

# Who are trailers aimed at?

Trailer	Target Audience	FEATURES APPEALING TO TARGET AUDIENCE
<i>My life as a Courgette</i>		
<i>Hampstead</i>		
<i>War for the Planet of the Apes</i>		

## Potential Target Audience Bank:

- Teenage boys and girls
- Families
- Couples
- Ages 16-25 skewed to boys
- Children under 13
- Ages 16-25 skewed to girls
- Ages 25-35 skewed to women
- Ages 25-35 skewed to men
- Ages 35+