



RESEARCH A FILM AT THIS CINEMA/FESTIVAL BEFORE THE NEXT SESSION

<p>Which film did you choose to research?</p>	
<p>How is the film promoted on the cinema/festival website and social media accounts?</p> <p>Did this make you want to see it?</p>	
<p>How is the film promoted in the cinema? Did you see any posters or leaflets for the film?</p> <p>Did this make you want to see it?</p>	
<p>How is the film promoted in the cinema/festival brochure?</p> <p>Did this make you want to see it?</p>	
<p>Have you seen any other promotion for the cinema/festival or the film recently?</p> <p>Did this make you want to visit the cinema or see the film?</p>	
<p>What do you think of the cinema/festival branding generally? Which elements do you think appeal to your age group?</p> <p>Which elements don't appeal?</p>	