

When a new film is released there is often lots of promotional material to encourage people to go to see the film.

Let's look at how they marketed



The trailer often showcases the 'best bits' of the film



<https://www.youtube.com/watch?v=mYocfuqu2A8>

Today, I want you to think about a book you have read recently, or your favourite book. Imagine that it is being made into a film. How would you market it?

What pictures would you choose?

Task 1

Draw a promotional poster advertising the new release of the film. Think about the type of language you would use – what would make you want to go to see it?

Task 2

Think about the best bits of the book? What bits made you laugh or made you want to read on? Plan in the story board on the next page your movie trailer. What would be happening in each scene? Remember it should be a summary not detailed plan.

I love the book the Magic Faraway Tree. I would chose the following scenes for my trailer

Children find the Magic Faraway Tree in the woods



Children meet some of the characters in the tree



I would then complete the rest of the boxes with scenes from the different lands they visit.



