

In what ways would knowledge of demographics and your target audience help you or a filmmaker plan, produce and promote a media product?

When in the process of making a film as a filmmaker you have to concerted the audience in which you're selling your project. Filmmakers have to obtain the knowledge of their demographic in which their film is aim at, not having this knowledge is simply a waste of time and money. Having the knowledge about your demographics makes life much for you as a filmmaker because you've done the research to carry your film. A great example of a production company who does this in the best possible way is, Walt Disney. Disney knows their demographics, which is [1] targeted to young families and children. Lets talk about their latest blockbuster film, "Frozen". Frozen was one of the [2] highest grossing animated films across the world. If you realize when Disney wants to promote one of their films they do numericals things like;

Toys

Free toy with a Happy Meal

Soundtrack

Commercials during kids TV shows

Video Game

Frozen theme park in Disneyland [3]

Most marketing strategies consist of four elements age, gender, class, and race. These four things you must consider in promoting a film. One of the main points for a film is to be watched and using these four elements correctly will make it easier for your audience to view it. As a filmmakers your job is not only to make a film but to understand that we, the audience are [4] we will be part of many different audiences for a wide range of media. I believe there is a big difference between audience and demographic. An audience is a group of people considering the four elements but a demographic is a specific group of people who it's aim at. Like we establish before with Frozen, Disney did a great job shaping the appeal to their demographic. The evidence is clearly by the marketing strategies I placed. All of them are specially aimed at young children.

Age is one of the categorises with audience. Knowing what age your film is aimed at is very important. Having this knowledge makes your life as a filmmakers must easier because you will know where to reach your demographic. As a director you must know there is difference age groups and each of those group have different preferences. An example the amazing french film, Amour you wouldn't think this film appeals any interest to a fifteen year ago, so promoting it through social network sites like facebook and twitter. This wouldn't happen because the most people using these sites are young adult and this film isn't aimed at them. Amour, is a more mature film for a much more mature audience.

Gender is another element that a filmmaker must consider while making their film. It's said that [5] overall UK cinema audience in 2008 had a slight female bias for both the top 20 films and top UK films. Having this knowledge as a filmmaker it would be easy to distribute if your film was based around a female lead. During 2008 one of the film which had a greater female audience was "Sex and the City" why? Because the film is based on four modern and beautiful women and their lives as single ladies in a modern world.

Greater female audience share	Male %	Female %
Sex and the City	19	81

* UK Film Council Statistical Yearbook 2009

Class is another element you must consider while producing a film. I believe class isn't considered as much as before. Now, everyone has the abilities to view a film, it is very accessible to all classes but it wasn't like always. I know there was a time where going to the cinema was a luxury. I remember watching the classic film, Singin in the Rain and seeing cinema goers dressed in suits and ties and also having a live orchestra playing while the motion pictures plays. All of these things tell me that going to the cinema wasn't accessible to everyone, but now a days it's a different story. Everyone has the freedom and right to their local cinema and watch the latest blockbuster film.

Race is the last element directors and producers must consider, just like class it isn't as important as age and gender but never the less you must consider it. Race must be considered if producing a film which has an inclination to a specific race like one I personally relate is the film, Cantinflas. This film is specifically aimed at one race, which is the Latin American public. Why? Because this film is based on the life of a famous mexican comedian which every latin american has heard of and seen one of his film. This film wouldn't interest as much to other ethnic group because they don't know who is this amazing actor. Cantinflas is a great example of a director who has thought about race and knows his demographic is.

A british film which I believed did a fantastic job reaching to their age demographic was "Attack the Block", directed by Joe Cornish. This film is a hybrid of comedy and action with a sci-fi elements. The core target demographic is young people because of the urban and street gangs feel to it. If we are being very specific about the age group it will be [5]15-30 british men and women. The reason why the age group between 15-30 is because the use of strong

language, violence, sexual references, and drug use. Cornish did a fantastic job doing the research in creating an authentic film. The reason I think this movie was a great success because of its authenticity, from its street language, clothing, and location. Cornish

We all know that we are living a time where diversity is at its peak. There are huge numbers of ethnic groups, which means that there is huge money to be made by these groups. America has taken notice of this and has started aiming TV shows towards specific ethnic groups. The American network, CW has been [6] "casting diversity this season with sitcoms like "Black-ish," "Cristela," and soon to be premiered "Fresh off The Boat," helping to showcase multicultural parts of America". Having to create a show for a certain demographic must be well thought and planned out, but sometimes they don't always get right. Coming from a Latino heritage I am very interested in how other people perceive us, especially when they dedicate a whole show. There has been a number of TV shows like, Jane the Virgin, Cristela, Devious Maids, Ugly Betty, and El Matador.

To be able to create a TV show based on a Latino culture as a filmmaker or producer you must do your research. Not knowing anything about this demographic would make it very hard for you to create a TV show based on Latino culture. These shows have made a good job but it's in the little things where the mistakes are made. A great example is from the great TV show, Modern Family in the latest season the episode "Queer Eyes, Full Hearts" Gloria wants her son Manny to learn Spanish and hires a young and handsome Spanish teacher played by Nicholas Gonzalez. The only problem is that he can't even speak Spanish properly, his pronunciation is clear. When watching this the reason I could think of why they cast him is because he is very good looking. I don't know exactly why they chose him but if a Hispanic speaking person was at his audition and heard him speak Spanish I don't know if they still hire him. This may seem like a little mistake but one thing Latinos hate is people pretending to speak Spanish and I don't think you want to make them angry. This mistake is all down to lack of knowledge and planning, if they needed an actor to play a Spanish teacher they first must check he can't speak the language right especially if he's playing a teacher. You don't want to want these little mistakes so high up the ladder.

Modern Family has made this mistake twice they do something similar in season 4 in the "Fulgencio". Gloria as we all know is from Colombia in this episode her mother (Elizabeth Peña) and sister (Stephanie Beatriz) come and visit the Pritchett family. When Gloria and her mother, Pilar you notice that Pilar has a Cuban accent but the storyline consists of her being Colombian then why is she speaking in a Cuban accent to make matters worse Gloria has a very strong Colombian accent. Here is another casting mistake but I do get why they chose Peña to play Gloria's mother. In the Latino community she is considered one of the greatest. Having Elizabeth Peña is a great marketing strategy because she brings in a different audience meaning more people will watch it, meaning more ratings, meaning more money.

Another, great show called Jane the Virgin, which has been nominated for two Golden Globes [7] for best actress in a TV comedy series (leading lady Gina Rodriguez) and best TV comedy

series. This show is based on a Venezuelan telenovela “Juana la Virgen” who get artificially inseminated at her check up the twist is that Jane has been keeping herself for marriage. The show is fantastic and its marketing is a perfect example of someone who knows their demographic, why? because they have many elements which help welcome their audience. The show’s main audience is young adult but what I think CW has done very well is mix two cultures together. They have made a show for the American audience based on a telenovela and the mixture has worked. This isn’t the first time an American network has done this before, Ugly Betty was also based on a telenovela. Having the challenge to produce a show based on a telenovela and present that to an American audience is a big risk because this audience isn’t used to watching telenovelas. The great thing about this show is the combine of the two cultures, the Latino and American culture. How have they kept both audiences interested in this show? for the Latino audience it’s normal for a family to watch a telenovela and addressing it in the promo, trailers, and interviews.

In the interview with Jamie Camil, who plays Rogelio, Jane’s father you see him speaking just Spanish which encourages the Hispanic audience to watch the show. He’s not the only character which speaks Spanish Jane’s grandmother also speaks Spanish throughout the show. Having a bilingual show helps keep both audiences focus on the show. I think it’s great that we are reaching those lengths in television it just shows that our world is very diverse especially in USA has [8] Spanish is the most popular language spoken besides English.

https://www.youtube.com/watch?v=Lxzgna8_V_0

James Camil was a great choice to be part of the cast because he is a very well-known telenovela actor. He has been in numerous amounts of telenovelas and Hispanic film so he is the perfect choice because he brings a whole new demographic, which is the Hispanic speaking audience. Casting him is a great marketing technique because people already know him as a great telenovela actor.

Music is another technique to use to market a film or television show. In the film, El Cantante the film is based on the life of Hector Lavoe a famous Latin salsa singer. The film received mixed reviews on the other hand the soundtrack was [9] number one on the Top Latin Albums, August 11, 2007. The music has a huge influence on Latino film but also film in general.

This same technique is also used in the telenovela industry a great example is with one of the latest novelas produced by Telemundo, Reina de Corazones (Queen of Hearts). The opening theme song is “Bailando” by Enrique Iglesias having this song as the opening theme helps the novela reach out to Iglesias’ fan to watch the novela. It not only does this but also promotes Iglesias’ album and he’s able to extend his music to people who wouldn’t normally listen to his music, it’s a win win on both sides.

The Latino film industry has been expanding greatly in these couple of years. Bilingual films have been very present in the film industry and the public is getting used to reading subtitles. We have seen films like Instructions not included, Pulling Strings, and Cantinflas 2014 make a great impact on the USA audience. We are reaching a time where Latinos are not just playing stereotype roles like, maids and gardeners, but can be at the same level as English-speaking film.

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