

Who are trailers aimed at?

Trailer	Target Audience	Features appealing to target audience
<i>Vita and Virginia</i>		
<i>Frozen 2</i>		
<i>Apollo 11</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+