

Advanced Film and Television production

M6X01801

Student number: 1702269

Lecturer: Chris Buxton

Word Count: 1208

To demonstrate how paranormal Wales and my project was intended to be marketed successfully to my chosen audience, research was undertaken along with different series and platforms being analysed. This was to be done to create a realist avenue, which will then allow me to begin the making and distributing to show to a wide audience.

One of the first steps was audience profiling, I needed to understand who the intended audience was and what content the audience is most likely consume in a positive form. Horror tends to attract audiences that are in the slightly younger age group, normally under 25s, this being already proven by the age certification given to each movie, and also being targeted to middle class demographic. It is said that the average film will have a higher percentage of males watching than women, this because males are prone to be seen as seeking out a certain thrill or scare. Now while horror as a whole brings in a large amount of the audience, sub-genres also present a large amount of their audience, to give an example the more popular ones being paranormal and sci-fi. It has been said that the average age of horror audiences are younger than the overall movie-going crowd 27% younger for paranormal and 5% for sci-fi. On average, horror enthusiasts spend more each month at the box office, even though their average admission per visit is less.

While it is useful to know the facts and figures of the audience when creating a horror genre film, you tend to notice that each film hold codes and conventions throughout. These codes

and conventions have been developed throughout the decades, some keeping to the original pattern while others try to interrupt their styles, keeping in mind that while some may think to add originality these codes and conventions are what have a wide effect on the audience, they add to the enjoyment of the film. For instance, some of the main conventions include the soundtrack, how it tends to be slow and eerie while having instruments of classical choice. They tend to have music played at key moments, where they want it to be informative and include a sense of suspense, therefore allowing it to build an emotional response of the audience. The camera techniques being used, e.g the angels, long shots establishing the environment, tight framing isolating the audience or as a technique of displaying the emotion of the character, or importance of an object. The setting, how it is mostly dark and eerie while also sympathising with what the character can see and relating that to the audience. The vulnerability of the characters, and how films will tend to make the weakest of the characters female, stereotyping them as the weaker sex. How a killer will tend to have a trademark that makes them unique, the use of sounds to create jump scares and so on. There are so many more to point out while only discussing some of the more noticeable ones, thus showing you numerous ways to create a successful horror film that will please your average audience.

Being aware that these short will not be distributed to a large audience such as other films, eg higher budget films, I looked into films such as short student that are streamed on platforms such as Youtube, more specifically horror channels. One main channel I researched was 'Alter' which has over 700k subscribers and have over a hundred films for you to view, while also uploading three every week. Instantly you're attracted to the channel with the trailer that they display on their main page, giving a small teaser to what they have to offer within 30 seconds. Not only is this site a great way channel to enjoy the specific genre, but they also offer the chance to upload your short film and win a chance for it to be

viewed to their large audience, this being a good chance to build a following if you have got one already. Another mainstream channel is 'Crypt' who have a much larger following than the first with 2.7m subscribers and over 400 hundred videos placed on the channel. This channel has taken a different approach with having a short video as their opening page and offer the same opportunity of uploading your video and having shown on their channel. These are both good ways to get your video out there if you don't have the skill or experience yourself.

One of the main films that were researched into was the 'Blair Witch Project', one for the reason of it being in an area of 'paranormal' and the other of the found footage theme it has. One of the main reasons that the Blair witch had success when marketing was that it went to the internet to imply that it was 'real', and how multiple people watched the movie believe it was a documentary, and that alone is fighting to a human. They went as far as creating a website to plant the seed furthermore to the film's release. This was an extremely good technique to advertise the film as people had taken to the internet not only believing the story but expressing how they believed the exaggerated and as far as the belief that the actors were actual missing people. This has been used for different films after the success the film has, for example, paranormal activity.

While having some sort of idea on how to market my film I had to keep in mind the production value, while it varies from each film from whether they have a low budget or high budget it's how the value of the film is at the end of the production. While there are certain areas of the several films produced that are well understood they don't have a high enjoy value to be placed on some of the sites I have found, therefore creating a new and different approach would have to be understood. This could be a channel of youtube where it's for amateur filmmakers who are looking to place their films for the benefit of a review on

how to improve, where I'm sure there are some already having one for Paranormal Wales narrows the limitations slightly. For example, a group called Gruvi created a small facebook page for horror fans to comment on what films they liked and to review them, which was then used as a marketing technique for the film 'It Follows', researching on how the film filmed with their audience. Another way would be to use main platforms such as Instagram where posting images of the set, props, shooting days, advertisement such as a small poster would have helped gain a following also with just the similarities to other films and gain their audiences and so on. These type of method were not done by my group and I think that was an area that we should have focused on more as it is a form of research that collected from the primary audience, and in the end is what will make the film a success instead of making it on what the group know and enjoy, limiting the audience as a whole.

Bibliography;

<https://shannoncotton2.wordpress.com/2012/11/26/research-conventions-of-the-horror-genre/>
<https://trends.cmf-fmc.ca/know-thy-audience-marketing-the-horror-film-it-follows/>
<https://variety.com/2018/film/box-office/horror-movies-study-1202994407/>
<https://www.thedrum.com/news/2016/09/23/how-the-original-blair-witch-project-ushered-new-era-viral-movie-marketing>
https://www.youtube.com/channel/UCMOB6uDg7e-h8OuCw8dK2_Q
<https://www.youtube.com/channel/UCpJ6Dn01AqjvFVN2EiK72Ag>