# 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+** |