Current Trends in the Marketing and Promotion of Movies Using Social Media

by
Bonnie Wilcox

Graphic Communication Department
College of Liberal Arts
California Polytechnic State University
June 2012

ABSTRACT

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Bonnie Wilcox
Graphic Communication Department, June 2012
Advisor: Dr. Ken Macro

The purpose of this study is to provide further insight into how social media is used to most effectively market new movies. Social media saves time and money while increasing theater attendance, which has experienced decline over the past several years in the young adult demographic.

The research conducted in this study examined the relationship between social media marketing and theater attendance. An online survey was used to gather information on current social media habits and frequency of seeing movies in theaters. Respondents ranked their perception of the effectiveness of movie promotional campaigns on social media websites. A questionnaire was also sent out to 10 participants in the 19-25 demographic asking them to comment on the ease of navigation, content, layout, and interactivity of social media platforms versus official studio websites.

Results from the responses suggested movie promotion using social media could greatly improve theater attendance. However, it was also found that potential moviegoers reacted more favorably to seeing a movie in theaters when viewing the official movie website as opposed to the social media page. Movie marketers should focus on using social media pages to encourage people to visit the official website in order to maximize interest in viewing the film in theaters.

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CHAPTER 1: INTRODUCTION

Marketing is an essential part of a movie's success in theaters. Without proper marketing development, a movie with fantastic plotlines, characters, actors, sets, and special effects may fail to attract an audience. With declining DVD sales, studios look to make back all of their money and more during theatrical runs. But with movie theater attendance down to its lowest in sixteen years, many studios are trying to cut back on budgets (The Numbers, 2012). Although blockbuster box office receipts are always desirable, some are re-focusing their efforts to secure large profit margins. Low-budget movies have much to gain. By determining the most effective methods to increase attendance and profits, studios will be able to have more successes and reduce the fear of losing money on a project, keeping them in business and the entertainment industry alive.

This researcher was interested in understanding what marketing tactics movie studios can adopt to reverse the long-term decline in ticket sales plaguing the box-office for the past few years. Social networking use is steadily increasing among the key demographic of teen and young adult moviegoers (Millennials, 2010). Therefore, this study seeks to identify the most effective social media marketing practices with the goal of increasing theater attendance.

The continuing popularity of social media has opened direct channels to potential customers that were not previously available to movie marketers. Sharing sites such as YouTube, Facebook, and Twitter have increased the spread of information to lightning speeds. The purpose of this study was to give movie studios information about how to use social media more effectively to market new movies.

Using social networking to its fullest extent in a marketing campaign allows studios to create a two-way discussion with potential viewers. This is different from the traditional one-way marketing of trailers and billboards. Nevertheless, encouraging discussion on the Internet can have either a negative or positive effect on the success of a movie. Because reviews and opinions travel so fast, good word-of-mouth can replace expensive large-scale marketing efforts and yet achieve excellent results (Business, 2011).

There are many ways of using social media websites for promoting movies. Some examples of this include creating Twitter accounts for the movie, and tweeting updates, premieres, actor/actress interviews, or give-away tie-ins. A marketing company might also make a Facebook page for the movie, encouraging people interested to "Like" their page and share it with their friends. YouTube can be used as a platform to not only show trailers, but also to create a channel dedicated to all official promos for the particular movie. By actively utilizing each channel of social media, a movie that would not normally garner a nationwide release might earn one. For example, *Paranormal Activity*, and a low-budget "found footage" movie like *The Blair Witch Project,* went on to become a blockbuster (Carvell, 1999). Though the trend in marketing through social media is a growing one, as of now it is difficult to determine the effectiveness of social media marketing. Many films are now attempting to use both traditional marketing and social media marketing, which makes it challenging to differentiate between them. This study looks to find a link between the awareness from movie social media websites and movie attendance.

Today, creating a successful movie marketing campaign using social networking websites is not achieved by simply creating Facebook and Twitter accounts and uploading a trailer onto YouTube. Alone, these measures are not enough to achieve a successful social media

marketing campaign. Social media marketing cannot be the one-sided flow of information from movie studio to viewer that traditional marketing has relied on in the past. Companies that are encouraging viewer participation in the social media campaign are revolutionizing the way movies are marketed (Elliott, 2011). By investing in a relationship with Internet users, the movie creates an audience who feels partial ownership in the movie and is therefore invested in its success.

CHAPTER 2: LITERATURE REVIEW

The purpose of this study was to provide movie studios with relevant information about how to use social media more effectively to market new movies. Literature on the current state of the movie industry, social networking, and marketing using social networking were examined to better understand the context for using social media to market movies.

Current Trends in the Movie Industry

A major question when dealing with the importance of successful marketing campaigns is to address current revenue and attendance rates. The movie industry has been struggling, much like many other industries in recent years. Revenue from 2011 was down 2.6 percent from 2010, from $10.47 billion in 2010 to $10.20 billion in 2011 [Figure 1]. Though this drop is not staggering, when examined in context it is a worrying trend for the industry and its future.

Although profits are staying relatively stable compared to previous years, attendance rates have fallen. There were 1.29 billion tickets sold in 2011 [Figure 1]. This may seem like a high number, but for the film industry it was the fewest number of tickets sold since 1996, and a reduction of over 18% from the peak in 2002.

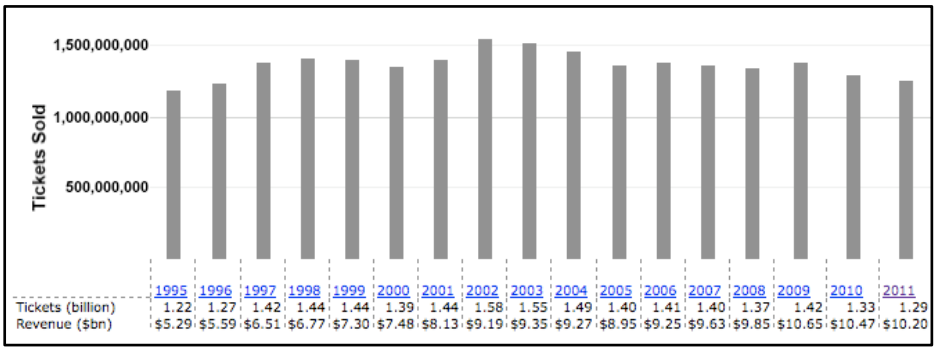

Figure 1. Number of tickets sold, 1995-2011 (The Numbers, 2012).

Experts disagree as to just how serious the impact of decreasing ticket sales is to the film industry. One side argues the recent decline in attendance is not threatening as the numbers make it out to be. They point out that the lagging economy is damaging all consumer spending, and movies are no exception (Berglund, 2012). Additionally, the increase in the price of 3D tickets more than makes up in gross revenue for the soft ticket sales. The opposing side argues that declining attendance is a significant and it shouldn't be ignored (Dergarabedian, 2011). Also, there are fears that 3D movies will fade in popularity with moviegoers as the novelty wears off (Dergarabedian, 2011).

Additionally, piracy is an ever-growing fear of industry executives. The debate on the actual effect piracy has on studio revenue is beyond the scope of this paper. Former president and CEO of the Motion Picture Association of America, Bob Pisano, was quoted as saying, "I don't care how much you talk about it, you can't compete with free" (Berglund, 2012). This mindset has executives worried about ticket sales and what the industry can do, if anything, to turn sales around.

Declining attendance is not the only trend affecting movie revenue. A greater number of movies are being released over the course of each year (Dergarabedian, 2011). This makes opening weekend ticket sales more important than ever. If moviegoers do not see a movie in the first or second weekend after film is released, it is likely another movie will come out that peaks their interest instead. It is becoming harder and harder for a movie to have "good legs" in the box office. Movies are fizzling out much faster than they were even five years ago. (Dergarabedian, 2011). Due to this trend in attendance, getting an audience to come out for opening weekend is becoming even more important than achieving good word-of-mouth. For example, the January 2012 release of *The Devil Inside* made $34.5 million on its opening weekend domestically

(White, 2012). It's second weekend in release made only $7.9 million, a 77.6% drop (Rowles, 2012). Scoring a spot on the "top 20 list of biggest second week drops" might seem discouraging, but thanks to the outstanding opening weekend it didn't matter that the word-of-mouth was horrible. The movie was made for only $1 million. Paramount, the movie studio behind *Devil*, considered it a success and is even considering making a sequel (White, 2012).

With decreasing attendance, rising ticket prices and more competition, studios need to improve their methods of attracting audiences.

Current Trends in Social Media

Based on the growing popularity of Internet and mobile use in the younger demographics, marketers are beginning to embrace a different type of marketing channel: social media (Millennials, 2010). Social media can be defined as "web-based services that allow individuals to (1) construct a public or semipublic profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system" (Business, 2011).

For marketers, identifying the most popular social media websites are key to determining which platforms are worth spending time on to try and engage users. Just as important is analyzing what demographics are most likely to use which social networking sites, to ensure the target audience is reached. The 2010 Pew Research Center report "Millennials: a Portrait of Generation Next" gives a sense of how the younger generation spends time on the Internet. Millennials are defined as American teens and young adults under (Millennials, 2010).

The younger demographic uses social networking sites significantly more frequently than adults over the age of 30 (Lenhart, 2010). According to the report, three out of every four

Millennials uses social networking sites (Lenhart, 2010). Additionally, "three in 10 (29%) Millennials visit social networking sites several times a day, compared to 19% of Gen-Xers and 11% of Boomers" (Millennials, 2010). These numbers represent a significant portion of the younger audiences that marketers are hoping to reach.

The next question is: what social networking sites are the most popular for men and women under 30? Using data collected from Experian Simmons National Consumer Study, Winter 2012, a number of useful statistics can be determined (Millennials, 2010). After Google, Facebook and YouTube are the second most visited websites by women and men, respectively. The table shows Facebook ranking third most visited with men, while YouTube falls into fourth for women.

Facebook is increasingly being used as a marketing tool for the younger age groups, and [Figure 2] shows why. According to the study, thirty-nine percent of 18-24 year-olds visited Facebook in the past week. This is nearly four times the Facebook visiting rate of 45-64 year-olds and almost eight times the visiting rate of people over the age of 65 (Millennials, 2010). Today, Facebook is the "largest global social network site" (Business, 2011).

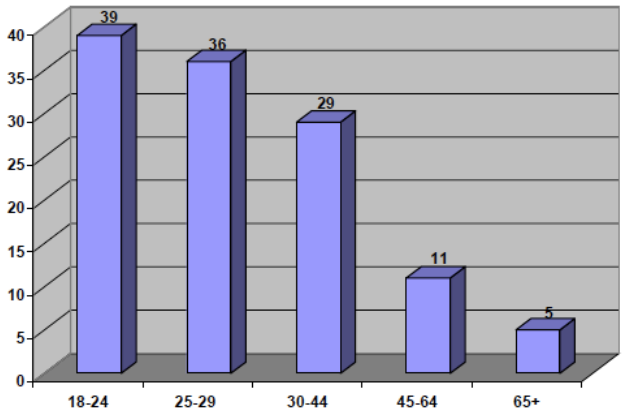

Figure 2. Percent of age group visiting Facebook in last seven days (Millennials, 2010).

Marketing Using Social Media

In the past, marketing has relied on a one-sided way of communication with the customer. This system of traditional marketing primarily encompassed print, television, and radio advertising. With the rise of the Internet, companies have also expanded advertising campaigns to the web.

Just placing an advertisement on the web does not have the same success rate it once did. A study performed by ExactTarget in 2005 revealed that seven years ago, banner ads were attracting a six percent click-through rate (Shannon, 2006). Unfortunately for advertisers, click-through rates on banner ads have falling dramatically. A report published by Google found click-through rates in 2010 stabilized "at .09%, compared to 0.1% in 2009" (Wasserman, 2011). As companies are increasingly paying per exposure, not per click, this is seemingly not the answer to marketer needs. Additionally, click-through rates are often even lower for younger consumers (Wasserman, 2011). The need to connect with consumers on the Internet using different means has lead marketing groups to try social media.

Marketing using social media must be approached differently from traditional marketing campaigns. The 2011 article titled "The Business of Social Media: How to Plunder the Treasure Trove" describes this change as a "shift from broadcasting to conversation, from gatekeeper to participant" (Business, 2011). The article continues to reflect how, early on, marketers viewed social media as just another place to post advertisements. Marc Kempter, senior vice president and group account director at Martin Agency, spoke with the New York Times about how to effectively approach social media campaigns. In the article he is quoted as saying, "Six months ago, a year ago, everyone was talking about Facebook 'likes.'" He continued, "Now, it's not just 'likes,' it's the interaction you want to have with the consumers" (Elliott, 2011).

Another question when dealing with social media in contrast to traditional marketing practices is the cost comparison between the two. Although this comparison is difficult to draw, there is some agreement in the industry that, although social media marketing campaigns take a significant amount of time, attention, and skill, it is not nearly as expensive as running a worldwide advertising blitz (Bard, 2011).

Although social media costs less than traditional marketing campaigns, it is unclear exactly when the campaign should be rolled out. Wheaton (2011) argues that companies are spending too much time talking with consumers on social media sites than actually marketing the brand. He believes, "too many people believe that 'conversation' matters more than other parts of the puzzle, that it will actually build brands, that it might replace actual consumer research". This is particularly worrisome for Wheaton as he questions if social media marketing affects sales at all (Wheaton, 2011). Wheaton takes the stand that brands should be built on a solid foundation through means of traditional marketing. Only when the brand is established should social marketing campaigns be used to improve customer relationships (Wheaton, 2011).

The opposing side believes brands can be established through social media campaigns before turning to traditional advertising. This method of advertising was the adopted by Perfetti Van Melle, the company behind Mentos gum. In deciding how to market the rollout of a new gum product, Mentos UP2U, the company decided to do the initial advertising on Facebook. They created a fan page for the product, and held promotions and giveaways for people who "liked" the page (Elliott, 2011). The goal of the social marketing campaign is to build awareness first, and then rely on good word of mouth to make the traditional advertising campaign successful (Elliott, 2011). This works well as long as the target audience for the product is the same as the majority of Facebook users. For Mentos UP2U, it is. Mr. Kempter, account director,

explains, "'Television is still necessary to create broad awareness' for a new product, he added, but the propensities of the 'digital extroverts' in the core market for UP2U led to a decision 'to launch it digitally first, build up a fan following and then take it mass'" (Elliot, 2011).

Regardless of when social media marketing is established during the campaign, using this form of non-traditional advertising allows a company to develop and actively communicate with customers, increase brand awareness and brand equity, and do it all for a lower cost than traditional methods (Business, 2011).

Marketing Movies Using Social Media

There has not been extensive research on how movie studios are using social networking websites to market new releases. That said, experts can agree that social media has been used very successfully in the recent past when promoting movies. Additionally, a casual perusal of Facebook reveals that many upcoming movies are embracing non-traditional marketing in order to reach a certain demographic and build buzz.

There are many different social networking websites that marketers use to reach the target audience and spread good word of mouth. Facebook, Twitter and YouTube are the immediate options, but some movies are devoting even more attention to registered domains in order to host viral websites based on the movie.

The most definitive example of a successful movie marketing campaign was achieved by the makers of *The Blair Witch Project*. Prior to the release date, the studio spent only $1 million on marketing, all of it social media (Carvell, 1999). The amazing success of this low-budget film proved that a marketing campaign that almost exclusively used social media sites could be enough to produce a hit.

The movie industry is currently struggling to reverse a decline in ticket sales. One opportunity for increase is using social media websites to access the younger demographic. The key to this marketing strategy is to understand that this group of moviegoers is open to being involved in the movie and its release. If they feel a sense of ownership over its success, they are more likely bring their friends and pay to see a movie in theaters.

CHAPTER 3: RESEARCH METHODS AND PROCEDURES

Research Question

The research conducted in this study seeks to answer the questions of what social marketing techniques are the most effective in marketing movies to young adults, and what improvements could be made to create a more successful campaign using social media.

Procedure

An online survey consisting of 13 questions was developed. These questions sought to gain insight regarding current social media habits, theater attendance, and the impact of movie marketing through social media sites. Forty-four surveys were completed [Appendix A].

The online survey also had places for open-ended responses. These questions sought further insight on why the subject answered the other questions the way they did. The answers may also be useful in creating better questions if a more extensive study were to be created.

In addition, ten participants in the key 19-25 demographic were emailed a questionnaire [Appendix B] that asked them to view two websites for the same movie. One of them was the official movie studio website and the other was the official movie Facebook page. After spending a few minutes browsing both websites, participants were asked to comment on the following topics: navigation, content, layout, and interactivity. They were then asked to comment on which site they preferred and why. Finally, they were asked which site would be more likely to influence them to attend the movie in theaters.

These responses were used as qualitative research to supplement the online survey results. General trends and opinions are noted along with any insightful quotes.

The responses provided the researcher categorical, qualitative data. Too few surveys were completed to draw any definitive conclusions, but potential trends were revealed (see chapter 5).

Analysis

The survey data was analyzed using visual displays, such as charts and graphs. Results were compared between age groups.

CHAPTER 4: RESULTS

Because studios usually rely on a blend of marketing approaches, it is difficult to isolate the positive contribution to ticket sales from social media. Declining profit margins have been a growing worry in the movie industry. As DVD sales decline, studios are finding more and more of their revenue is coming from theater ticket sales. As a result, marketing campaigns are trying to get more people to the theaters. Studios are increasingly turning to social media marketing campaigns to build awareness and garner interest in new releases. While not as costly as traditional marketing alternatives, it is unclear the impact these social media efforts have on total profits. The relationship between social media and return on invested is challenging to quantify because there exists very limited data on this field of research. However, recent studies confirmed that the fraction of people who use social media frequently is increasing, and more businesses are turning to social media efforts with the hope that it will make an impact with potential customers. The qualitative data generated from this research can be used to inform and improve a more extensive future effort on the effectiveness these marketing campaigns have on movie theater attendance.

Online Survey

The first source of data came in the form of an online survey [see Appendix A]. The survey was comprised of 13 questions asking about the participants' use of social media, movie theater attendance and potential relationship between the two. Twelve of the questions were multiple

choice and one question was an optional short answer question. Two of the questions asked about the participants' gender and age so the demographic could be determined.

The survey yielded 44 responses. Of the participants, 38 were female and 6 were male. The ages of the participants mainly fell into two groups, 19-25 and over 45. There were 17 and 19 responses in these two groups, respectively. The details of the breakdown are displayed in [Figure 3] below.

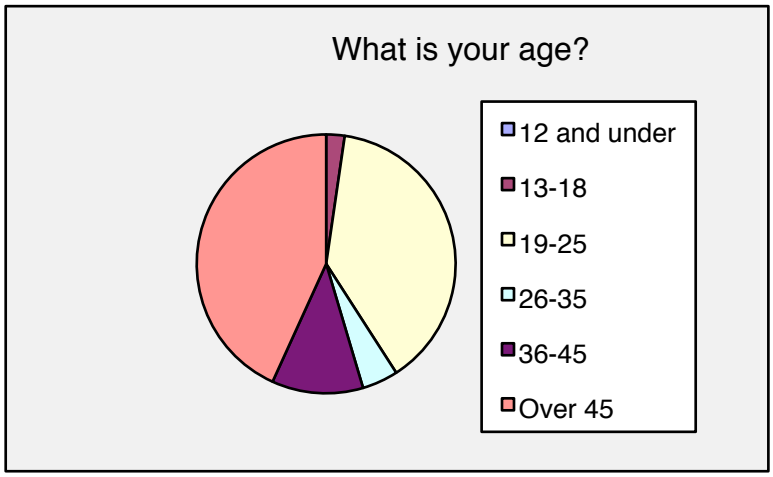

Figure 3. Age of survey participants.

Of the 44 participants, 43 answered that they have a Facebook page. Twitter was a less popular social media platform with only 47.7% of the respondents reporting having an account. These numbers are above the national averages. This is not surprising, considering the sample was mostly drawn from friends and, friends of friends.

The frequency of going to see movies in theaters skewed towards young adults. Of the participants ages 19-25, 82.4% reported watching a movie in theaters 6-12 times a year. The breakdown of the responses for this age group can be seen in [Figure 4] (left).

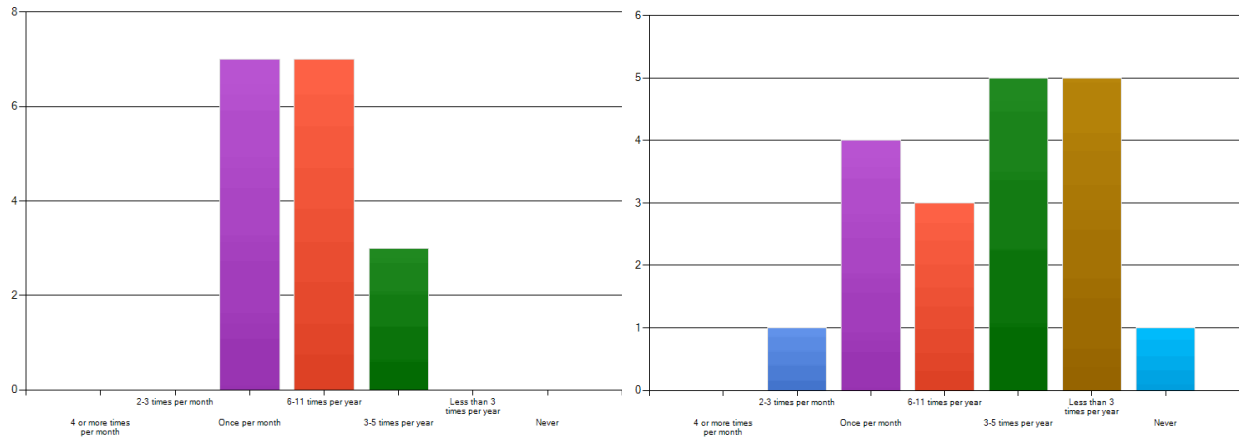

Figure 4. (Right) Movie attended in a year, ages 19-25. (Left) Movies attended in a year, over 45 years of age.

The chart at the right shows the responses for those over 45. This demographic shows a wider range of movie attendance. The majority go five or fewer times per year, but many go 6-12 times a year. Additionally, one participant reported going to the movies 2-3 times per month, while another reported never going to the movies.

The survey then prompted the participants to consider where they looked for information online about new movie releases. The results were widely distributed [Figure 5]. The top three answers in descending order where IMBD.com, Rotten Tomatoes, and the official movie studio website. Social media platforms such as Twitter and Facebook combined for just 17% of responses.

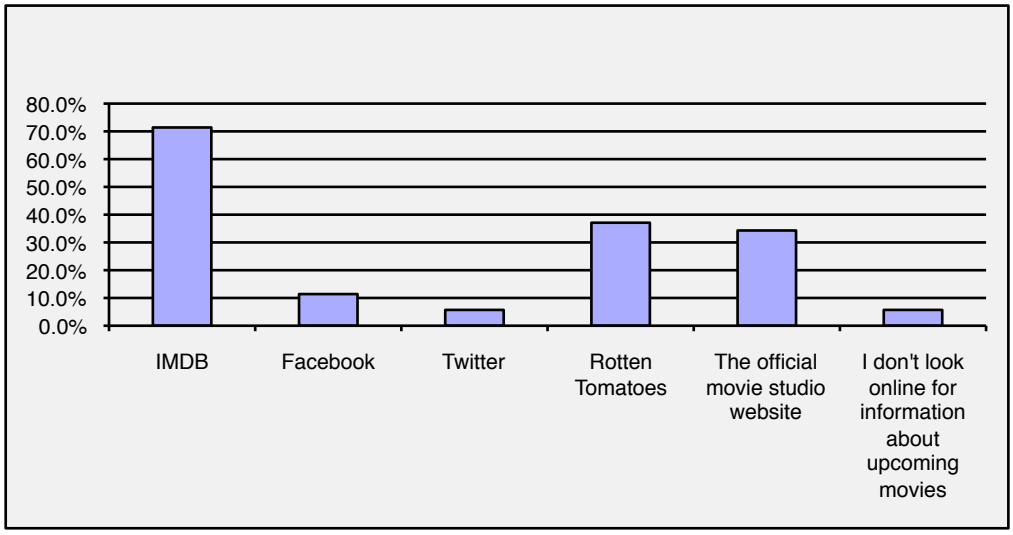

Figure 5. Where participants look online for upcoming movie information.

The next questions dealt with the relationship, if any, between social media use and movie theater attendance. The focus of the study was to shed light on whether using social media to market movies actually influences ticket sales. The way most studios currently use Facebook to market movies is to create a page for the movie that people can "Like." By "Liking" the page, the movie will show up on that person's information page that their friends and/or the public can see. Since this is a public declaration, it is probable that this is a good indicator of interest in seeing the movie. A person's participation in the movie Facebook page through commenting on or linking shows a raised level of awareness about the movie. Studios are spending time and money updating these pages with links to cast interviews, giveaways, photos, and general interaction with fans.

In order to gain more information on how successful these efforts are in translating to ticket sales, participants were asked how many movie Facebook pages they had "Liked" in the past six months. Of the responders, 20.5% had "Liked" one movie page in that timeframe. In the 19-25 demographic, that percentage rose to 41.1%. Overall, respondents overwhelmingly

reported never having “Liked” a movie on Facebook (with 30 of 44 participants falling into that category). Considering the fact that almost all respondents had Facebook accounts, “Liking” movie pages is surprisingly uncommon. Twitter proved to be an even less popular way to learn about new movies. Only two respondents reported following an official movie Twitter feed in the past six months. Even taking into consideration that only half the participants had Twitter accounts at all, this number is extremely low.

When asked if the respondent saw that a friend had “Liked” a movie page, over half answered they “Agree” or “Strongly Agree” that they would be more likely to visit the movie’s Facebook page. The full comparison of answers is illustrated in [Figure 6] below.

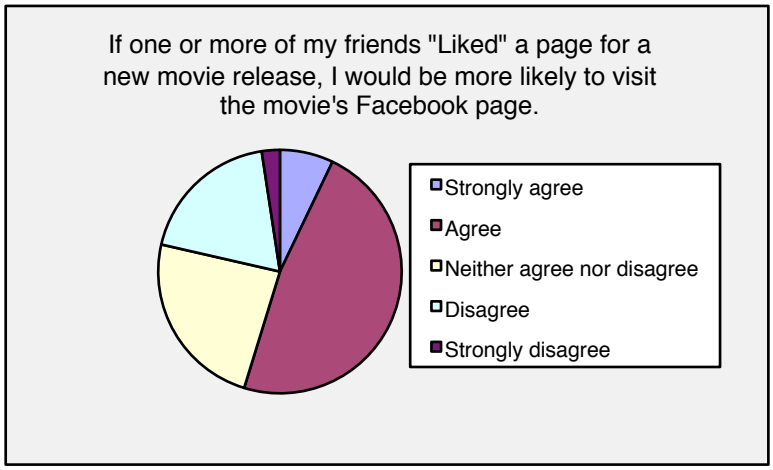

Figure 6. Survey results illustrating impact of social media marketing on audience awareness.

The next question asked if respondents would be more likely to go to watch a movie in theaters if one of their friends had “Liked” a movie page on Facebook or re-tweeted a promotional message for an upcoming movie on Twitter. The results revealed that 32.6% of participants would be more likely to go to the theaters if one of their friends had shown interest in a movie by way of social media. This is an important result as it supports the idea that activity on social media sites can positively influence ticket sales.

In order to better qualify how social media can affect moviegoers, participants were asked if seeing a friend post a negative review on a social media site would negatively affect their interest in seeing the movie in theaters. 54.6% agreed with the statement.

The survey also included one optional short answer question. The question asked participants "how social media influences your decision to see a movie in the theater?" A number of respondents answered, "It doesn't." Others had more in-depth explanations that better explain the impact of social media marketing on whether or not that person sees a movie in theaters. One participant wrote, "I won't go see a movie at all if I have never heard about it. I never watch tv so any advertising online is where I will see it." Another respondent commented, "I hear about more movies that way. Especially not the big blockbusters." Other answers included, "When I see movies on my facebook newsfeed, I usually look into it more" and "Spreading promotional clips, interviews, etc. around various websites at different times keeps the movie on my radar." The most revealing quote explained the responder's take on the impact of social media marketing for movies, specifically Facebook. They said, "I often will visit the facebook page of a movie I'm interested in as a means of gaining information about it, but I rarely if ever "like" the page. If that facebook page has a contest (i.e. "like" our page and you can attend the premiere), I am more likely to "like" the page. However, if I am looking up a movie on facebook I probably already have a strong enough interest to see the movie in the theater no matter what." This response and the potential repercussions from ideas presented in this answer and other questions are examined in chapter 5.

Questionnaire

In addition to the online survey, a questionnaire was sent out to ten people in the key demographic of people ages 19-25 [Appendix B]. The questionnaire listed two movie titles, *The Hunger Games* and *The Avengers*, and the participant had to choose one of them to answer the questions. The researcher chose those two movies because they had both been recently released in theaters, were similar in popularity, and appealed to both boys and girls. Both were large, blockbuster films that had extensive marketing campaigns. These campaigns included professional official studio websites and frequently updated Facebook pages. The respondent was given two links correlating to the movie choice. The first link was for the official promotional website for the movie, put out by the studio. The second link was to the official Facebook page for the same movie. Participants were asked to spend a few minutes browsing each site as they would if they were potentially interested in seeing the movie, keeping in mind what kind of information they would find relevant and interesting. They were then asked to fill out essay responses explaining their opinions on the features and layout of each site. The topics provided were: navigation, content, layout, and interactivity. Participants were then asked what things they liked and disliked about each site, and which site was preferred, and why. Lastly, responders were asked which site would be more likely to influence you to go see the movie in theaters. The goal of sending this questionnaire to a controlled demographic was to better understand how frequent moviegoers who also participate in social media react when those two subjects are combined. Due to the similarity of the two movies and their online marketing campaigns, the responses for each movie followed the same trends. For this reason the results for both movies are reported together.

All participants liked the navigation for the official websites. One responder noted the navigation was, “easy and straight forward. Everything seemed to be easily accessible, as well as user friendly.” Two others mentioned how the menu option made it easy to navigate. Another commented they liked that some of the links would open in a separate browser tab, which made it easy to return to the main page. The only complaints about the official movie websites were that it was unclear at first how to cancel out of the trailer player, and that since the website was based on Adobe Flash software it has the potential to lag with a slow Internet connection.

Participants also generally shared the same opinion about the navigation for the Facebook pages. The ease of navigation depended entirely on how familiar the respondent was with Facebook. One participant explained, “It was like any other Facebook page so if you know how to use timeline you can use this page.” The only person who struggled to navigate the page answered, “I’m not ever on Facebook so the layout is unfamiliar.” One participant elaborated further, saying, “I think the new format [Facebook’s timeline] is a little harder to navigate. Especially since it’s supposed to make it easier to search past posts and the Facebook posts can’t go back that far and if they do, they probably aren’t relevant.” The general consensus was that the ease of navigation of the Facebook page hinged on how familiar the participant already was with the Facebook format.

The next subject participants were asked about was the content of each site. For the official website, responders listed material and information they found interesting, such as character bios, trailers, Twitter backgrounds, professional photos of the cast, and music downloads. One participant summarized, “the content was awesome and there were a lot of different places on the page to go to learn more about the movie and what it is all about which I liked.”

Participants were not as thrilled with the content on the Facebook page. Seven of the ten questionnaire responses noted that all of the content seemed to be geared towards people who were already fans of the movie. One answer explained, “The content was lacking. There was hardly any information on the movie, especially compared to the website, and it was mostly just a fan page for the movie.” Another participant commented, “As someone who has not seen this movie, I feel that it is less inviting than the [official] site. It seems to me that this site is for someone who has already seen the film.” The other answers indicated participants agreed, the Facebook site served as a place for fan comments and fan pictures, not information about the movie.

Participants were then asked about the layout of each site. The responses indicated a general positive reaction to the layout of the official website. Answers included descriptions such as “fun,” “stunning graphics,” “beautifully organized,” “awesome,” and “easy to use”. One participant offered praise for the trailer player, saying it was “perfect layout of video format. Able to see the video in full screen while still able to scroll down to choose a new video.”

Reactions to the Facebook page layout were mixed. Three respondents disliked the layout of all Facebook pages, and this page was no exception. One of the more telling comments explained, “Just the standard Facebook timeline layout. Not very exciting or good looking.” Two people noted that the layout of the Facebook page is limited to chronological organization. Interestingly, one person felt that made it “cluttered,” while the other wrote, “it is nice because you can see the progression on comments and posts from months ago till now.” Only one responder answered completely favorably, saying the layout was simple and well done.

Participants were then asked about the interactivity of the sites. The responses indicated the official website had good interactivity. Various answers noted the graphics, music, hover

states, trailer video players, and ability to get tickets without leaving the webpage. One response commented the interactivity on the page "was easy to use and made the movie seem more fun and exciting."

Interactivity on the Facebook page was less enticing to participants. One viewer explained the page offered a different type of interactivity than the official page highlighting the "ability to comment and converse with others as well as polls." Though this seemed like a positive thing for two participants, three others expressed a dislike for the type of interactivity on the Facebook site, because they aren't interested in posting or commenting. Overall, the Facebook page encouraged the level of personal interactivity, but the desire of the respondents to participate by posting pictures or comments did not increase.

The final question prompted participants to consider which website would be more likely to influence them to go see the movie in theaters. All ten responses indicated the official movie website would influence them more than the Facebook page to go see the movie in theaters. One participant explained it was because the Facebook page is "filled with too much useless content and isn't easy to navigate." Another responded, "the official website would be more likely to influence me to see the movie because it seems to have more content than the Facebook page as I may not be inclined to interact with strangers (as opposed to friends) about a movie." Two others commented on liking the professional and artistic aesthetics of the official site over the "hodgepodge of posts that may not make sense to someone who isn't familiar with the movie."

The next chapter will compare and contrast results to form possible conclusions and recommendations for further analysis regarding the use of social media to market movies.

CHAPTER 5: CONCLUSIONS

As discussed previously in the literature review, measuring the success of specific marketing strategies is challenging. There are many factors that influence a movie's box office success. Effective marketing means being able to communicate the strengths of the movie to an audience who would appreciate those strengths. As younger audiences continue to spend significant amounts of time on the Internet, marketers are trying to reach those people in ways that reliably drives ticket sales. Though it would seem as if incorporating social media into movie marketing campaigns would be an effective means of reaching these younger audiences, the survey results and questionnaire responses suggest the impact of those efforts is uneven.

A number of possible conclusions can be drawn from the responses from the questionnaire. The most significant of these was the 100% response rate from participants answering that the official studio website would be more likely to positively influence their decision to see the theater in the movies. Ten samples are clearly not enough to be statistically valid, but the overwhelming similarity of all the answers suggests it may be a popular opinion that, with further research, may prove to be significant or even dominant.

The survey results confirmed the widespread use of social media, particularly Facebook. This is good news for movie marketers who are already investing time and money into maintaining a Facebook page to promote the movie. In addition, 30% of respondents had "Liked" a movie page on the social media site one or more times in the past six months. Even more encouraging was the 30% rate of people who agreed they would be more likely to see a movie in theaters if one of their friends had "Liked" the movie's Facebook page. This implies there is a correlation between the amount of "Likes" a page has and the theater attendance. Interestingly,

the awareness that comes from this public seal of approval is not limited to the person who "Liked" the page. The action may also influence friends of the person who clicked the "Like" button. The results from the survey indicate spending time and money attaining "Likes" on a Facebook page benefits theater attendance.

Instead of reiterating the value of Facebook pages to movie marketing campaigns, the questionnaire responses revealed the drawbacks of using this platform. Participants indicated the main problem with using Facebook as a marketing platform is that the standardized and imposed format limits the organization, design, interactivity, and navigation of the page. Many responses indicated a dislike for Timeline, the new mandatory page layout. Timeline is not suited for promotional movie pages, as posts tend to get lost and the built-in ability to search for old posts is neither necessary nor relevant. In addition, other pages of content are hidden in a small navigation bar on the left-hand side. Participants of the questionnaire mostly disliked the Facebook movie pages, but a significant amount of that dislike was aimed at the layout. This highlights a main drawback of relying on social media sites such as Facebook for marketing—the effectiveness of the material almost entirely hinges on the features of the site. In some cases this might be fine, because users of the site will already know how to navigate it. But for other users who dislike the layout or do not go on Facebook frequently, the platform seems to reduce, possibly with great significance, the effectiveness of the campaign.

The other widespread opinion from the questionnaire regarding movie Facebook pages was the opinion that, while Facebook pages might be interesting for people who were already fans of the movie, the pages were not helpful for people who might be unsure and want to learn more about the movie before deciding to see it in theaters. Further elaboration revealed insight as

to why this was the case. Participants complained of a page full of fan pictures instead of official content about the movie.

For this reason, along with the undesirable layout determined by Facebook, every single participant indicated that the official studio website would be more likely to influence them to go see the movie in theaters. The official websites had better content, including trailers and character bios, along with music and animation. Overall, participants reacted more favorably to the navigation, content, layout, and interactivity on these sites compared to the Facebook counterparts.

The overwhelming preference for the official websites over the social media page suggests that spending an extensive amount of time maintaining and updating a Facebook page is not the best way to get potential moviegoers to the theater. Though the Facebook page is a useful place for fans to interact with one another, it could be argued that those people are probably already going to see the movie in theaters anyway. For a movie to be successful it is important to continue attracting and convincing people the movie is worth paying to see in theaters. Another approach would be for the movie producers and other commercial users to seek an exemption from Facebook to their rigid format requirements that appear to be driving away their customers.

Although the data collected from this study is relatively limited, given the scope of topic, a few solid conclusions can be inferred. First, the more “Likes” a Facebook movie page gets, the more likely friends of the individual are to view that page. Secondly, people who are undecided about attending a movie in theaters are more likely to be swayed by an official movie website with trailers and official content formatted in a way that is aesthetically pleasing while still being easy to navigate. Keeping these two trends in mind, movie marketing campaigns may be well served to highlight the official website as much as possible on their Facebook page. Doing this

will capitalize on the Facebook traffic by actually steering undecided visitors to a website that is more likely to convince them to attend the movie in theater.

For further research it is suggested that a larger sample size be gathered in order to enhance the validity of the results. Due to the scale of the scope of the project, few applicable conclusions could be drawn. However, the research did reveal possible trends and opinions for how social media marketing influences movie theater attendance. With declining attendance in young adult demographics, movie studios should continue to research what online marketing methods make the most impact on target audiences.

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APPENDIX A
Survey Results

Social Media and the Movies

SurveyMonkey

1. Do you have a Facebook page?

	Response Percent	Response Count
Yes	97.7%	43
No	2.3%	1
answered question		44
skipped question		0

2. Do you have a Twitter account?

	Response Percent	Response Count
Yes	47.7%	21
No	52.3%	23
answered question		44
skipped question		0

3. How often do you go see a movie in the theaters?

	Response Percent	Response Count
4 or more times per month	0.0%	0
2-3 times per month	2.3%	1
Once per month	25.0%	11
6-11 times per year	27.3%	12
3-5 times per year	**29.5%**	**13**
Less than 3 times per year	13.6%	6
Never	2.3%	1
	answered question	**44**
	skipped question	**0**

4. In the past six months, I have "Liked" a movie page on Facebook:

	Response Percent	Response Count
Once	20.5%	9
2-3 times	9.1%	4
4-6 times	2.3%	1
More than 6 times	0.0%	0
I have never "Liked" a movie on Facebook	**68.2%**	**30**
	answered question	**44**
	skipped question	**0**

5. In the last six months, I have followed an official movie Twitter feed:

	Response Percent	Response Count
Once	4.7%	2
2-3 times	0.0%	0
4-6 times	0.0%	0
More than 6 times	0.0%	0
I have never followed a movie on Twitter	95.3%	41
	answered question	43
	skipped question	1

6. Where would you look for more information online about an upcoming movie?

	Response Percent	Response Count
IMDB	71.4%	25
Facebook	11.4%	4
Twitter	5.7%	2
Rotten Tomatoes	37.1%	13
The official movie studio website	34.3%	12
I don't look online for information about upcoming movies	5.7%	2
	Other (please specify)	17
	answered question	35
	skipped question	9

7. If one or more of my friends "Liked" a page for a new movie release, I would be more likely to visit the movie's Facebook page.

	Response Percent	Response Count
Strongly agree	7.1%	3
Agree	**47.6%**	**20**
Neither agree nor disagree	23.8%	10
Disagree	19.0%	8
Strongly disagree	2.4%	1
	Explain (optional):	4
	answered question	**42**
	skipped question	**2**

8. If one or more of my friends "Liked" a movie page or retweeted a promotional message for an upcoming movie, I would be more likely to go see the movie in theaters.

	Response Percent	Response Count
Strongly agree	0.0%	0
Agree	32.6%	14
Neither agree nor disagree	**37.2%**	**16**
Disagree	25.6%	11
Strongly disagree	4.7%	2
	answered question	**43**
	skipped question	**1**

9. If I was planning to see a movie and a friend posted a negative review, I would reconsider seeing the movie in theaters.

	Response Percent	Response Count
Strongly agree	2.3%	1
Agree	**52.3%**	**23**
Neither agree nor disagree	20.5%	9
Disagree	25.0%	11
Strongly disagree	0.0%	0
	Explain (optional):	6
	answered question	**44**
	skipped question	**0**

10. In the past six months, I have participated in a social media effort to boost awareness for an upcoming movie ("liked" a page, retweeted a promotional hashtag)

	Response Percent	Response Count
Once	18.2%	8
2-3 times	4.5%	2
4-6 times	2.3%	1
More than 6 times	0.0%	0
I have never participated	**75.0%**	**33**
	answered question	**44**
	skipped question	**0**

11. How else does social media influence your decision to see a movie in the theater? (optional)

	Response Count
	16
answered question	16
skipped question	28

12. What is your age?

	Response Percent	Response Count
12 and under	0.0%	0
13-18	2.3%	1
19-25	38.6%	17
26-35	4.5%	2
36-45	11.4%	5
Over 45	43.2%	19
answered question		44
skipped question		0

13. Male or female?

	Response Percent	Response Count
Male	13.6%	6
Female	86.4%	38
answered question		44
skipped question		0

Q6. Where would you look for more information online about an upcoming movie?		
1	The theatre movie listings - ratings and synopsis online there	May 10, 2012 11:18 AM
2	Reviews from newspapers such as Los Angeles Times	May 7, 2012 5:04 PM
3	Tumblr	May 6, 2012 11:38 PM
4	google	May 6, 2012 11:24 PM
5	Fandango	May 6, 2012 7:31 PM
6	Google and youtube	May 6, 2012 7:16 PM
7	Fluster, movielone	May 6, 2012 7:13 PM
8	theater's web sight	May 6, 2012 6:27 PM
9	Search engines such as google	May 6, 2012 5:51 PM
10	Hear about it on the radio. KPCC... NPR	May 6, 2012 5:44 PM
11	youtube	May 6, 2012 5:25 PM
12	Yahoo, Google	May 6, 2012 5:10 PM
13	Google and see what comes up	May 6, 2012 5:10 PM
14	Tumblr obvs Bonnie	May 6, 2012 4:20 PM
15	I would google the movie name and add the word "review" and see what comes up	May 6, 2012 3:59 PM
16	yahoo, la times	May 6, 2012 3:24 PM
17	Oscar, Golden Globe nomination web sites	May 5, 2012 9:24 PM

Q7. If one or more of my friends "Liked" a page for a new movie release, I would be more likely to visit the movie's Facebook page.		
1	I've never done it but might if a friend did.	May 7, 2012 5:04 PM
2	N/A	May 6, 2012 6:27 PM
3	I have very different tastes in movies than many of my friends. I go by reviews I hear on the radio usually.	May 6, 2012 5:44 PM
4	I ignore product endorsements on Facebook, but I must admit I did buy one book based on postings on Facebook.	May 6, 2012 3:59 PM

Q9. If I was planning to see a movie and a friend posted a negative review, I would reconsider seeing the movie in theaters.		
1	I usually almost never take any one else's word for a movie until I have seen it	May 16, 2012 5:18 PM
2	Depends on the movie really.	May 6, 2012 7:01 PM
3	I really am not affected much by my friends' thoughts about films.	May 6, 2012 5:44 PM
4	Depends on the friend and on the movie, though	May 6, 2012 5:10 PM
5	I have such a diverse set of friends, with strong opinions about everything, I may agree with 1 or more at any given time, but unlikely to follow necessarily any 1 at any given time, if that makes any sense.	May 6, 2012 4:53 PM
6	Especially if I thought my friend and I had similar tastes in movies ...	May 5, 2012 9:24 PM

Q11. How else does social media influence your decision to see a movie in the theater? (optional)		
1	I do not follow movies in a social media.	May 10, 2012 11:18 AM
2	I won't go see a movie at all if I have never heard about it. I never watch tv so any advertising online is where I will see it.	May 10, 2012 11:01 AM
3	I hear about more movies that way. Especially not the big blockbusters, more the arty or Lower budget type movies.	May 7, 2012 7:32 PM
4	If rogerebert.com likes a movie I am more intrigued. I agree with him often. If the sf chronicle reviewer dislikes a movie I will probably like it.	May 7, 2012 7:54 AM
5	If the social media aesthetic is good I am more prone to seeing the movie	May 6, 2012 11:38 PM
6	I often will visit the facebook page of a movie I'm interested in as a means of gaining information about it, but I rarely if ever "like" the page. If that facebook page has a contest (i.e. "like" our page and you can attend the premiere), I am more likely to "like" the page. However, if I am looking up a movie on facebook I probably already have a strong enough interest to see the movie in the theater no matter what.	May 6, 2012 11:27 PM
7	It doesn't	May 6, 2012 7:31 PM
8	It doesn't	May 6, 2012 7:16 PM
9	more exposure=more likely to see or get more info on it	May 6, 2012 7:07 PM
10	reviews help me give an indicator for movies I'm iffy about, but not movies I really want to see.	May 6, 2012 7:01 PM
11	It really doesn't . I still look at movie ads on tv or word of mouth	May 6, 2012 5:51 PM
12	When I see movies on my facebook newsfeed, I usually look into it more. Also, seeing things on tumblr that pertain to the movie increases my interest as well.	May 6, 2012 5:25 PM
13	Articles posted on line.	May 6, 2012 5:10 PM
14	Spreading promotional clips, interviews, etc. around various websites at different times keeps the movie on my radar.	May 6, 2012 4:20 PM
15	doesn't really, although it gives me an idea of the demographic who enjoy a film	May 6, 2012 3:24 PM
16	I have seen more documentaries due to friends posting about them on Facebook.	May 5, 2012 9:24 PM

APPENDIX B
Sample questionnaire

Age:

Official Website	Facebook Page
http://marvel.com/avengers_movie/ http://www.thehungergamesmovie.com/	https://www.facebook.com/avengers https://www.facebook.com/thehungergamesmovie

Please pick to view one official website and the corresponding Facebook page on the right for either The Hunger Games or The Avengers. Having seen the movie is not a requirement.
Which movie did you pick?

Take a moment to browse through both websites. Click around and get a feel for the content, interactivity, and design. Please answer the following questions below.

Explain your experience with the following categories. Please be specific on your experience.	
Navigation	
Content	
Layout	
Interactivity	
Other notes?	

What are some things that you liked about each site?

What are some things that you didn't like about each site?

Which site did you prefer, and why?

Which of these sites would be more likely to influence you to go see the movie in theaters?

Thank you!

Age: 22

Please pick to view one official website and the corresponding Facebook page on the right for either The Hunger Games or The Avengers. Having seen the movie is not a requirement. Which movie did you pick?

The Avengers

Take a moment to browse through both websites. Click around and get a feel for the content, interactivity, and design. Please answer the following questions below.

Explain your experience with the following categories. Please be specific on your experience.	
Navigation	
Flash-based, can be a tad laggy	Nothing spectacular, similar to other Facebook pages
Content	
Full/filled with many aspects: pictures, music and downloadable music, etc.	Also filled with photos, videos, and the ability to buy tickets
Layout	
Simple: navigation on the left, sound on/off and marvel main page availability. I had no qualms about the layout.	Nothing spectacular, similar to other Facebook pages but is nice because you can see the progression of comments and posts from months ago til now.
Interactivity	
Offers tickets. “get updates” and “music” open in new windows which were a tad surprising since the tickets window opened within the Flash programming as opposed to a new window	More personal interactivity: ability to comment and converse with others as well as polls
Other notes?	

What are some things that you liked about each site?

The animation was eye-catching and has content for both people who want to see the	The interactivity in being able to read what people have been saying about the film.

movie and for those who already have watched the movie	

What are some things that you didn't like about each site?

May be laggy on slower computers/internet	Not entirely sure what I'm looking for

Which site did you prefer, and why?
I prefer each site for different aspects. I prefer the official website for more content whereas I would go to the Facebook page for more interactivity
Which of these sites would be more likely to influence you to go see the movie in theaters?
Generally I would go towards looking at movie reviews. If I had to choose between the two, the official website would be more likely to influence me to see the movie because it seems to have more content than the Facebook page as I may not be inclined to interact with strangers (as opposed to friends) about a movie.

Thank you!

Age: 23

Official Website	Facebook Page
http://marvel.com/avengers_movie/ http://www.thehungergamesmovie.com/	https://www.facebook.com/avengers https://www.facebook.com/thehungergamesmovie

Please pick to view one official website and the corresponding Facebook page on the right for either The Hunger Games or The Avengers. Having seen the movie is not a requirement. Which movie did you pick?

Avengers

Take a moment to browse through both websites. Click around and get a feel for the content, interactivity, and design. Please answer the following questions below.

Explain your experience with the following categories. Please be specific on your experience.	
Navigation: Fairly simple, and easily accessible. Navigation buttons were easy to find as well.	
Content: Content was helpful, and relative to the website	
Layout: They layout was very well done, giving hovering navigation buttons on each individual character was really innovative.	
Interactivity: interactivity was normal, not too much, but not too little.	
Other notes?	

What are some things that you liked about each site?

I liked the navigation on the Avengers site. All the navigation was easy to find and	The Hunger Games site shared the same qualities though, it was less exciting than

though there was a lot of content on the home page, the actually layout was simple.	the Avengers one.

What are some things that you didn't like about each site?

The Hunger Games navigation buttons were at the bottom of the layout, which I find to be the last place to look for buttons, they were also in a separate banner which caused it to blend in more with the border of my window rather than the actual page.	The Avengers website was pretty pleasing, thought the videos that popped up before the actual home screen were a little irritating and confusing.

Which site did you prefer, and why?
I preferred the Avengers site simply because it was more entertaining and caught my eye better.

Which of these sites would be more likely to influence you to go see the movie in theaters?
The avengers site because the hunger games site is a little lackluster if you are unaware of what the film is about.

Thank you!

Age: 21

Official Website	Facebook Page
http://marvel.com/avengers_movie/ http://www.thehungergamesmovie.com/	https://www.facebook.com/avengers https://www.facebook.com/thehungergamesmovie

Please pick to view one official website and the corresponding Facebook page on the right for either The Hunger Games or The Avengers. Having seen the movie is not a requirement. Which movie did you pick?

Avengers obviously

Take a moment to browse through both websites. Click around and get a feel for the content, interactivity, and design. Please answer the following questions below.

Explain your experience with the following categories. Please be specific on your experience.	
Navigation	
The navigation was really easy to use on the webiste and I liked how it would link to a separate webpage for some of the links so that made it easy to navigate as well.	It was fine to navigate, it was like any other facebook page so if you know how to use timeline you can use this page.
Content	
The content was awesome and there were a lot of different places on the page to go to learn more about the movie and what it is all about which I liked.	The content was lacking. There was hardly any information on the movie, especially compared to the website, and it was mostly just a fan page for the movie not so much a movie page for the movie.
Layout	
The layout was really nice and once again easy to use and follow. Each page itself was lad out well too and being about to click and explore through each page was nice	Just the standard fb timeline layout. Not very exciting or good looking
Interactivity	
The interactivity was really fun I liked how	There really wasn't any interactivity at all,

there were a lot of different aspects from the characters to the music. It was easy to use and made the movie seem more fun and exciting.	it was just a boring fan page.
Other notes?	
The site was really fun and reminded me how much I liked the movie and it even helped to make some parts more clear or gave me different insites so it was like a boost or sidekick for the movie rather than just a promotion.	Really obnoxious to be on because there was next to no real good info about the movie and it was a lot of fan pictures all over the page which I don't want to see on my wall or anything like that. I would want it to give me helpful info not stupid questions or fan pictures.

What are some things that you liked about each site?

How it looked and the content, it made it fun and it seemed like a high tech superhero website so it promoted a cool image.	I can like it and get updates when the movie comes on dvd and things like that

What are some things that you didn't like about each site?

When you would leave the page or click on a link, you would have to reclick on the main page once you came back to it which was annoying.	It was boring and didn't get me excited again about the movie the way the website, or like a poster, did.

Which site did you prefer, and why?
The main site because it had a lot more on it and it was more related to the movie itself whereras the facebook page was just a bunch of fans posting their own pictures and it contained a really limited amount on info. It was also very cool looking and fun to play around on to find out what other information you could find.

Which of these sites would be more likely to influence you to go see the movie in theaters?
The website because it was fun and reminded me how cool and awesome the movie was!

Thank you!

Age: 21

Official Website	Facebook Page
http://marvel.com/avengers_movie/ http://www.thehungergamesmovie.com/	https://www.facebook.com/avengers https://www.facebook.com/thehungergamesmovie

Please pick to view one official website and the corresponding Facebook page on the right for either The Hunger Games or The Avengers. Having seen the movie is not a requirement. Which movie did you pick?

Hunger Games

Take a moment to browse through both websites. Click around and get a feel for the content, interactivity, and design. Please answer the following questions below.

Explain your experience with the following categories. Please be specific on your experience.	
Navigation	
It was difficult to navigate the website, because once I clicked on the tabs, it was difficult to return to the home page. However, once I found the tabs, there it was actually a lot of really great links! But I had to really be looking for it, so if they made the menu button in the top left more obvious and central on the homepage, I think it would increase time spent on the website.	Simple navigation, it's all on one page, so I don't need to navigate through a lot…
Content	
When I found the information, I thought it was thorough, and I appreciated the bios of the characters. My favorite part of the website was the "Capitol Couture" and I thought that was really well done, both aesthetically pleasing and enjoyable to read. It felt like reading a chic, online magazine or something, and it felt natural to want to click and delve more into the different styles and profiles of the people of the capitol. I could see myself spending a	I really liked some of the images! Like the one that said "Made *Beautiful* by Cinna's hands / *Desirable* by Peeta's confession / Tragic by circumstance / And by all accounts / *UNFORGETTABLE*." These images are quite delightful, and may keep me on the page a bit longer. However, after scrolling through the site for a few minutes, there is nothing especially eye-catching or informative that would keep me on the page. There were cool images and basic

lot of time on that page.	information, that's about it.
Layout	
The layout could be drastically improved because if I wanted to "follow" them I have to put my cursor over the words, and the 12 districts pop out, but it is covered by the moving ads. It also seems extremely crowded, and though Jennifer Lawrence's face is lovely, I think that they could have spaced everything out more if their goal is to actually get people to explore the website longer. Also, I almost missed the tabs on the bottom, so that must say something about the layout.	It's facebook, so I just have to scroll and it's easy to find things, because everything's on one page, and you just need to have the patience to continue scrolling.
Interactivity	
It would have been helpful to have a link or something so that if I wanted to buy the posters, I could easily click to purchase it. The "District Style Challenge" is a great way for the designers to interact with the people who visit the site, and some of the submissions are incredible! Though I haven't downloaded it, the free game seems cool too.	I guess I could "like" the page if I wanted to be, but I'm not going to. People can post on the wall if they feel the need to, which has an interactive component to it. But I feel like the facebook page is more for basic information. I guess I could unite with other fans as well, but that doesn't seem appealing. Though, you can be deemed a "fan of the week," so perhaps that may be appealing to some to achieve such an honor. I think that it is really great that people can donate money on the website to fight hunger though! ☺
Other notes?	
If I didn't want to fill out these boxes, I don't think I would have had the patience to try to find all the tabs to find more information. Their homepage doesn't capitalize (haha) on displaying all the great information that's actually been compiled.	I don't know how this page could have been improved because much is formatted by facebook. But I think that they did a good job with what they had to work with.

What are some things that you liked about each site?

Capitol Couture! ☺	The images are really witty and powerful!

What are some things that you didn't like about each site?

The layout was not intuitive to me and I nearly missed seeing any of the tabs and drop menus because they were all pushed aside to the edge of the pages.	The cartoon images were kind of weird. haha

Which site did you prefer, and why?
Though the official website was at first difficult to navigate through, once I found all the links, I really enjoyed all the extensive content and it was very aesthetically pleasing to click through it. I probably would not spend very much time on the facebook page because it doesn't really offer me anything.

Which of these sites would be more likely to influence you to go see the movie in theaters?
I don't think either of these sites would influence me to see the movie, because I don't think I would be on the sites if I weren't already interested. However, rather than giving a smart aleck answer, I'd say that the official website would influence me more because right from the get go, they begin with the trailer, which I thought was really well done, and that in and of itself may captivate viewers peak their interests. Also, the official website just looks better in general, whereas the facebook page kind of just looks like a hodgepodge of posts that may not make sense to someone who isn't familiar with the movies.

Thank you!
You're welcome! ☺

Age: 24

Official Website	Facebook Page
http://marvel.com/avengers_movie/ http://www.thehungergamesmovie.com/	https://www.facebook.com/avengers https://www.facebook.com/thehungergamesmovie

Please pick to view one official website and the corresponding Facebook page on the right for either The Hunger Games or The Avengers. Having seen the movie is not a requirement. Which movie did you pick?

Avengers

Take a moment to browse through both websites. Click around and get a feel for the content, interactivity, and design. Please answer the following questions below.

Explain your experience with the following categories. Please be specific on your experience.	
Navigation	
The menu option made it easy and clear to navigate	There wasn't much to navigate other than going through the timeline and seeing other peoples post.
Content	
Information about the characters and the movie itself. There were professional photos of the cast.	Mainly post directed at fans promoting the movie. Pictures were of candid fans and cast of the movie.
Layout	
Beautifully laid out and organized.	The post was cluttered. The only organization was chronologically
Interactivity	
Exciting to go through the different characters.	Was not much to interact with other than reading post and looking at pictures

Other notes?	
n/a	n/a

What are some things that you liked about each site?

The music, the animation of characters and background	**Fans being able to show their interest in the movie. And seeing the actors outside of the movie**

What are some things that you didn't like about each site?

n/a	**Not much information about the movie**

Which site did you prefer, and why?
I would prefer the official website. It's more professional and artistic. There was also more information about the movie itself. The Facebook website was more like a fan page with information about the actors.

Which of these sites would be more likely to influence you to go see the movie in theaters?
Official Website.

Thank you!

Age: 21

Official Website	Facebook Page
http://marvel.com/avengers_movie/ http://www.thehungergamesmovie.com/	https://www.facebook.com/avengers https://www.facebook.com/thehungergamesmovie

Please pick to view one official website and the corresponding Facebook page on the right for either The Hunger Games or The Avengers. Having seen the movie is not a requirement. Which movie did you pick?

The Avengers

Take a moment to browse through both websites. Click around and get a feel for the content, interactivity, and design. Please answer the following questions below.

Explain your experience with the following categories. Please be specific on your experience.	
Navigation	
Extremely easy	Extremely easy
Content	
All of the Avengers' trailers.	Full of the millions of funs comments of their kids dressed as a member of the Avengers or commentary like video.
Layout	
Perfect layout of video format. Able to see the video in full screen while still able to scroll down to choose a new video.	Normal facebook timeline (hated) everything ever on the page is there and you can scroll through it all.
Interactivity	
Similar answer as for the layout section. Video loads quickly and can still navigate through the page with ease without crashes or interruptions.	Can connect with everyone on facebook with ease. Lots of advertisements now. the ability to view/purchase tickets through "Marvel Ticketing" was pretty cool.
Other notes?	
I feel like a few more apps should be added	

to this site to completely out do facebook.	

What are some things that you liked about each site?

The variety of the videos, the overall theme and layout of the page. Very simplistic video advertisements of the top movie of the year!	I can like, comment, and share with ease through facebook. But the variety of videos are very limited.

What are some things that you didn't like about each site?

No links to anything else, possibly synopsis of the movie or other information related links about the movie. Only ability to share via all social media sites.	Had to scroll to the bottom to find something interesting.

Which site did you prefer, and why?
I prefer the Official site mostly because it brings out the excitement of the movie more. It did lack the interactivity that the corresponding facebook page provided, but the facebook page had mostly fan related pictures and videos instead of official content.

Which of these sites would be more likely to influence you to go see the movie in theaters?
Definitely the official site. Mostly because of the in your face action as the page loads. With Facebook, you must click on the videos posted and scroll through and read and find something exciting about the movie. Maybe for someone that has seen the movie and all the trailers involved they might get more into the facebook page. But for myself, I feel the excitement of the movie experience through the full screen trailers from the official page.
Thank you!

Age: 21

Official Website	Facebook Page
http://marvel.com/avengers_movie/ http://www.thehungergamesmovie.com/	https://www.facebook.com/avengers https://www.facebook.com/thehungergamesmovie

Please pick to view one official website and the corresponding Facebook page on the right for either The Hunger Games or The Avengers. Having seen the movie is not a requirement. Which movie did you pick?

The Avengers

Take a moment to browse through both websites. Click around and get a feel for the content, interactivity, and design. Please answer the following questions below.

Explain your experience with the following categories. Please be specific on your experience.	
Navigation	
The navigation on The Avengers site was easy and straight forward. Everything seemed to be easily accessible, as well as user friendly.	The navigation on this site is easy and straight forward, as well.
Content	
I enjoyed The Avengers website much more than The Hunger Games website. I felt that there was more content in regards to the biographies for each character. The biographies helped to give some background on the movie itself.	As someone who has not seen this movie, I feel that it is less inviting than The Avengers site. It seems to me that this is site is for someone who has already seen the film, as the home page is geared mostly toward the DVD release. I found that the biographies given were about the actors themselves, not the characters in the movie. I would be more interested in finding out more about the characters, not the actors, as was done in The Avengers website.
Layout	
The layout was well done. I found it to be more “fun” and it seemed to me that there were more details put into The Avengers’	The layout was simple and well done.

site.	
Interactivity	
There was not much for the viewer of the site to do besides read and watch what was posted there.	The Hunger Games website seemed more interactive in that the viewer could get involved by going to the links for games via facebook and other sites.
Other notes?	

What are some things that you liked about each site?

I really enjoyed the graphics on The Avengers site. I also enjoyed the background music.	I liked that if you are a fan of the movie, you can go there to pre-order the dvd or order a poster all in the same place. That way, fans don't have to search all over the internet to buy the fan goods they desire.

What are some things that you didn't like about each site?

There wasn't anything that I didn't like.	There wasn't anything that I didn't like. Perhaps in comparison to The Avengers site, it is a little less detailed. In my opinion, a little less appealing.

Which site did you prefer, and why?
I prefer The Avengers site because the graphics were very well done which made it more appealing to me.
Which of these sites would be more likely to influence you to go see the movie in theaters?
I'm pretty sure I would be more likely to see The Avengers because the site seemed to be more informative about the movie itself than The Hunger Games. I felt that much of what was posted on The Hunger Games site was for people who are already fans. However, there was a short summary that was posted that I felt would help convince me to see the movie. Unfortunately, the short character biographies on The Avengers site were more appealing to me.

Thank you!

Age: 21

Official Website	Facebook Page
http://marvel.com/avengers_movie/ http://www.thehungergamesmovie.com/	https://www.facebook.com/avengers https://www.facebook.com/thehungergamesmovie

Please pick to view one official website and the corresponding Facebook page on the right for either The Hunger Games or The Avengers. Having seen the movie is not a requirement. Which movie did you pick?

The Avengers

Take a moment to browse through both websites. Click around and get a feel for the content, interactivity, and design. Please answer the following questions below.

Explain your experience with the following categories. Please be specific on your experience.	
Navigation	
The Avengers website is pretty easy to navigate as long as you're paying attention. The buttons spread all over the screen, so finding the close button for the trailer took me a second. But it's still pretty straightforward. The scroll left/right bar under the tabs looks like a download bar though, so I didn't realize what it was at first and clicked the wrong arrow.	Facebook's layout is pretty standard, and navigation is the same as always. Though I think the new format is a little harder to navigate. Especially since it's supposed to make it easier to search past posts and the facebook avengers posts can't go back that far and if they do, they probably aren't relevant.
Content	
The content is what I would expect it to be. Actually, more than I would expect. I didn't think they'd have a section for downloads or music. It's great that they do though. Offering twitter backgrounds is a good marketing idea, I guess.	Facebook's content has the same basic information about the movie, buying tickets, trailers, and such. It also has videos of fans though, and more updates that you might expect to find on facebook. Avenger's themed mother's day posts, video game news, etc. The facebook site just seems to update more often to keep people interested.
Layout	

I didn't like that I couldn't find the close button when the trailer was playing, but that could've just been my fault. I like the layout generally. With the menu on the side and the center for whatever you've clicked on. I don't like the left/right scroll bar.	Facebook's layout is standard…I guess the pictures they chose for the timeline are nice?
Interactivity	
The website is much more interactive than the facebook site. As you hover over characters, their names pop up and you can click on them for bios. Pretty much just the bottom scroll bar. When it was vertical, it didn't look like a download bar anymore.	It could have more posts/comments by fans displayed, which I suppose could make it more interactive by encouraging fans to post on the site. But I don't like when it's all fan posts because I'm not interested in what they're saying when I look at a movie site.
Other notes?	

What are some things that you liked about each site?

The different options available. Downloads, bios, etc.	Different news. Like about the video game.

What are some things that you didn't like about each site?

The scroll bar. And continuous loud sound effects. They could be subtler without being silent.	It's facebook and I don't like the layout or the fact that if I explore pages like that and "like" them, everyone knows.

Which site did you prefer, and why?
The movie site, because I wouldn't really need anything else that isn't provided there. And if I was looking for something else I wouldn't look on facebook.

Which of these sites would be more likely to influence you to go see the movie in theaters?

The official site.
Thank you!

Age: 24

Official Website	Facebook Page
http://marvel.com/avengers_movie/ http://www.thehungergamesmovie.com/	https://www.facebook.com/avengers https://www.facebook.com/thehungergamesmovie

Please pick to view one official website and the corresponding Facebook page on the right for either The Hunger Games or The Avengers. Having seen the movie is not a requirement. Which movie did you pick?

Avengers

Take a moment to browse through BOTH websites. Click around and get a feel for the content, interactivity, and design. Please answer the following questions below.

Explain experience with the following categories. Please be specific on your experience.	
Movie Site	Facebook
Navigation	
Easy navigation. Good site layout, with features and menu easily accessible	I had trouble navigating the facebook page, but I'm not ever on facebook so the layout is unfamiliar
Content	
Content appropriate and engaging. Trailer touted the movie's success, short bios available for character background.	Extensive fan content on front page. Trailer and additional movie content could be reached through links
Layout	
Nice layout with stunning graphics	Facebook timeline layout, yuck. Enough said.
Interactivity	
Good interactive pages for character bios, galleries, trailers	Limited interactivity
Other notes?	
Intense sound	I don't like facebook in general.

What are some things that you liked about each site?

Graphics, sounds, opening trailer	You could like it, feel part of the experience

What are some things that you didn't like about each site?

Dramatic theme music got a little old after a while, the whole thing was a little cheezy	Facebook navigation isn't as good

Which site did you prefer, and why?
The movie site, because the Facebook page is filled with too much useless content and isn't easy to navigate.

Which of these sites would be more likely to influence you to go see the movie in theaters?
The movie site

Thank you!

Age: 21

Official Website	Facebook Page
http://marvel.com/avengers_movie/ http://www.thehungergamesmovie.com/	https://www.facebook.com/avengers https://www.facebook.com/thehungergamesmovie

Please pick to view one official website and the corresponding Facebook page on the right for either The Hunger Games or The Avengers. Having seen the movie is not a requirement. Which movie did you pick?

Hunger games

Take a moment to browse through both websites. Click around and get a feel for the content, interactivity, and design. Please answer the following questions below.

Explain your experience with the following categories. Please be specific on your experience.	
Navigation: I facebook better bc it already know how to nativagate it and its user friendly.	
Content: facebook has more information on it about the movie, while the website has information about when the movie is coming out on dvd, I don't really care when the dvd is coming out	
Layout: I am used to facebook so I like the layout of facebook a lot better, the	
Interactivity: I don't care bc I don't post on movie page website	
Other notes? I	

What are some things that you liked about each site?

I would not visit either of these websites before viewing the the movie	

What are some things that you didn't like about each site?

Which site did you prefer, and why?
I liked facebook better bc it was more informative about the movie and what it has to offer

Which of these sites would be more likely to influence you to go see the movie in theaters?
Neither, I am infkeunced to see the movie if my friends have good reviews about it. Then if I like it I look up the trailer online and I don't ever go to the movies actual website

Thank you!