

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

Distribution 2 – A British franchise film and the use of plugs

Opening task

As we have seen with the trailer and TV spots, *The World's End* has been sold as the final part of a trilogy of films featuring director Edgar Wright working with stars Simon Pegg and Nick Frost. This has been called The Cornetto Trilogy.

- What advantages are there for distributors and exhibitors in selling the film in this way?
- Is it possible to have a British franchise film?

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Looking at plugs

Plugs are an important part of selling a film to an audience. They usually consist of interviews in a variety of media. Please look at this first plug from *The Guardian* website and make notes on it. It is a short interview between the film journalist Xan Brooks and Wright, Pegg and Frost.

Watch the interview.

- Who is likely to watch this short interview?
- What further information do you get about the film here?
- Is this information likely to interest the main or secondary audience for this film?

The second plug is from *The Jonathan Ross Show* on ITV1 (23/11/13). It consists of an interview with Simon Pegg, the main star of the film. The primary function of this interview was to promote the UK DVD/Blu-ray release of the film on 30/11/13. Please make notes on this.

Watch the interview.

- What issues arise from this interview about the perception of the film's success at the box office?
- Who are the main audience for this interview?
- What type of persona does Pegg portray here?
- How might this reach the intended audience for the non-theatrical release?
- Is this a different audience from the one that may have seen the film at the cinema?
- What are your opinions on this interview? Do you think plugs work? Give reasons for your final decision.

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Follow-up work

- Try to find another plug for *The World's End* online with Simon Pegg, Nick Frost or Edgar Wright. Make a note of where the interview comes from, assess who the interview is aimed at and whether it is effective or not in terms of selling the film.
- Investigate the number of hits that *The Guardian* website gets. Is this an effective way of plugging a film?
- What are the viewing figures for *The Jonathan Ross Show*? Do you think that this is another effective way of reaching an audience for this film on DVD/Blu-ray?
- Based on your work so far on this film, decide which platform is the most effective for reaching an audience to promote this film television/online/cinema? Give detailed reasons for your choice.