

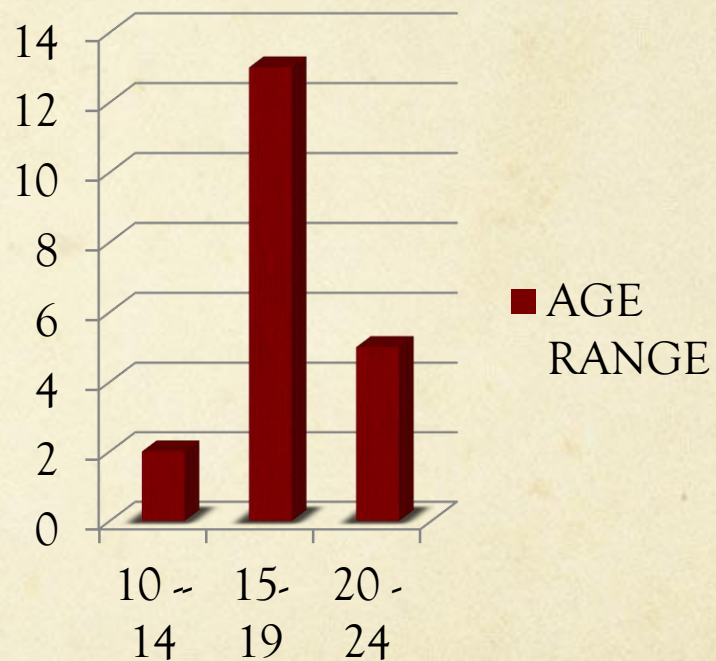


QUESTIONNAIRE
RESULTS

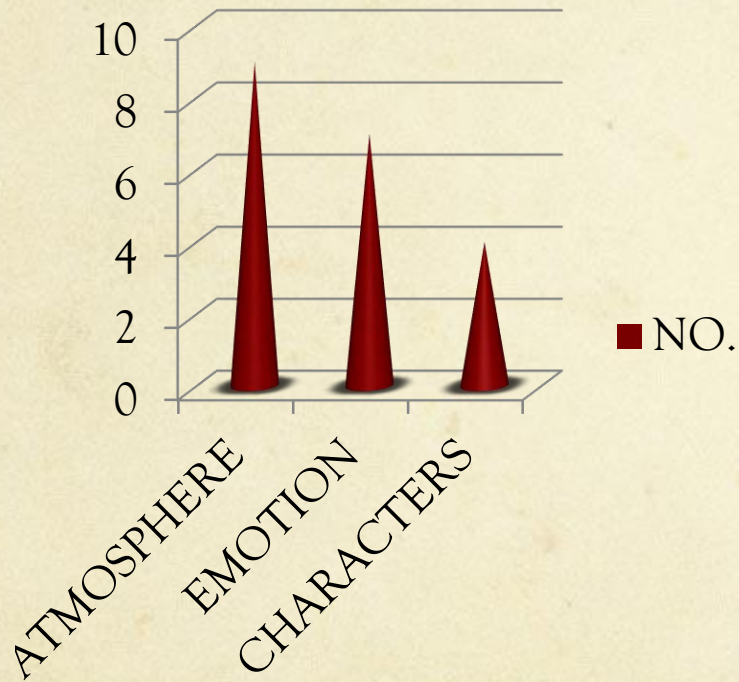
GENDER



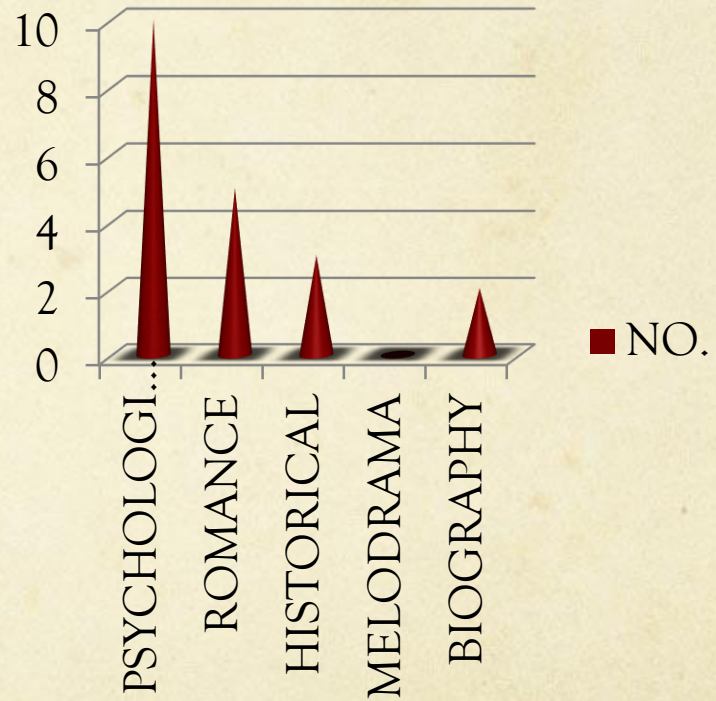
AGE RANGE



WHAT DO YOU EXPECT FROM A DRAMA FILM TRAILER



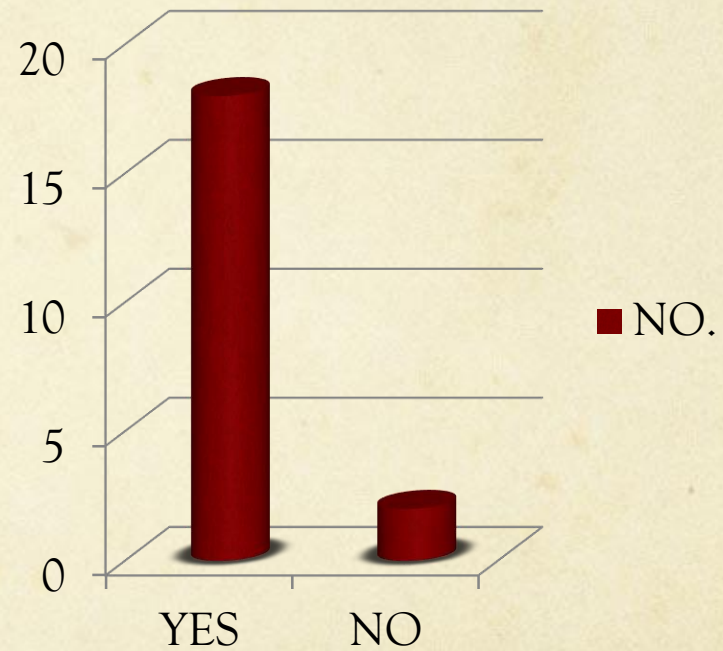
WHAT IS YOUR PREFERRED DRAMA SUB-GENRE



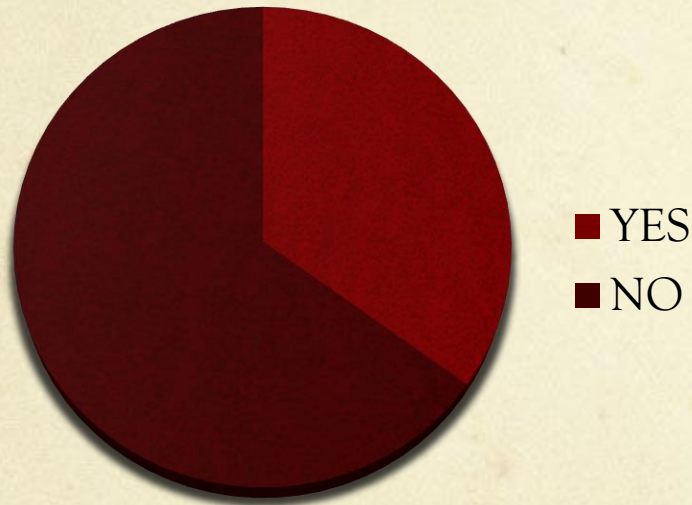
WHY DO YOU WATCH FILMS



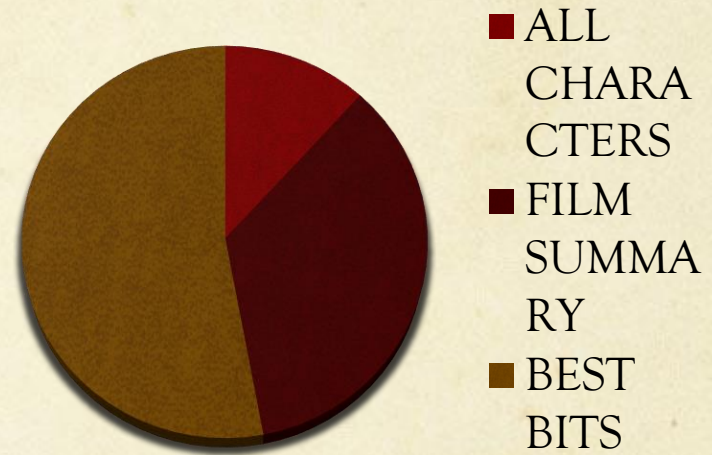
DO TRAILERS ENTICE YOU TO GO WATCH A FILM



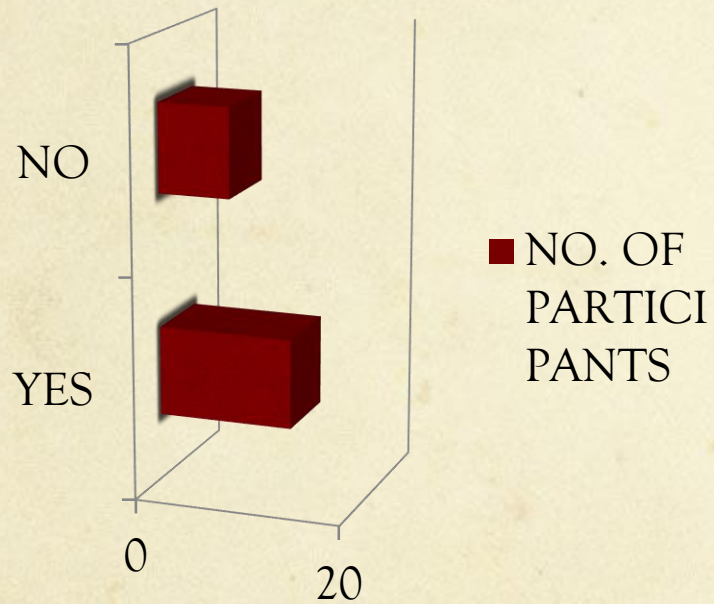
IS IT IMPORTANT TO HAVE A RECOGNISED STAR AS PART OF THE CAST



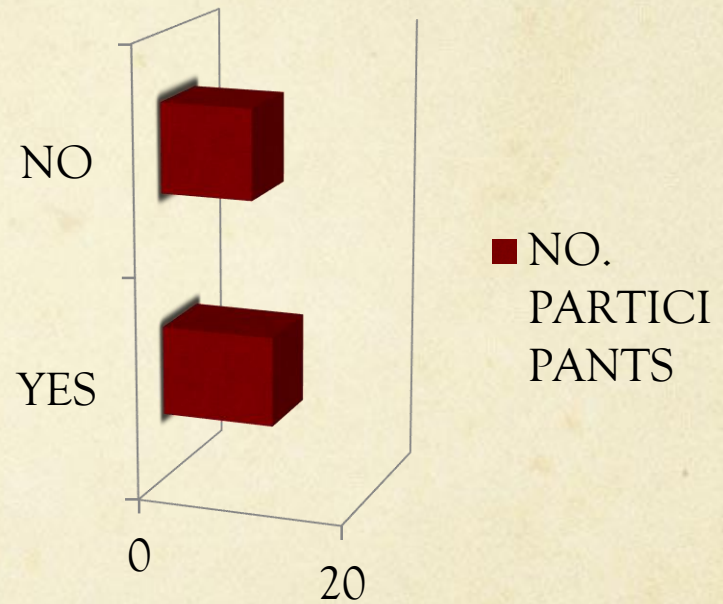
WHAT IS MORE IMPORTANT FOR TRAILERS TO EXPOSE



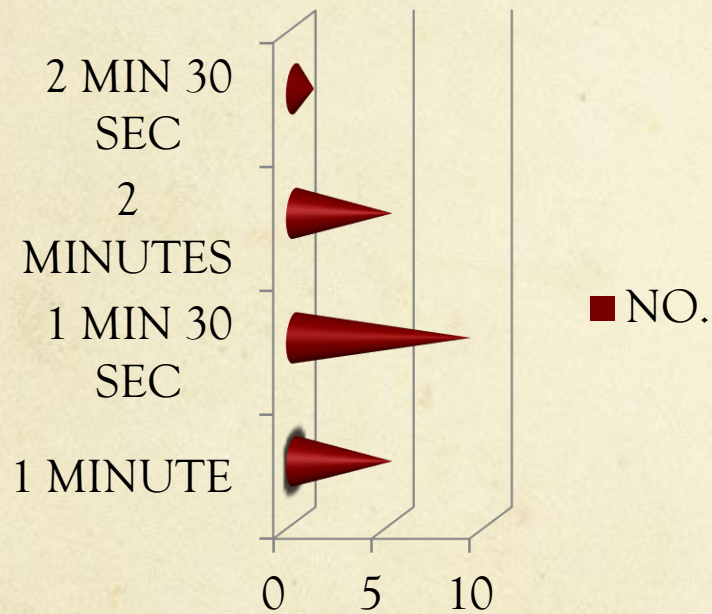
ARE VOICE OVERS IN TRAILERS EFFECTIVE



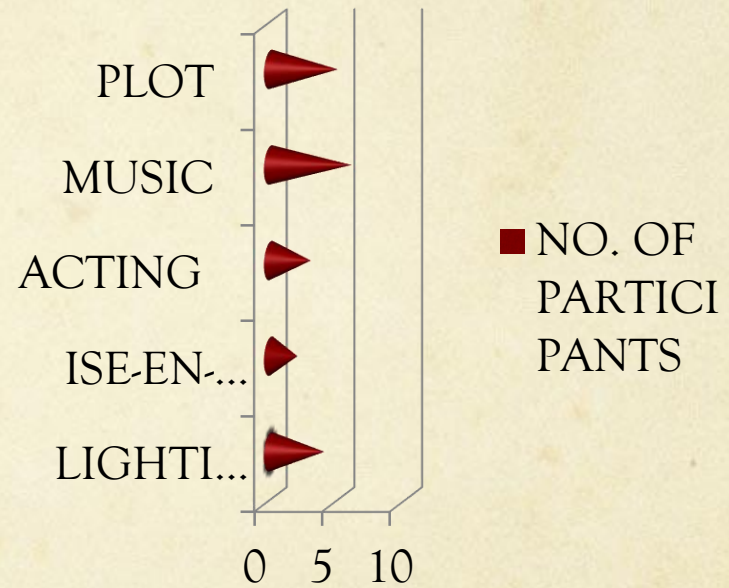
DOES WRITTEN INFORMATION CONTRIBUTE TO A TRAILER



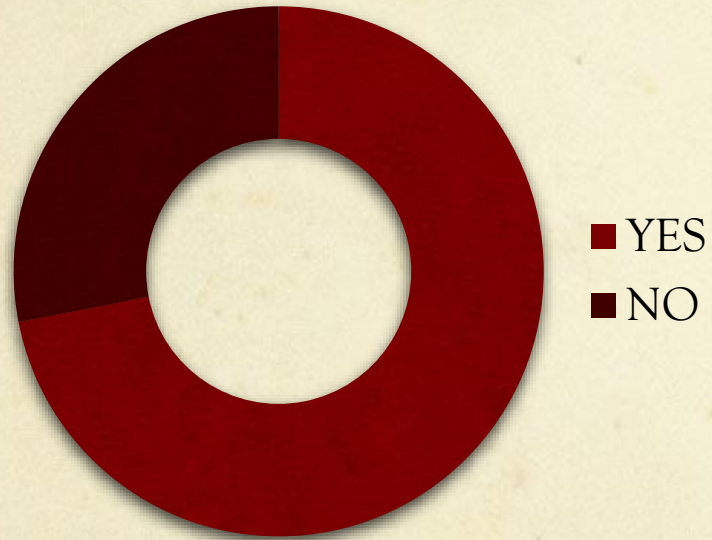
IDEAL TRAILER DURATION



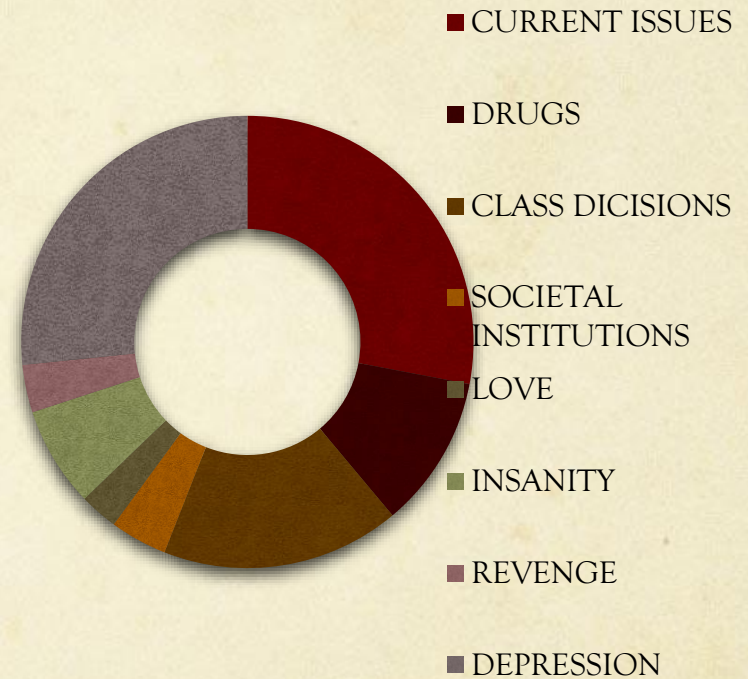
QUALITIES OF A GOOD DRAMA FILM



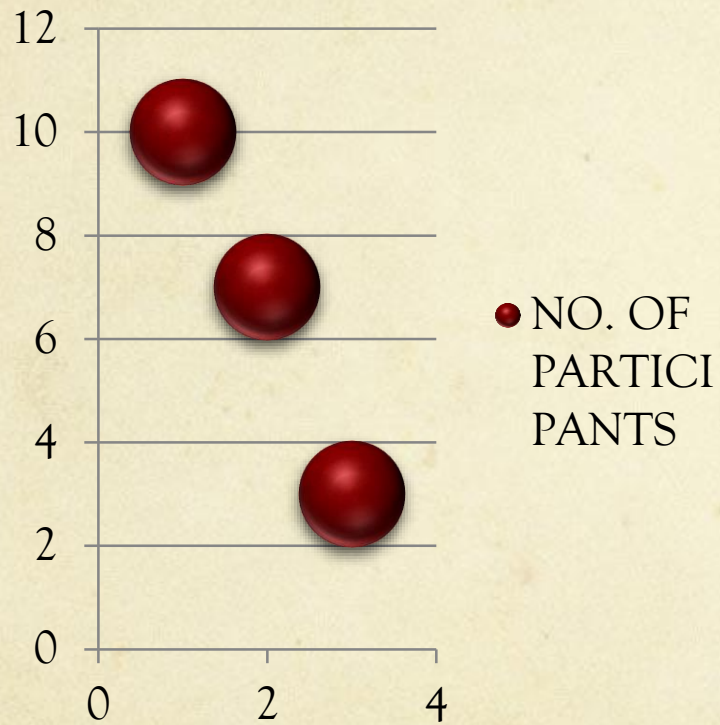
WOULD PYSCHOLOGICAL ELEMENTS WORK WELL WITH THE DRAMA GNRE



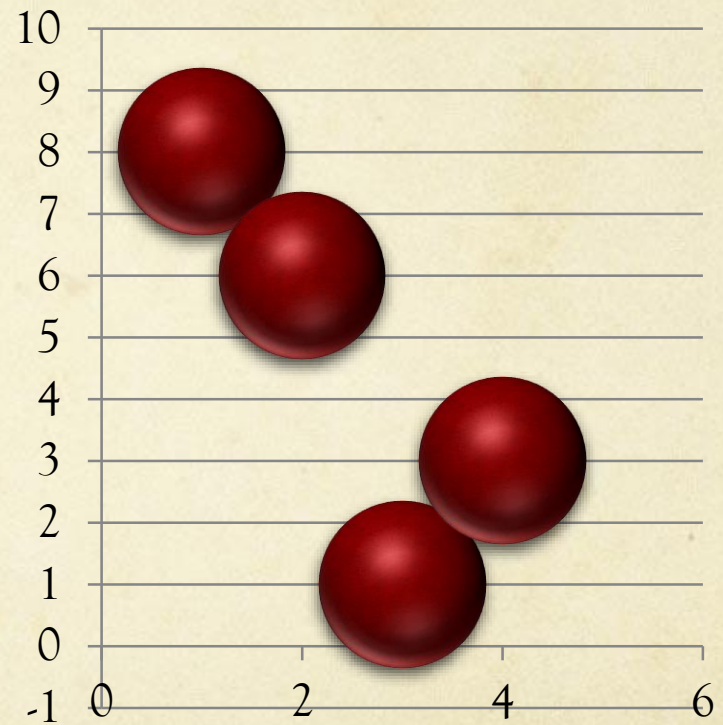
WHAT THEME WOULD YOU PREFER IN A DRAMA FILM



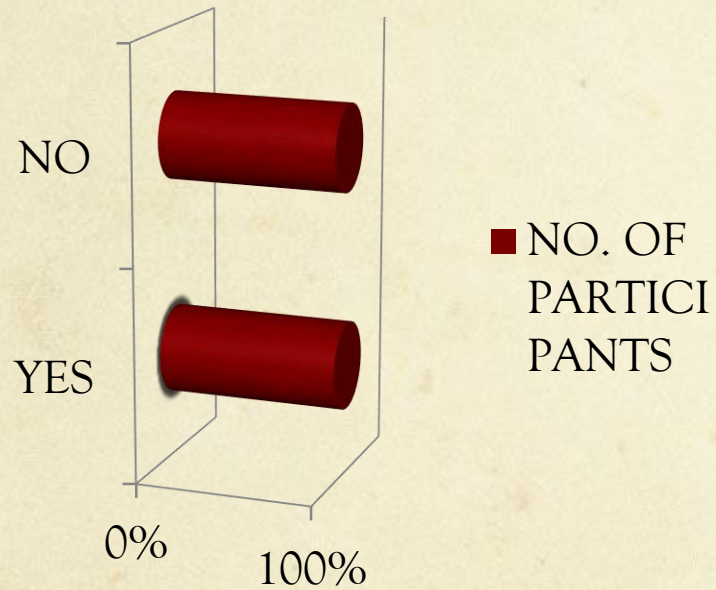
HOW IMPORTANT IS THE SOUNDTRACK FOR A DRAMA



WHAT ATTRACTS YOU MOST TO A POSTER OF A DRAMA



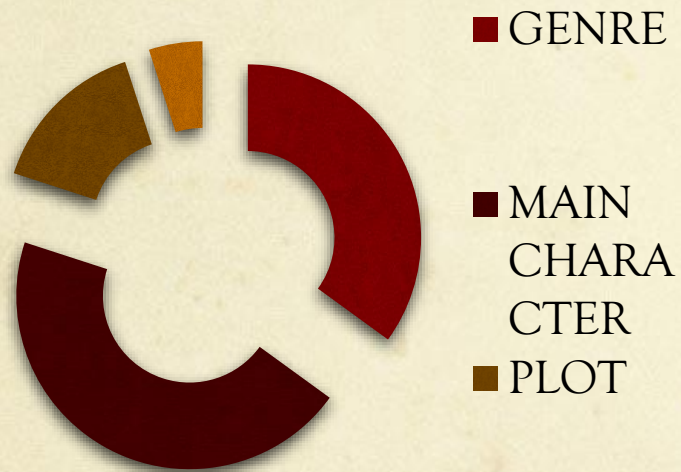
TO YOU TAKE THE RATINGS ON POSTERS INTO CONSIDERATION



HOW OFTEN DO YOU READ FILM MAGAZINES



WHAT SHOULD A MAGAZNE COVER REVEAL ABOUT THE FILM



WHAT PROMOTIONAL CAMPAIGN WILL PERSUADE YOU MOST TO WATCH A FILM

