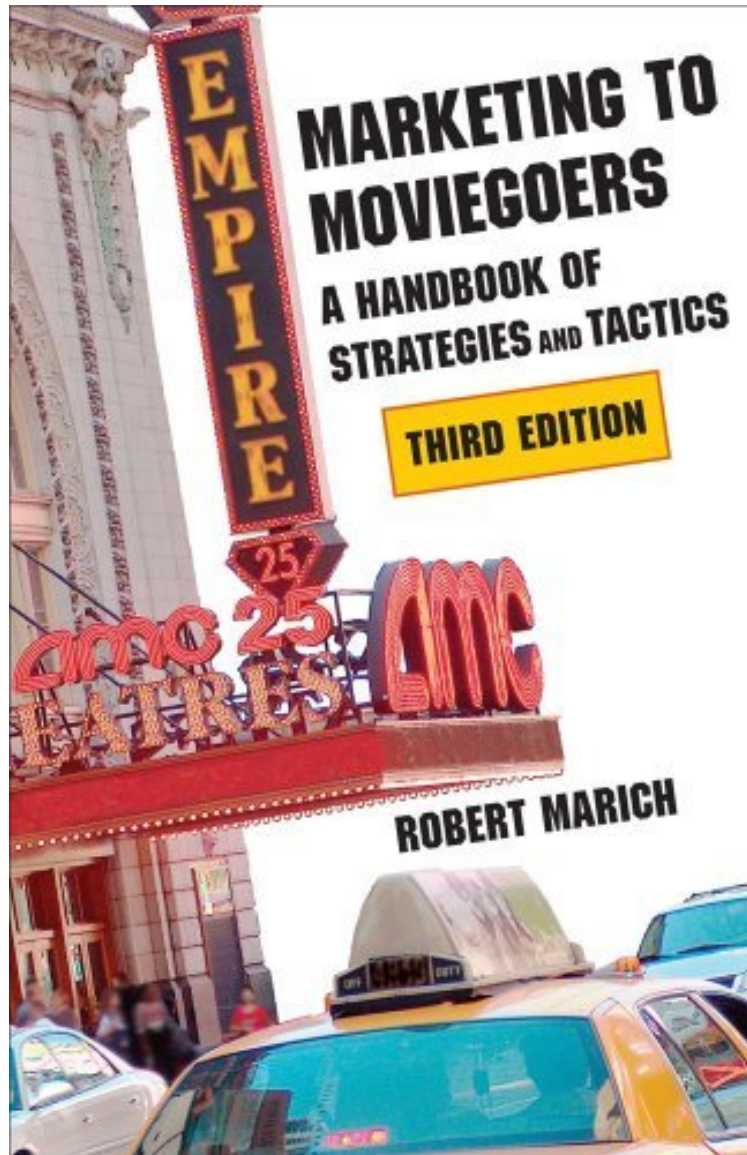


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Marketing to Moviegoers: A Handbook of Strategies and Tactics, Third Edition

Robert Marich

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Robert Marich : Marketing to Moviegoers: A Handbook of Strategies and Tactics, Third Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing to Moviegoers: A Handbook of Strategies and Tactics, Third Edition:

3 of 3 people found the following review helpful. Must read for those looking to get into the business side of the industry!By MeganI'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. 3 of 3 people found the following review helpful. A Must Read! By Gene Del Vecchio 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 0 of 0 people found the following review helpful. Theriot world expert says it's epic By Brian Theriot I am CEO iguana media group This is the bible [...]

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.

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