

Who are trailers aimed at?

TRAILER	TARGET AUDIENCE	FEATURES APPEALING TO TARGET AUDIENCE
<i>TRASH</i>		
<i>THE THEORY OF EVERYTHING</i>		
<i>THE SECOND BEST EXOTIC MARIGOLD HOTEL</i>		

Potential Target Audience Bank:

Teenage boys and girls

Families

Couples

Ages 16-25 skewed to boys

Ages 16-25 skewed to girls

Ages 25-35 skewed to women

Ages 25-35 skewed to men

Ages 35+