

SPHINX STUDIOS

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TO: Russell Wilson
FROM: Andrea O'Leary
SUBJECT: Fourth Quarter Marketing Strategy
CC: Bill Plante
DATE: 2/17/23

The purpose of this memorandum is to weigh the advantages of various marketing strategies for **SUMMER STORM** through an analysis of likely target market segments. Our analysis will take into account the appeal of the stars and the theme of the movie.

Analysis of focus group audiences yields the following preliminary conclusions:

1. The strongest response to the film came from women ages 19-27. For this group, the appeal of the theme far outweighed the appeal of the stars.
2. The ending should be changed. Most respondents felt it was too depressing, though they liked the film overall.
3. Highest negative response was registered from males ages 35-44. They uniformly felt the movie was "sappy and boring". In light of this fact, it might be wise to cut the ten minute car chase scene.

The complete data for each group appears in the table below:

The data seems to indicate that marketing for **SUMMER STORM** needs to be targeted at younger women. To this end, advertising in

media favored by this group would be the most efficient way promote the film. A mix of spots on day-time talk shows and soap operas, as well as print ads in the appropriate magazines would be most effective.

Lastly, focus groups responded most positively to the logo that appears below. I suggest we go with it.

I hope the information above will help the studio focus its marketing for **SUMMER STORM**. Feel free to contact me for information or clarification.