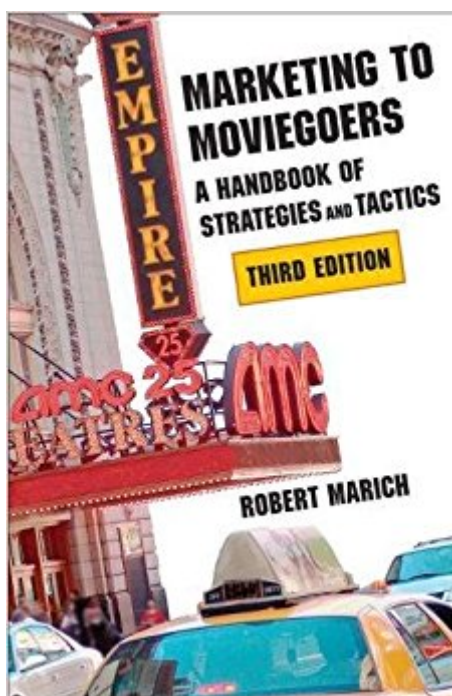


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# Marketing To Moviegoers: A Handbook Of Strategies And Tactics, Third Edition



## 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

Marketing films requires a combination of art, science, and showmanship, which *Marketing to Moviegoers* explains in a comprehensive way. The book lays out the processes involved and

enlivens them with real-world examples. •Tom Sherak, former president of the Academy of Motion Picture Arts and Sciences “Marketing to Moviegoers provides practical information across a range of functions including the process of audience testing of marketing materials, details about advertising campaigns, and metrics of theatrical distribution. •Al Lieberman, professor of marketing, executive director, Entertainment, Media and Technology Program, Stern School of Business, NYU “Marketing to Moviegoers pulls together the various facets of movie marketing campaigns in a systematic manner. It lays out the structure and order, while providing useful data and historical context. •Jack Valenti, former chairman, Motion Picture Association of America

Author Robert Marich observes that Hollywood spends more money to market its films worldwide than is spent to make the films themselves. Yet, marketing movies is often overlooked. Marich is a business journalist and analyst with twenty-five years of experience covering film and media. He has held senior editorial jobs at media researcher Kagan Research, Variety Deal Memo film business newsletter, daily trade newspaper Hollywood Reporter, and a number of other publications. His freelance articles have appeared in Variety, London-based Screen International, the business section of the Los Angeles Times, Emmy magazine, and Forbes. Marich also authored More Than Just A Kiss. Visit the author website: [marketingmovies.net/](http://marketingmovies.net/)

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*

I am CEO iguana media group This is the bible[...]

Good stories but not much insight and guidance for exec decision making

Simply great~

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.

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.

As a college student who eventually wants to work on the business side of the entertainment industry, I have found Marketing to Moviegoers to be a very beneficial resource. The book contains a lot of facts and statistics, but it is also highly readable and very engaging. There are a lot of intricacies and nuances involved in marketing films, and Marketing to Moviegoers does a very good job of explaining how the process works. Definitely worth reading.

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