

Section 4: Publicity

CREATING AN AUDIENCE

Films are made to entertain us. They also have to make money for the companies who produce the film so that the companies can continue to make more films. Therefore, audiences have to be encouraged to go and see the film. What makes you want to go and see a film? Write a list of all the different ingredients of a film that persuade you to go and see it.

AN IMAGE OF THE STORY

A film critic once wrote that the advertising campaign for every film has to give a **narrative image**, that it makes a promise to an audience that they will be seeing a particular genre of film. The trailer, the teaser and main posters - both of these will help build up a picture of what the film will be about. Also, as you will have seen, the type (genre) of film will also help us understand what the film could portray.

Therefore, the publicity department who are publicising the film *The Count of Monte Cristo*, would know that an audience already had some understanding of what a film about *The Count of Monte Cristo* would be like, but their job is also to make an audience realise that the new film will be distinct from all the others.

THE POSTER

You will have seen the poster for *The Count of Monte Cristo* (student sheet 3, see image bank) when you started work on the film. Look again at the poster carefully.

- What other information is given?
- How well do you think this information sums up the film?
- Why do you think this image was chosen?
- What does it tell you about the film?
- How does this place the film with an audience?
- What does it not tell you about the film?

Design your own poster for *The Count of Monte Cristo*.

What information would you give on your poster for *The Count of Monte Cristo*? Would you try to sell the film in a different way? Perhaps you might include some of the characters in the poster? Include words that you think will describe the film (look back at the work you did on *The Count of Monte Cristo* and the genre of the film. This will give you some ideas as to how to describe the possible story of the film.) Include on your poster some images or drawings about the film. The final choice is yours but make the film look tantalising and exciting! It must encourage and persuade the cinema-going audience to want to go and see the film!

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NEWSPAPERS

One of the things that may have persuaded you to go and see a film was the review of the film in a newspaper. Imagine that you are a film critic. Once you have seen *The Count of Monte Cristo*, write a typical film review. Read some newspaper reviews of other films in order to get an idea of the format that a critics' review takes.

RADIO ADVERTISING

Commercial radio is another vehicle for advertising and film companies are using radio advertising more and more these days. Using a tape recorder/mini disc/dat, create a radio advertisement for *The Count of Monte Cristo*. What information would you give? How would you interest an audience in going to see the film? Compile a 30-second trailer that will really excite a potential audience for the film. The trailer should resemble and reflect the image of the film that you designed in your poster.

THE AUDIENCE

Any advertising campaign has to be targeted at a **prime** audience. This will be the group of people who will be most interested in the film. Analysing the film, who do you think will be the **prime** audiences?

How would your idea of the audience for *The Count of Monte Cristo* affect where you placed publicity for the film? Research the types of newspapers/magazines your prime audience would read, when they might watch television or listen to the radio. What types of newspapers/magazines would you advertise in? What time of day would you place your radio spots? If you were advertising on television when would you want your advert to be shown?

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TRACKING THE FILM

During the next few months keep track of *The Count of Monte Cristo*. Collect together any reviews and articles about the film. How do they describe the film? Do they try to place it in a particular genre? How do they describe the stars of the film? In the articles, what is said about the making of the film? What extra information is given about the film that is not in the film reviews? How is the film advertised in your area? Have radio and television been used? What advertisements appear in the newspapers?

Keep track of how *The Count of Monte Cristo* fares in the box office charts. Does it get to number one? How long does it stay in the box office charts?

