

Class level

Third class upwards

Learning objectives

The child will be enabled to:

- understand the different ways in which films are marketed

Methodologies

Individual and group work

Resources

Film posters, brochures, advertisements from newspapers, etc., merchandising materials

Time

Two 40-minute class sessions

Curriculum links

English: Oral language – Different jobs on a film crew

SPHE: Myself and the wider world – Media education: *Marketing and advertising in film*

Film portfolio

Poster design for films, selection of magazine cuttings, advertisements, samples of merchandising materials



Introduction

Discuss:

- How do you know when a new film is about to be released?
- How do we know what the film is about before we get to see it in the cinema?
- How do film-makers encourage you to see the film?
- What do you call the person or company that buys the film to release it to cinemas?



Trailers

Trailers are created to interest the public in a new film. They do this by conveying the main story of the film in two to three minutes.



Development

Where can you see trailers? Mainly in the cinema, but also on television, or on a DVD before the main film starts. Trailers give the following information:

- the type of story told, i.e. the genre
- the actors, director, and producer
- the visual style of the film
- the main points of the story

The film distributor will distribute trailers of the film to cinemas before it opens.



Points for discussion

Show a series of different trailers to the class. Discuss each trailer.

- What type (genre) of film is it? Comedy, western, horror, love story, etc.?
- Who do you think are the main characters?
- Describe the setting.
- Why do we have trailers? If you were a film-maker, what would you put in a trailer to promote your film?

When a new film is being released, the distributors want the public to know about it so that they will go to see it. Film distributors make people aware of the new film through marketing campaigns.

Big films have campaigns that include different elements that, for example, tie-in with restaurant chains, merchandise, etc.

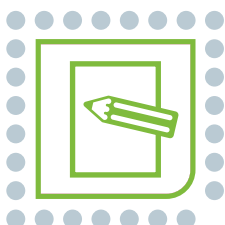
- Can you think of any marketing campaigns that have informed you about a new film?
- Name the different types of film advertisement you have seen: posters outside cinemas, advertisements on bus stops, video covers, etc.
- Did you think the advertisement was good? How did the advertisement make you want to go and see the film?
- What is the most effective way of telling people about a film?



Activity

The children create their own poster or merchandise for a film. This can be a film they watched in class, or perhaps their favourite film.

Even after a film has been released, promotional material will keep the film in the public eye. Films can be promoted using many different media, for example, television advertisements and trailers on videos or in cinemas. For some films, advertisements may appear on cereal boxes, crisp packets, T-shirts, computer games, or dolls and action figures – for example, *The Lord of the Rings*, *Harry Potter*, *Shrek*.



Further extension work

- Do you think promotional material helps to sell a film?
- Is the promotional material aimed at boys or girls, or both? How do you know this?

The children, in groups, can choose a film and do a project on the promotional material available, looking at posters, T-shirts, action figures, or cereal boxes.

Collect advertisements and film merchandising to add to the film portfolio.