



Who are trailers aimed at?

TRAILER	TARGET AUDIENCE	FEATURES APPEALING TO TARGET AUDIENCE
<i>The Odd Life of Timothy Green</i>		
<i>Trance</i>		
<i>Song for Marion</i>		

Potential Target Audience Bank:

Teenage boys and girls

Families

Couples

Ages 16-25 skewed to boys

Ages 16-25 skewed to girls

Ages 25-35 skewed to women

Ages 25-35 skewed to men

Ages 35+