

TRAILERS: THE STORY SO FAR

What They Are and What They're For:

- They're an important part of the **marketing campaign** for a film
- To **raise audience awareness** and interest in a film
- To **hook in** and **persuade** an audience to attend.

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Target audiences can be defined using these demographics:

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

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



British Board of Film Classification

www.bbfc.co.uk

This is to certify that

Trailers: The Lesson

Has been classified for cinema exhibition

Quinten Thomas

President

David Cook

Director



All ages admitted, there is nothing unsuitable for children.

PART TWO

HOW DO FILM TRAILERS HOOK IN AN AUDIENCE?

Marketing campaigns may use a film's **genre** to gain our interest, playing on elements that are **familiar** to an audience.

But at the same time, a marketing campaign must also show us how a new film is **different** to others in the same genre: this is known as the **USP (unique selling point)** of the film.

HOW DO FILM TRAILERS HOOK IN AN AUDIENCE?

The **USP** is what separates one film title from another released at a similar time or within the same genre. The **USP** could be many things, for example:

- ◆ *the innovative use of special effects*
- ◆ *an unusual mix of genres*
- ◆ *a popular star*

WHERE ARE FILM TRAILERS SHOWN?

Trailers are shown at the **cinema**, on **TV** and **online** with poster campaigns and radio campaigns also giving wide coverage for new film releases.

Dedicated trailer sites and **official film websites** often carry trailers that have been cut for a general audience and are suitable for viewers of any age, whereas trailers shown in the cinema usually correspond to the **classification** of the film being screened.



WHERE ARE FILM TRAILERS SHOWN?

FOR DISCUSSION

Where do you see film trailers? Discuss with a partner the most recent trailers you have seen.

- ➔ Where were they?
- ➔ Did you watch the whole trailer?
- ➔ What do you remember about it?
- ➔ Does the place you see a trailer affect how you respond to it?

What do you think are the **advantages** and **disadvantages** of the different **platforms** used to show film trailers?

WHERE ARE FILM TRAILERS SHOWN?

1. Which of the following statements above do you think is most and least significant?

- A. When people watch **TV** they do not usually concentrate during the adverts
- B. **Social media/websites** that allow viewers to comment in writing on trailers and join in discussions about the prospective film
- C. More people watch **TV** than go to the **cinema**
- D. A trailer for an **18 certificate film** that is cut for a **general viewing audience** could be dissatisfying for older audiences
- E. **DVDs** are watched over and over again
- F. Unofficial uploads of trailers to user-generated websites (eg YouTube) break **copyright**
- G. People often **fast forward DVDs** to the start of the film
- H. **Posting links** to trailers significantly boosts viewing figures

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2. Taking the above into account, where do you think is the most effective place to show a trailer in order to promote a film? (Give reasons for your answer!)

WHEN ARE FILM TRAILERS MADE?

Most trailers are produced at the same time as the film is being **edited**.

The **timing** of a trailer campaign is very important: it must be shown far enough in advance to generate **excitement** about the film's release, but not so early that people **forget** about the film before it even comes out.

TRAILERS ANALYSIS

In this section you will develop your skills of observation and analysis. By watching lots of different trailers, you should notice that they display a range of typical features.

Paired Task

- From your general knowledge, and what you have learned about trailers so far, make a list of all the features you would expect to see and hear in a film trailer.
- What information should a trailer convey and how might it do this? Think about both images and the words on screen as well as music and dialogue in the sound.
- What would you **NOT** expect to see?

HOW ARE TRAILERS COMMONLY STRUCTURED?

A trailer will often be **structured** around the most **appealing** aspects of a film **disregarding** the conventional *narrative* order.

For example, you might see a funny moment taken from the **ending** of a comedy near the **beginning** of the trailer for that film, or a selection of clips (**MONTAGE**) chosen to attract the **widest** possible audience, such as a romantic clip in the trailer for an action film.

Some trailers will aim to provide a **basic** narrative structure to guide us through the film's **storyline**.

GENRE

Film trailers are **important marketing tools** to communicate the **genre** of a film to potential **audiences**.

The trailers that follow are all for films within a similar genre.

Watch each one carefully then discuss the following questions:

GENRE

In the following trailers, consider the following:

- ◆ How would you describe the **genre** of each of the three trailers? Do any of the trailers appear to feature **elements** of other genres?
- ◆ What similarities can you spot in the **representation** of *male* and *female* characters across the three trailers?
- ◆ To what extent are **special effects** a feature of these trailers?
- ◆ How does the **soundtrack** help to create the genre of the trailer?
- ◆ Who might be the **intended audience** for this genre? Give reasons.
- ◆ List the main **features/genre markers** you would expect in this genre.

GENRE - FEEDBACK

- ◆ How would you describe the **genre** of each of the three trailers? Do any of the trailers appear to feature **elements** of other genres?
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- ◆ Who might be the **intended audience** for this genre? Give reasons.
- ◆ List the main **features/genre markers** you would expect in this genre.

HOMework: DUE 8/2/16

Full details on the blog this evening!

Choose your own trailer and carry out an analysis of it based on the points we have covered in class.

You may wish to consider some or all of the following:

- ◆ Target audience
- ◆ Genre
- ◆ USP
- ◆ How the trailer has been edited
- ◆ What aspects you find appealing

(Bonus points for using suitable media terminology!)

LIST OF TRAILERS

Room (dir. Lenny Abrahamson, USA, 2015)

The 5th Wave (dir. J Blakeson, USA, 2016)

Captain America: Civil War (dir. Anthony Russo, Joe Russo, USA, 2016)

Remember (dir. Atom Egoyan, Canada, 2015)

Trash (dir. Stephen Daldry, Christian Duurvoort, Brazil/UK, 2015)

The Imitation Game (dir. Morten Tyldum, USA, 2014)

Quartet (dir. Dustin Hoffman, UK, 2013)

Pride and Prejudice and Zombies (dir. Burr Steers, UK/USA, 2016) - Mix of genres

Alice Through the Looking Glass (dir. James Bobin, USA, 2016)

Labyrinth of Lies (dir. Giulio Ricciarelli, Germany, 2014)

Eddie the Eagle (dir. Dexter Fletcher, USA/UK/Germany, 2016)

Unbroken (dir. Angelina Jolie, USA, 2014)

American Sniper (dir. Clint Eastwood, USA, 2014)

Blackhat (dir. Michael Mann, USA, 2015)

CLIPS

The Wizard of Oz (dir. Victor Fleming, George Cukor (uncredited), USA, 1939) - Innovative use of special effects

Kermode Uncut: My Top Five Tom Cruise Performances (©BBC, UK, 2015) - Popular star

AND FINALLY:

Check out WatchMojo.com's "**Top 10 Trailers That Were Better Than The Film**"

NB: You will find all of these by searching on the Tube of You-ness (That's where I found them!)