Production agencies

In the article it talks about that the trailer of die hard in the 1988 and the empire strikes back in 1980. People realised how much trailers and film promotions have changed. The trailers were a brief thrill that was limited to the theatres and cinemas. Trailers were a big deal; they required outsourcing and undergo. People say the process of it all is if the production process. David stern and Michael Trice work at Create that has the golden trailers award winning agency. They had some of the biggest trailers, teasers and tv spots. A lot of people don’t realise that directors and editors of the film are involved. There are a lot of agencies that get involved with this. Trailers can have a lot of scrutiny on the trailers. People believes that trailers are the most “beloved piece of pop culture”. In the articles says that it has two parts to this. One part was that separate agencies do the work, but they don’t realise the amount of time and work goes into trailers. Many agencies compete to finish the same trailers and that they are not traditional advertising like where you pitch and where you have a good pitch, they award you the job. As different companies they all give their viewpoints on the trailer. Some companies have an advantage of picking what thy like from the different trailers and testing different approaches in the marketplace. The directors want to be involved with the process of the trailer. If the crew is happy with what has been created, they would show it to the director, and this would give them the opportunity to be involved with the trailer. This gives them a chance to be more creative with the trailer. For certain parts of the process directors would have to go to specialists to help them. The article uses angry birds’ campaign as an example because it was being worked on for three years. The campaign includes tv spots, trailers and teasers. Some campaigns can be called to agencies last minutes that can be due in a week. There are different stages of where the filmmakers are involved in the overall format of the trailer. People would say that positioning the movie in it would be the first set of conversation. As the process gets closer to a specific trailer it would be deemed. The article says that they would use sound effects that were not in the film would be used in the process. The footage they shoot they would have the trailer in mind so that they would get shots for the trailer and think of what visuals they are going to use. Film makers were on board early with the concept in mind. As the filmmakers they don’t know what footage they are going to use for the trailer. They might write the dialogue and have recorded by the actual stars of the movie. Film studios has been asked to cut the trailer using the footage from other films. Spoilers are the biggest discussion these days. People feel like that they have already seen the entire film before they watch it in cinema. Trailers are meant to be a sample of the movie. Most movies have 2-3 trailers in cinema. The first movie is more announcement oriented especially if it is an event kind of movie this will be create buzz for the movie. Trailers tells the story of the movie and it immerses people. The final trailer to the movie is prior to the movie and it would have the latest effects in it. The advent digital is hard to reach the audience nowadays with trailers. This is a marketing tool this give the ability to get it across the globe and viewers. Therefore, we see the number of trailers and becoming international this is a bigger and important market. No one in the US would see that the international trailer and vice versa. People in the UK won’t be able to see the US trailer. Certain number of viewers is deeply involved and watching the trailer, commenting on the trailer and they want more of the different trailers. People see that going to the cinema was an exercise that has been practised so much it has become an important part of the culture. People believe that watching the trailer is the best way to experience the film. Trailers were only possible to be viewed inside the cinema, but they are now available to be watched on the internet. You had to go inside the theatre and didn’t know what you are seeing whereas the trailer would start the film and that’s when the story was revealed. People now a days go looking for trailer, so this gives a different experience. Peoples used to do trailers which is called misdirects. We are seeing more international trailer. The American studios pays more and gives more attention to the international market. They make sure that are delivering materials that works best in the different countries. They would work on a separate trailer for a different country but for the UK this depends on the kind of movie and the selling positions. The article uses finding dory as an example because they had to create six different trailers for different markets around the globe. A trend that we are enjoying in and taking advantage of is delivering material on the internet. This is beyond the trailer that the other goodies we can give to the audience. If the movie has to major actors or actresses like the rock or Kevin Hart the material for them has been created already so that they can post them on their social media pages. Positioning each of them against each other so that they are playing with the material. Their followers are getting fan-based material that was created for them. The industry is going in a world where we must pay more attention to the digital distribution and create more material that really works well in the different digital categories. W e have moved deeply into VR. It is like a super trailer where you can put yourself in the character position. They created the experience for the walk where you can step out on something like a tight rope. Vt has become a product line by itself.