Worksheet for Analysing the Marketing of Films or Television Programmes:

Before the film or television programme is released:

1. How is the film or television programme first brought to our attention?
2. Do you, at an early stage, feel that it is a film or television programme that you might want to see when it is finally shown? Why?
3. What sort of publicity does the pre-release activity engender?
4. What, if any, covert marketing takes place? For example, do the stars appear on television chat-shows? Are there articles and photographs in newspapers regarding the film or television programme and its particular features – for example the amount of money spent on special effects? Its stars?
5. Is the film or television programme sold on its genre, stars or director?
6. Does it remind you of anything else you have seen or have heard about?
7. What other media texts are associated with the film or television programme – for example a theme song released as a single, or a soundtrack album?
8. Where are the posters and other publicity material to be found?
9. Does the positioning of the publicity tell you anything about the likely audience for the film or television programme?

When the film is released:
What sort of release pattern does it receive?

Does it simply arrive at your local cinema or one a television channel or is there some kind of localised campaign to announce its arrival?

Do local radio stations, record shops and other organisations get involved in the marketing of the film or television programme?

How much publicity is available in the newspapers, both national and local?

How much of the pre-release activity is created simply by word of mouth – perhaps a free preview to an invited audience who will then, it is hoped, tell all their friends about it?