersons (white collar)
D	Semi-skilled and unskilled manual workers (blue collar)
E	Unemployed, students, pensioners, casual workers

# WHO ARE TRAILERS TARGETED TOWARDS?

Trailers are generally aimed at the **same** audience as the films they **publicise** or in terms of their **age** certification (**BBFC**).

Different types of people like different sorts of films and whilst everyone is an individual there are certain features that will have **wide appeal** to specific groups of people (**see previous slide and features below**).

## POTENTIAL AUDIENCE BANK:

Couples

Teenage boys and girls

Families

Ages 16-25 - skewed to girls

Ages 16-25 - skewed to boys

Ages 25-35 - skewed to women

Ages 25-35 - skewed to men

Ages 35+



# WHO ARE TRAILERS TARGETED TOWARDS?

Trailer	Target Audience	Features appealing to target audience
<i>Trash</i>		
<i>The Imitation Game</i>		
<i>Quartet</i>		

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