# Who are trailers aimed at?

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| **TRAILER** | **TARGET AUDIENCE** | **FEATURES APPEALING** **TO TARGET AUDIENCE** |
| ***TRASH*** |  |  |
| ***THE THEORY OF EVERYTHING*** |  |  |
| ***THE SECOND BEST EXOTIC MARIGOLD HOTEL*** |  |  |

# Potential Target Audience Bank:

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|  **Teenage boys and girls** |  **Families** | **Couples** |
|  **Ages 16-25 skewed to boys** | **Ages 16-25 skewed to girls** |
| **Ages 25-35 skewed to women** | **Ages 25-35 skewed to men** | **Ages 35+** |