



MOVIE MARKETING TEACHING RESOURCE

Students will discover how a marketing campaign can influence the success and profitability of a film. A step by step analysis of a marketing campaign will allow students to access the complex and exciting world of marketing an iconic brand.

LEARNING OBJECTIVES:

- To understand why effective marketing is crucial in the film industry
- To examine components of a marketing plan



LESSON FOCUSES

PRE-VISIT:

Students will research film posters in order to introduce them to the concept of film marketing. How do the posters differ for various genres? What colours and lighting are used? How are the actors and the text positioned on the poster? How might this help attract people to see the film?

VISIT LESSON:

We will discuss how marketing principles such as target audience segmentation and brand loyalty are relevant in the film industry. We will then use the *Harry Potter* brand as a case study.

POST-VISIT:

Students will create a business plan for their own small media business. What kind of films will they specialise in? What will their start-up costs be? How much profit do they expect to make? Where could they find finance? How will they brand their business?



MOVIE MARKETING

PRE-VISIT LESSON

Explain to students that film is an industrial art form that costs money, and this money needs to be recouped for film companies to make further films. Low budget films will be required to make less money at the box office than high budget films.

All film releases will require a marketing campaign to target specific audiences and raise awareness. Posters are an important aspect of the marketing campaign.

Students should complete the Movie Marketing Posters worksheet to identify the characteristics of genres of film. Using the range of film posters provided, ask the students to discuss why audiences will associate certain characteristics with genres. Can they find any exceptions to the rule? Do students notice iconic poster layouts being repeated for other films? For example, *Harry Potter* and *The Lord of the Rings* film posters use multiple character and genre iconography that look timeless and classic. Does film marketing move in trends? Using the website below, research trends of movie posters. Students could also research different films that have been released in the past twelve months and see if there are any recurring themes.

As an extension, students can also look at a range of trailers. What conventions do they notice? Are there particular camera angles, sounds, colours, stars, settings used? Students will begin to build up a picture of generic conventions which inform marketing strategies.

WEB LINKS:

- Recent trends in film posters: <http://www.movies.com/movie-news/which-these-13-most-popular-movie-postertrends-your-favorite-least-favorite/5311>

SUPPORTING DOCUMENTS:

- Movie posters analysis
- Movie posters



MOVIE MARKETING

Using the film idea and marketing strategy consider what would work best or be most on the genre and target audience.

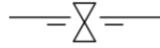
POST-VISIT LESSON

created in the workshop, students should appropriate for marketing their own brand, based

Students should create a marketing plan, either in groups or individually. They should think about the marketing mix that was discussed in the workshop and use the following headings in their marketing plan:

- Social media campaign
- Print
- Out of Home
- Fan events
- PR
- Advertising
- Exhibition
- Partnerships
- Website

Students should also create a title and tagline for their film, which they can use to create a poster. They should reflect on what they have learnt about film posters and be able to explain their poster designs. For an extension task, students could storyboard and then make a trailer for their film.



MOVIE MARKETING MOVIE POSTERS ANALYSIS

- 1) Using different film posters, fill in as much information as you can. List the different features for different genres.

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THE MAKING OF
Harry Potter

2) Create a poster for a film idea of appropriate colours, fonts,

their choice. On the poster make sure you use words, titles, images etc.

GENRE	MAIN COLOURS USED	MAIN TYPE OF LIGHTING (soft, harsh, shiny, glow, warm, cold etc)	MAIN DIRECTORS	MAIN ACTORS	USUAL AGE RATING	GOOD DESCRIBING WORDS YOU COULD USE TO ENCOURAGE SOMEONE TO SEE IT	MAIN IMAGES USED ON POSTER
Example: FANTASY	Blues, Greys, Greens, Saturated Primary Colours	Shadows, cold blue light, soft natural light	Christopher Nolan Peter Jackson David Yates	Daniel Radcliffe Christian Bale	PG/12	"magic and wonder" "myths and legends" "imaginary creations" "positive outcomes"	Main characters. Enchanted landscapes.
ACTION							
HORROR							
ROMANCE							
THRILLER							
SCIENCE FICTION							

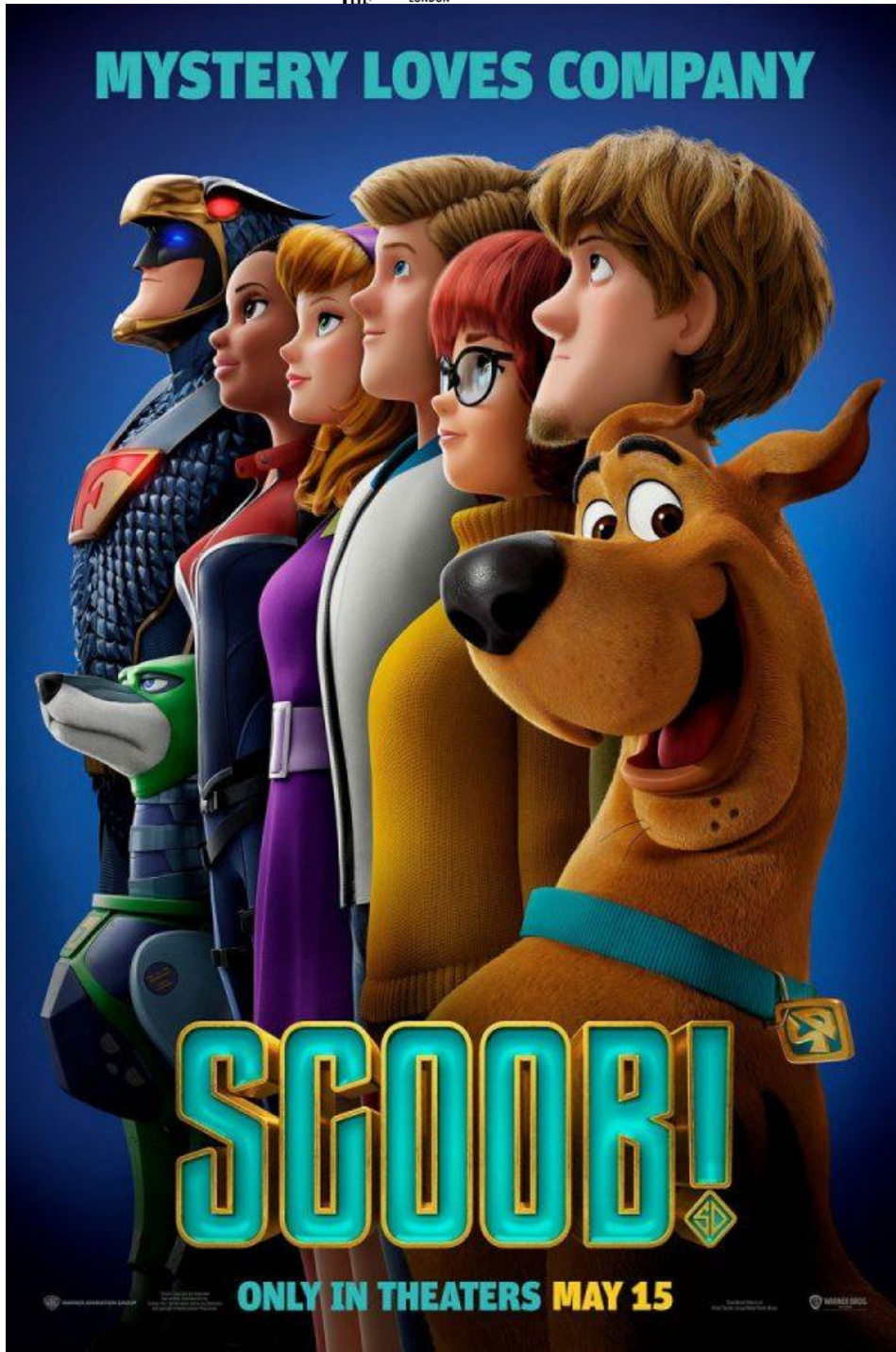
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MOVIE POSTERS**



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MOVIE MARKETING



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THE MAKING OF Harry Potter

MOVIE POSTERS



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NATIONAL CURRICULUM/EXAM BOARD LINKS

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Business Studies

GCSE

Apply knowledge and understanding of

business concepts and issues to a variety of

contexts.

A-level

Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences.



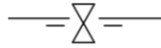
Film Studies

GCSE

Demonstrate knowledge and understanding of elements of film.

A-level

Demonstrate knowledge and understanding of elements of film.



Media Studies

GCSE

Demonstrate knowledge and understanding of theoretical framework of media, contexts of media and their influence on media products and processes.

A-level

Apply knowledge and understanding of the theoretical framework of media.

T Level

Understand the industry's history, culture, structure and marketplace

