

Who are trailers aimed at?

TRAILER	TARGET AUDIENCE	FEATURES APPEALING TO TARGET AUDIENCE
Age of Heroes		
Transformers: Dark of the Moon		
Senna		

Potential Target Audience Bank

Teenage boys and girls / Families / Couples / 16-25 yrs skewed to boys / 16-25 yrs skewed to girls / 25-35 yrs skewed to women / 25-35 skewed to men / 35+