

ELEMENTS OF BLOCKBUSTER MOVIE TRAILERS



Movie Trailers

A movie trailer (also known as a sizzle piece or teaser) is a coming attraction or a preview of the film. A successful movie trailer will captivate the audience in the first 3 seconds and hook them into seeing the full film.

Core Elements of Successful Movie Trailers

1. A good movie trailer contains a dynamic initial sound effect that immediately grabs your attention, such as a drum hit or crescendo notes. It can either be part of the trailer music score or separate from it.
2. It contains a blockbuster music score that plays to the human emotions in the genre of the film. If the story is about the triumph of the human spirit, the music will be dynamic and uplifting.
3. Trailer music is characterized by dynamic music accents that match the movie clips.
4. It contains the most exciting and/or compelling clips from the movie to prompt viewers to see the film.
5. The movie trailer moves quickly from clip to clip. Sometimes the clips are less than a second long. Some are two to three seconds.
6. It includes clips of famous stars, whether they are leading roles or just cameo appearances because celebrities draw fans to see the film.

7. It contains moving images that play on human emotions, such as love, sadness, excitement, hope, desperation, inspiration, fear, etc.
8. It contains subtitles over moving images or in between clips that weave together the plot without giving away the story.
9. The subtitles include the names of celebrities in the film as well as famous producers, writers and/or directors associated with the film. If someone has won or been nominated for an oscar or golden globe award, it may contain such accolades in the trailer.
10. It contains movie ratings at the beginning (PG, R, etc)
11. It contains the name of the production company.
12. It contains an image with the credits at the end.
13. It contains the premiere date of the film (date may include the day, month or year of the film, depending on the stage of production).

Movie Trailer Editing Tips

A good movie trailer will be somewhere between 50 seconds to 2 1/2 minutes. Great movie trailers are cut from scratch. You can find royalty free blockbuster and film score music and clips at <https://www.audioblocks.com/> and [videoblocks.com](https://www.videoblocks.com/).

Movie Trailer Template in iMovie

If you need a quick movie trailer and you do not have the funds or time to produce one from scratch, there are several movie trailer templates in iMovie if you have an apple computer. The program comes with drag and drop editing and places to put the titles so that the images from your movie and titles are perfectly timed with music accents.

***Avatar* Movie Trailer**

James Cameron's *Avatar* movie trailer promised viewers an entertaining film experience where they would be drawn into an exciting new fantasy world. The movie delivered on its promise. Notice how the trailer music and accents match the images and how quickly it moves from clip to clip. Click the link below or watch on the membership website under Case Studies for this respective blog entry.

<https://www.youtube.com/watch?v=6ziBFh3V1aM>

***Titanic* Movie Trailer**

The trailer for the James Cameron film, *Titanic*, promised viewers a dynamic love story couched in one of history's greatest tragic moments at sea - the sinking of the Titanic. Notice how the trailer plays on human emotions and draws you into an epic drama that has already captured the heart and soul of the public.

Notice the difference in the movie trailer when *Titanic* returned to movie theaters again in 3D. It contained the award winning song by Celine Dion and the high-lights from the film that captivated the audiences first time around. Click the link below or watch on the membership website under Case Studies for this respective blog entry.

<https://www.youtube.com/watch?v=2e-eXJ6HgkQ>

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

***The King's Speech* Movie Trailer**

The movie trailer for *The Kings Speech* promised an emotionally charged yet entertaining and comical movie about a true story. Notice the choice and placement of the clips with the music and how it inspires and compels you to go see the film in theaters. Click the link below or watch on the membership website under Case Studies for this respective blog entry.

<https://www.youtube.com/watch?v=gSw6ei5tdbg>