



Effective advertising of films

By Nick Birch

GRIN Verlag Mrz 2014, 2014. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1.6, Central Queensland University, course: Advertising Design Communication, language: English, comment: Grade has been converted from Australian (32/40) to German (1.6) , abstract: As far as movie advertising goes, official web sites have become a crucial tool for advertising upcoming and existing films. Mabry & Porter (2010) reports a relatively important and statistically significant relationship between web site traffic and box office revenue . Movie trailers have been a vital part of the advertising process, appearing very early on - around 1912 - although they did not become standard for several years (Film Reference, N/A). Of some 10-billion videos watched on line annually, movie trailers rank 3, after news and user-created video. With such easy and instant access to them, these increasingly popular cinematic morsels are being devoured by moviegoers and served up with serious consideration by the industry that sometimes spends sums equivalent to a third world country s annual budget to concoct them (Merin, 2008). According...



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