

FLICK

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But today's movie-going audience is splintered — kids, action fans, grown-ups, women, sci-fi and comic-book geeks, tweens.

"Eclipse" suggests how the same movie can be effectively marketed to different audience segments.

"For the 'Twilight' series you don't even need the guys to have a huge box-office hit," Degarabedian said. "But why not go for the guys? To do that they just had to focus on things guys want to see."

Tailoring movie marketing for specific audiences is a fairly new development. In recent years, studios have often turned out two trailers for a forthcoming movie — one to play before G, PG and PG-13 films, another featuring more disturbing/shocking/lurid material to be shown before R-rated features.

Now there are so many delivery systems for movie advertising — TV, specialty magazines and websites, not to mention the in-theater trailer — that it pays to create slightly different ads for different audiences, said Paul Plufog of Principal Communications Group, a consulting firm that works with many Hollywood studios.

The same movie can advertise in Playboy and McCall's, he noted, but smart marketers will recast the message for each magazine to be more attractive to the readers of those very different publications.

With these new opportunities come some risks. For example, did any of those men who bought tickets to "Eclipse" feel that they had been lured in by advertising that misrepresented the film's tone and content?

Plufog said the instantaneous nature of modern communications made it dangerous for movie advertisers to play too fast and loose with the truth.

Perhaps the last word on the subject should come from Kysner, who reported that "Eclipse" got him a bit more than he was comfortable with.

"I actually got a little angry when Bella kissed Jacob before the big battle," he said. "Not that I like Edward a lot — I'm not on anybody's team." It's just that the movie got me involved. Despite my manliness."

FRIDAY PRIMETIME/LATE NIGHT		AUGUST 6, 2010																																																																						
		3:00	3:30	4:00	4:30	5:00	5:30	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	1:00	1:30																																																	
BROADCAST STATIONS		PBS KUSD 2 8 (2)	KTVI 4 4 (4)	NBC KDLT 5 5 (3)	KCAU 9 6 (3)	CBS KELO 3 3 (1)	ABC KSFY 7 7 (3)	KMEG 13 13 (6)	FOX KTTW 9 9 (7)	KLKN	KQLN	KPTH	KSCB 97	KSN 99 12	KXNE 8	PAY CHANNEL	HBO 17 (81)	HBO2	MAX 2	SHOW 18 (35)	SHOW2	TLC	CABLE STATIONS	A&E 57 (41)	AMC 41 (34)	ANFL 19 (43)	BRavo 25 (59)	CMT 38 (17)	CNBC 53 (52)	FX 39 (17)	CNN 33 (49)	COM 45 (61)	ESPN 49 (17)	DISC 34 (44)	DISN 64 (36)	DISX 65 (83)	ETV 51 (62)	ENC 48 (86)	ESPN 28 (34)	ESPN2 29 (25)	EWTN 74 (65)	FAM 62 (46)	FX 39 (17)	FXNS 59 (48)	FOXSP 35 (26)	GOLF 55 (38)	HALL 22 (33)	HGTV 54 (34)	HST 46 (47)	KAUN 15 (22)	KWSN 12 (14)	LIFE 58 (28)	MSNBC 66 (50)	NCX 32 (37)	RFDTV 18 (20)	SOAP 108	SPEED 63 (27)	SPK 30 (60)	STAZ 30 (60)	SYFY 44 (46)	TBS 36 (37)	TCM 76 (53)	TLC 43 (45)	TNT 37 (59)	TOON 42 (38)	TRUTV 52 (42)	TVFN 56 (31)	TKLD 47 (39)	UNI 69 (12)	USA 31 (58)	VH1 39 (76)	WE 36
		Arthur (DVS) (DVS)	Extra (N) (N)	Deal or No Deal (N) (N)	Dr. Phil (N) (N)	Dr. Phil (N) (N)	The Ellen DeGeneres Show (N) (N)	Jdg Judy (N) (N)	Jdg Judy (N) (N)	Ellen DeGeneres (N) (N)	Oprah Winfrey Show (N) (N)	Dr. Phil (N) (N)	Dr. Phil (N) (N)	Arthur (N) (N)	WordGirl (N) (N)	"Summer Catch" (2009) (N)	"The Russia House" (1990) (N)	"Ca-...sino" (2009) (N)	"Dr. Dolittle 2" (2001) (N)	"Once Upon a Time" (2009) (N)	"Jack" (2008) (N)	Garcia (N) (N)	American Justice (N) (N)	American Justice (N) (N)	American Justice (N) (N)	Wild Kingdom (N) (N)	Bethenny, Married (N) (N)	Your Chance (N) (N)	Closing Bell (N) (N)	Rick's List (N) (N)	"Nat'l Christmas" (N) (N)	House of Representatives (N) (N)	Phineas and Ferb (N) (N)	Buttowski (N) (N)	Knocked Up (N) (N)	"Manniquin On" (N) (N)	NFL Live (N) (N)	Sprint Cup Happy Hour (N) (N)	Divine (N) (N)	Grounder (N) (N)	Bernie (N) (N)	Neil Cavuto (N) (N)	World Poker Tour (N) (N)	PGA Tour Golf (N) (N)	Little House (N) (N)	Outdoor (N) (N)	To Be Announced (N) (N)	Emergency! (N) (N)	The Tyra Show (N) (N)	Life (N) (N)	Dylan Ratigan (N) (N)	iCarly (N) (N)	Wilbur (N) (N)	Beverly Hills, 90210 (N) (N)	Chop Out (N) (N)	Texas Ranger (N) (N)	"Sorority Boys" (1997) (N)	Star Trek: Ent. (N) (N)	Raymond (N) (N)	Little (N) (N)	Law & Order (N) (N)	Coden (N) (N)	Food (N) (N)	Ocean (N) (N)	Cooking (N) (N)	Griffith (N) (N)	El Gordo y la Fiacra (N) (N)	House "Span" (N) (N)	You're Cut Off (N) (N)	My Fair Wedding (N) (N)		

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