Marketing and Target Audience Research for my Animation

What my animation is going to be about?

Within in my animated piece for my 3rd year project, we join Lisa, a residence of the town of H.O.W.T who seeks adventure beyond the town, and Ben, a visitor from another world who's trying to get back home, who received information from a somewhat trust worthy source about an artefact being held within a temple, which could be a useful component to fix Ben's Dimension Shifter (How he travels to different worlds). Throughout the animation we see two approach the temple and retrieve its contents, only to find that it's been guarded by a big machine, so the two must work together to escape. To get my animation out there, I need to consider who my target audience is and what would be the best way to promote it.

Who is my Animation aimed at and why? - Target Audience

Before I can identify on what my target audience is, I need to first look at what audience would enjoy watching my animation. I think a good start would be to look at some of my inspirations for this film, and see what they are targeting towards, that way I can have a better understanding at who I'm aiming at.

My first inspiration for this film is the Disney XD show 'Gravity Falls' that was created by Alex Hirsch. Is an amazing show with great characters as well as an interesting plot to it and it's setting within a small town surrounded by woodland, full of mysterious creatures is something that draws me to the show. Looking at the shows target audience using a review on Common Sense Media by Emily Ashby - Ashby, E (2012). *Gravity Falls* [online] Available at: www.commonsensemedia.org/tv-reviews/gravity-falls [Accessed 07/06/17]. The show looks like it's targeted towards kids aged 8 and above, this is mostly due to its light-hearted humour and clever writing, but because there are some scenes that maybe too scary for a younger viewer, such as some of the creatures that the main character run into, its been targeted at older kids and tweens that would still appreciate it.

My second inspiration for this film is the popular Cartoon Network show 'Adventure Time' by Pendleton Ward. A very ridiculous but fun show with a simplistic style that I find quite fun and appealing, as well as its ability to leave suitable plot point throughout each episode. Looking at the shows using a review on Common Sense Media by Emily Ashby – Ashby, E (2010). *Adventure Time* [online] Available at: www.commonsensemedia.org/tv-reviews/adventure-time [Accessed 07/06/17]. The show looks like it's targeted towards kids aged 10 and above, this is mostly because of the shows cartoon styled violence, that can be too much for a younger audience, as well as some of the carefree, lifestyle choices that the main character might not be a good example for the younger audience.

My Third and final inspiration that I'll mention for this film is another show on Cartoon Network called 'Steven Universe' by Rebecca Sugar. The show approaches different themes within each episode, that appeals to a lot of people both young and old, plus it's sense of humour works well with the plot. Once again using a review from Common Sense Media by Emily Ashby – Ashby, E (2013). *Steven Universe* [online] Available at: www.commonsensemedia.org/tv-reviews/steven-universe [Accessed 07/06/17]. The show is targeted at kids aged 10 and above, but after watching the show myself I feel as if

it's targeted towards teens and tweens, this is mostly because of the themes that the show tackles within the show, for example there are a lot of same-sex relationships within the show, which isn't an issue or a drawback to the characters, but I feel as if it would benefit younger teens to watch it more than younger kids, as younger kids might not understand or grasp what might be going on, plus some teens might going through stages where they're trying to figure themselves out, so the show provides some form of comfort and/or understanding for them.

Looking at research I've collected from these shows I believe that my target audience would be focused at young teens and tweens aged 9 and above. Within my film I want to have my characters to be appealing and have a positive influence on a younger audience without becoming too child-like, so I feel it's a good area to focus on. Plus, with each of these shows being very popular with an IMBD.com rating of roughly 8.6/10 combined, it looks like a good example to follow.

How I will promote my animation? - Market Research

Looking at my target audience I know a lot of my viewers are using and growing up with the internet. To back this up I found an article from the daily mail that by 2014 more than half of the children in the UK by the age of 10, use social media – Daily Mail Reporter (2014) *More than half of children use social media by the age of 10: Facebook is most popular site that youngsters join* [online] Available at: www.dailymail.co.uk/news/article-2552658/More-half-children-use-social-media-age-10-Facebook-popular-site-youngsters-join.html [Accessed 08/06/17].

Using this information, I know where I can promote my film, and get good feedback from it. I feel that the best way to do this is setting Pages and Profiles on social media like Facebook, Twitter, Instagram, or even YouTube, showing trailers and promotion posters and artwork to reel people in. I know this would be a good tactic knowing that half the children's population in the UK is using Facebook, but I feel as if I would need some good examples from movies/TV shows to lead as an example.

I think one of the best examples I can put out there is Deadpool. Knowing that the film will be a ridiculous, 4th wall breaking, comedy, the marketing team went all out when it came to promoting the film. From ridiculous snap shots from Ryan Reynolds wearing the suit, to billboards with the movie's title written in emoji's, they spared no expensive. And it was because of this, as well as being a great film, became the highest grossing R-rated film in 2016, according to The Verge, saying that it grossed $746 Million globally in its first couple of weeks beating The Matrix Reloaded that grossed $742 Million.

Another good example of promotion through social media would be the newest film 'The Mummy'. So far, besides trailers of course, The Mummy has promoted through a variety of platforms as well as sponsoring companies like IGN, who feature a sponsored message at the beginning of some of their videos, IGN (2017) *What Games are WE excited for at E3 2017* [online] www.youtube.com/watch?v=D98mnER1s1Q [Accessed 08/06/17]. They even got some online companies like RoosterTeeth to look at a behind the scenes look at how they shot an impressive part of what will be in the film, RoosterTeeth (2017) *Michael & Gus Experience Zero G VR* [online] www.youtube.com/watch?v=CerW6vEvHnc [Accessed 08/06/17]. This is probably something can't do but in terms of inviting popular

influences on the internet to see a sneak peak of my film and then getting to talk about to their fans might be a good approach.

Looking at the research I've collected as well as looking at my target audience I feel promoting my film through social media would be a step in the right direction in terms of hooking people to watch my film.

Summary

To conclude, my target audience for this film is kids aged 9 and above who are online daily using social medias like Facebook and YouTube, which I will use to promote my film through.