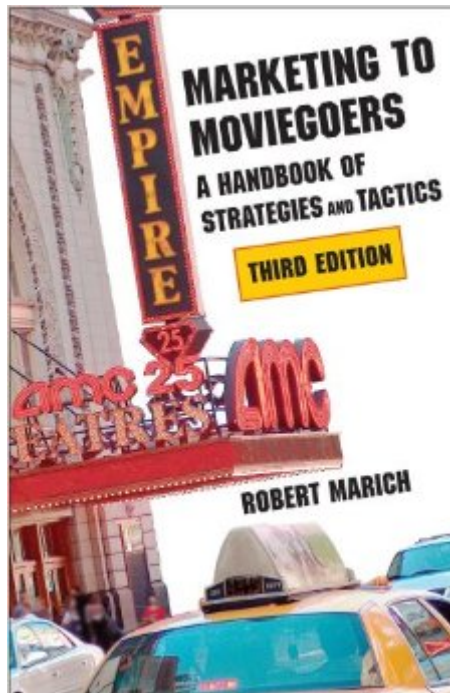


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# Marketing To Moviegoers: A Handbook Of Strategies And Tactics, Third Edition



## Synopsis

While Hollywood executives spend millions of dollars making movies, even more money is poured into selling those films to the public. In the third edition of his comprehensive guidebook, *Marketing to Moviegoers: A Handbook of Strategies and Tactics*, veteran film and TV journalist Robert Marich plumbs the depths of the methods used by studios to market their films to consumers. Updates to the third edition include a chapter on marketing movies using digital media; an insightful discussion of the use of music in film trailers; new and expanded materials on marketing targeted toward affinity groups and awards; fresh analysis of booking contracts between theaters and distributors; a brief history of indie film marketing; and explorations of the overlooked potential of the drive-in theater and the revival of third-party-financed movie campaigns. While many books have been written on the business-to-business aspect of film promotion, Marich's volume is one of the few that focuses on the techniques used to sell motion pictures to those in a position to truly make or break a film—the public. A highly navigable handbook that breaks down a complicated process into manageable strategies in an easy-to-read style, *Marketing to Moviegoers* is a must for all professionals and students in today's rapidly evolving film industry.

## Book Information

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## Customer Reviews

I have used Robert Marich's book, *Marketing to Moviegoers*, as a foundation text for a college level class in Entertainment Marketing that I teach for Boston University's Los Angeles Program. As a working professional with decades of experience in motion picture marketing, I've found this book to be accurate and thoroughly researched. In fact, I first met the author when he prepared some of the

most detailed and carefully prepared reports for Variety and a premium industry insight newsletter. I witnessed first hand the care that he took in preparing the first edition of Marketing to Moviegoers and I have seen him meticulously update the book to reflect the sweeping changes that impact every aspect of movie production, distribution and marketing. A great value of the book is that it presents the fundamental elements of a marketing campaign. The exact tactics and individual elements of marketing campaigns will vary, change, morph or even disappear. But the fundamental concepts, principles and steps, the things that everyone involved in producing and selling entertainment, and especially movies, must consider are all presented clearly in this book. It is a great resource for moviemakers, marketing professionals, and students.

I'm a student studying Business Management with a concentration in Marketing, and my career focus is in the entertainment industry. Because my college, and most other colleges, don't have a focus of film marketing, I had to do some digging myself. I came across this book, and I couldn't be more thrilled about it! When most people hear someone say "entertainment industry", they think in terms of actors, singers, and entertainers. But most don't realize that these people and their projects such as films, and even albums are just a product being sold by a business. A movie is a product. An actor is a product. An album is a product. And just like any other product, it needs to be marketed in order to be intriguing to an audience. Marketing to Moviegoers tells all about the process of getting a movie ready to be seen by the public. Millions of dollars go into marketing films, and a ton of time is spent making the best possible marketing campaign for films. This book gives all the details, from start to finish about how major studios as well as independent studios market films to reach mass audiences. I absolutely recommend it, whether you're interested in film marketing, or if you're interested in directing or producing films, you need to know how to get your piece of art out to your desired audience.

Many would-be filmmakers aspire to write and produce a great film and have it launched into the world to rave reviews, but they do not realize that marketing plays a role that is an important, and many times more important, than the quality of the narrative itself. Marketing to Moviegoers explores the essential elements of marketing films. It should be used in every film school. But sadly, too many film schools do not devote enough study to marketing, and so their students are left with only half the tools that they so desperately need. Film instructors need to assign this book as required reading. If not, students need to demand it. Both will profit from it. Gene Del Vecchio, Author of Creating Blockbusters

This is an invaluable source for indie film makers. I have produced and directed several successful indie genre pics and this author's work had helped me avoid many conceptual and practical pitfalls of production and distribution. Know the rules BEFORE you play the game. It will save you time, money and, more importantly, it will help you get your work out there.

This book delves into everything from concept testing and surveys to trailers and projection equipment and even the special challenges posed by foreign-language films. It should be required reading at all film schools. I'm a long-time film journalist that never came across anything that explains film marketing so completely.

I am a student at Sarah Lawrence and this book was absolutely pivotal for my project! Anyone interested in Marketing or Film or Marketing films should absolutely read this book. I suggested that my professor make it a required text for her producing class.

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