

***THE WORLD'S END* (Wright, 2013):**

Distribution 1 – Getting people to see the film

Opening task

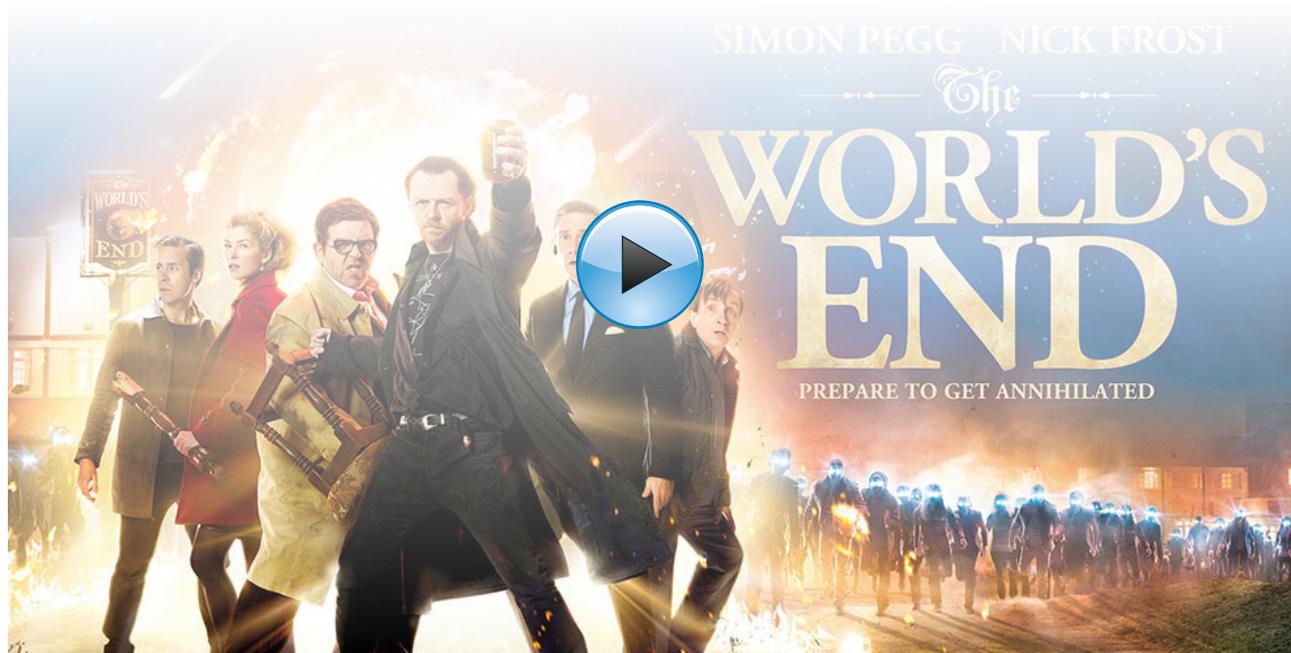
In pairs, quickly write down the ways in which you find out about a newly released film.

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Trailer analysis

One of the most common ways that audiences find out about a film is by seeing the trailer at the cinema. Look at the trailer for the film *The World's End* (Wright, 2013).



- What are your initial first impressions of this?
- How is it trying to sell the film?

Watch the trailer again.

- What evidence is there to suggest who the main audience for this film is?
- Do you think that the trailer works well in giving an indication of what to expect in the film?
- What kind of films would this trailer be shown before? How important a factor is this in attracting the right sort of audience?
- Do you think that there might be a secondary audience for this film? If so, who are they and how might this trailer appeal to them?

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Poster analysis

Look at this main poster for *The World's End*.

- How does the poster sell the film to its main and secondary audience?
- What devices are used?
- Do you think that it is successful in doing this?



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Follow-up work

Look at the following **teaser poster** for *The World's End*:

- How effective is this in establishing an anticipation factor for the main audience?

Look at the **US television spot** advertising the film:



US television spot

- What devices are used here to sell the film to an American audience?
- Might these also work for a British audience? Give details.

