

Name: _____ Date: _____

Promo Planner

Directions: Imagine that the play *Fly Girl* is being made into a movie, and you've been hired to help promote it. Make a movie poster, 30-second movie trailer, or social media advertisement for the movie. Use the graphic organizer below to help you think about *Fly Girl* the movie and plan its promo. (The word *promo* is short for *promotional*. *Promo* is often used to refer to an advertisement that promotes something, such as a new movie or television show.)

Super short summary

In one or two sentences, explain what the movie *Fly Girl* is about. (Think of the tiny blurbs that you see when you click on a Netflix movie.)

Setting

What should the audience know about when and where the movie takes place? How will you show this to the audience in your poster, trailer, or ad?

Characters

Which characters should appear in your promo? List them, and explain how they will be portrayed.

Quotes and images that stuck with you

Is there any dialogue or imagery from *Fly Girl* the play that you want to include in *Fly Girl* the movie and its promo?

Big ideas

What are the big ideas, or themes, of the story that you want to let people know about through the promo?

Other important details

List any other details that you think would entice people to go see *Fly Girl* the movie.

The Concept

It's time to brainstorm ideas for your promo. Sketch your poster, storyboard your trailer, or mock up your social media ad in the box below.

POSTER

What image(s) will you include?
What colors and fonts will you use? Will your poster ask a question? Make a statement that draws people in?

TRAILER

What mood will your trailer have? Will it have action? Drama? Both? What scenes will you focus on? Will you do a voice-over? What music and props do you need?

SOCIAL MEDIA AD

Will you use a photo? A film clip? A GIF? What will your caption be? (Keep your platform's character limit in mind.) What hashtags will you use?