MARKETING TO MOVIEGOERS

A HANDBOOK OF STRATEGIES AND TACTICS

THIRD EDITION

ROBERT MARICH

Contents

List of Figures vii List of Tables ix Acknowledgments xi

Introduction 1

- 1. Creative Strategy 6
- 2. Market Research 43
- 3. Traditional Media Advertising 77
- 4. Marketing in Digital Media 112
- 5. Promotional Tie-Ins and Product Placement 147
- 6. Licensed Merchandise 181
- 7. Publicity 211
- 8. Distribution to Theaters 251
- 9. Exhibition 287
- 10. Major Studios 319
- 11. Independent Distributors 336
- 12. Foreign-Language Films 369
- 13. Prints and Advertising Funds 390

Glossary 399 Index 409