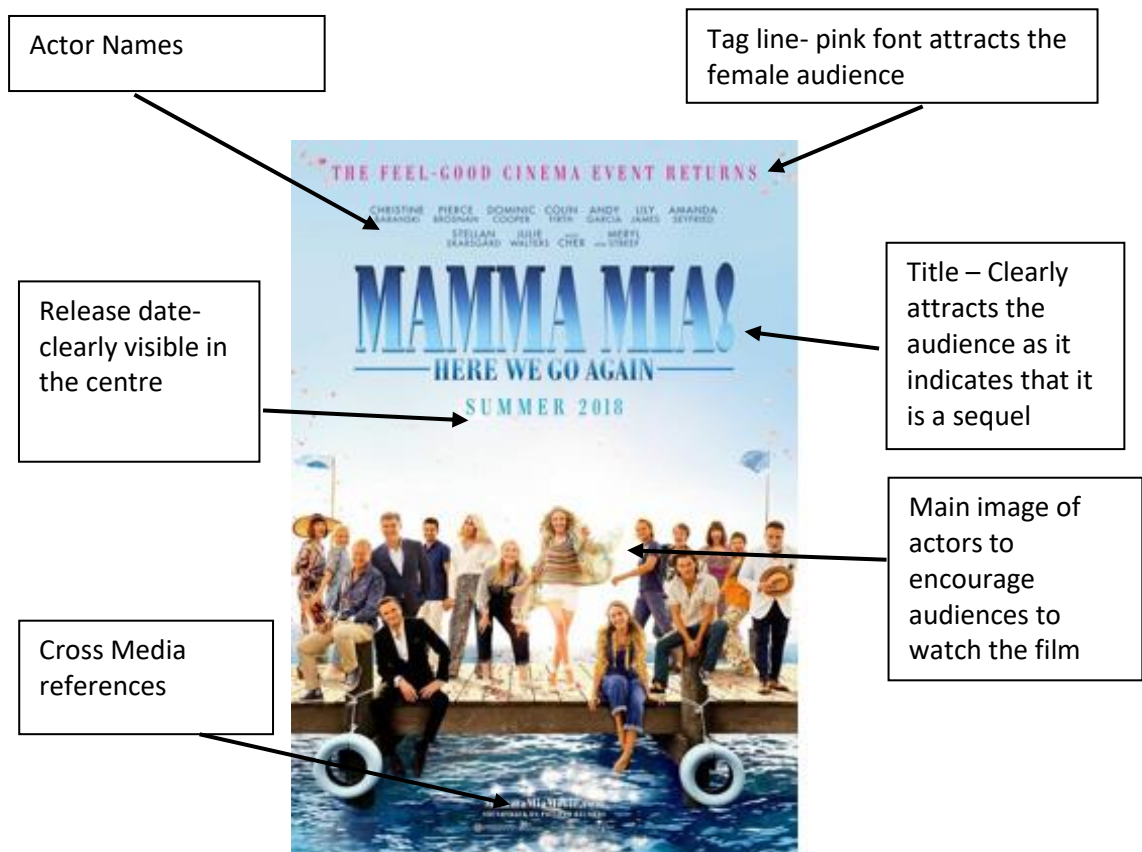


# Cross Media Advertising Analysis: Mamma Mia! Here We Go Again

This essay will look at the advertising techniques used in order to persuade audiences to go and watch the film. I will be analysing the poster, the website and the trailer and how they use cross media advertising in order to establish a media campaign for the film.

## The Poster



There are a number of persuasive techniques used to help to enhance the popularity of the film. One technique that is used effectively is the band wagon appeal. This is achieved by the title and the tagline. The title states Mamma Mia “here we go again.” This use of pun allows the film makers to jump on the success of the first Mamma Mia film and allows the audience to anticipate the events of the film and the emotions that go with it. This also links to the tagline “the feel-good cinema event returns.” Audiences will instantly remember the film from a previous summer and their emotions from watching it. In addition the title uses a play

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on words as the audience immediately associates the title with the well-known song used in the first film. Therefore allowing to recall their emotions about the “feel good” film that now has a sequel.

Another persuasive technique used effectively is the celebrity appeal. As famous actors such as Meryl Streep and Pierce Brosnan are used on the poster, which would help this film to appeal to the older audience, particularly women aged fifty as people of this age group may use these actors and actresses as a form of identification as they may be able to relate to them. Amanda Seyfried is considered a type cast of the romantic comedy genre which would appeal to a younger female audience aged twenty to thirty making this a family friendly film. The use of the celebrity appeal is also effective when trying to increase the popularity of a film as if audience members are already familiar with the actor/actress being shown in the film and already have a positive view of the work that they have previously been a part of then they are more inclined to want to watch the film that is being advertised to them as they would be more familiar with the style.

In terms of ethos, the use of these well-established famous actors and actresses increases the popularity of this film, making it more appealing to the audience which will elevate its status higher. This gives the impression that the film will not only be a high budget production but also contain a high level of acting skills making it an overall more entertaining and enjoyable film. In terms of pathos, from the poster Mamma Mia 2 is presented as a ‘feel-good’ film. The poster gives the impression of a relaxed, easy watch which would indicate that the narrative may not be considered complex and hard to follow. The cast appear to be happy, carefree and on vacation. This would cause the audience to feel at ease and mirror the emotions of the characters, also they are looking directly into the camera almost enticing the viewer to feel as though they are being invited onto the vacation.

Mamma Mia 2 would appeal to women aged between mid-20s to 60 it is evident as the majority of the soundtrack is Abba tracks which are played or sung by the characters, usually the film slips in and out of the 70s and present day which compliments the music nicely. The poster has cleverly displayed all the characters as the main focus giving the impression that all ages come together in the film and to watch it. In terms of social class the movie usually appeals to in the people in the B to D class bracket as it is being advertised as a blockbuster movie which would not appeal to A class bracket people as their hobbies are more likely to be more exclusive such as going to the theatre, however the characters on the poster majority are dressed casual and relaxed giving the impression that the movie is not difficult to follow. Some characters are dressed in formal wear which nicely pulls two classes together. In terms of psychographics this movie is presented as an all singing and dancing romantic comedy meaning it would appeal to people who have an interest in the musical and romance genre typically an interest in Abba music. The movie would appeal to a mass market as it is portrayed as a “family feel-good” movie but also can relate to a couples or girly nights out meaning the movie reaches a huge range of audiences, successfully covering a mass market.

**Content:** The main colour palette used in the poster is blue. This is effective as blue has connotations of being on vacation “blue skies and sea” which is a direct link to the narrative to the film as it is set on a small island in Greece. In this case blue could also

be a reflection of not only the relaxed feel-good emotions that the characters would feel in the movie whilst being on vacation but also mirror the emotions of the audience while watching the film. The order of information begins with the tagline “the feel-good cinema event returns” the use of the tagline entices the viewer starting with the phrase “feel-good” which implies that the movie will enhance the viewers’ mood for the better causing joy and happiness, everyone would want to experience the movie as it appears to have positive connotations. The colouring of the tagline is pink which reinforces the idea that the narrative of the movie mainly appeals to a female audience. Below the tagline there is a list of lead cast who are well-known and established actors and actresses which would increase the popularity and status of the film. The title is of a much larger and darker font making it stand out from the rest of the information therefore would be easily readable of the audience. The title also makes a direct intertextual reference to the popular Abba song but also cleverly makes the audience aware that this movie is a sequel with finally giving vital information of its release.

**Branding:** Famous actors and actresses have been cast in the movie branding it as a high budget, professional film which would directly link to the success and entertainment value of the movie. Another way in which the poster uses branding is making direct reference to Abba in the main title Mamma Mia and the second line “here we go again” - this helps brand it as a sequel. The font on the poster is written in large, easily readable lettering with an exclamation mark to make it stand out, the fact that this style is consistent throughout the platforms makes it familiar to the audience and original to the Mamma Mia movie.

**Image:** The main image shown on the poster is a group portrait style photo of the cast. The use of this shot links to the genre of the film as it brings to mind an ensemble, which is commonly used in musicals. The camera is positioned directly in front of the cast with them looking straight into the camera demonstrating direct address to the audience, giving the impression that they are being invited to experience the vacation with the characters. This coupled with the colours used and the bright but warm lighting seeming like the sun is shining makes the background location seem picturesque to the viewer. This supports the idea that that this film could be consumed for escapism purposes as they are being taken out of their own reality and on a journey with the characters. In terms of mise-en-scene the costumes that the characters are wearing appear to show a difference between personality and class in the characters, as a view we would assume that the characters wearing formal wear are of a higher class or have a more serious/uptight personality compared to those wearing casual clothing. The characters’ body language and facial expressions create a relaxed and care free tone as they all appear to be smiling and having a good time. This could be a reflection of how the audience expect to feel after watching the movie, this reinforces that idea that the movie is easy watching, with a simple narrative structure and a happy ending.

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**Slogan:** The slogan describes the movie as a “feel-good event”. This would imply that it’s not just a movie that it’s an event allowing the audience to play an active role and get involved feeling part of the movie almost becoming one of the characters and being unable to resist the temptation to participate.

**The Trailer:**



The trailer uses many persuasive techniques in order to entice an audience. It uses captions, on-going characters and celebrities in order to tell the outline of the story and persuade. For example, the first caption is to invite the audience to “join the party,” this encourages the audience to play an active role and appeals to the audience’s emotions as it portrays watching the film as a feel good experience. This links to the pathos definition of persuasive technique as it appeals to some of the audience’s emotions, such as: feel good factor, joy, happiness, love and heart-ache and humour.

Use of celebrities is an obvious persuasive technique for example famous actors such as Cher and Meryl Streep attract a specific target audience of women aged fifty and over, allowing this target audience to identify with the characters and experience of that generation, creating nostalgia. Pierce Brosnan acts as a mature heartthrob to that target market, radiating sex appeal and charisma. This links to the ethos definition of persuasive technique as it creates an overall portrayal of ethics and values of the characters such as the importance of family and new beginnings, stigma attached to single mother’s and friendships all of which are issues that the target audience may be able to identify with.

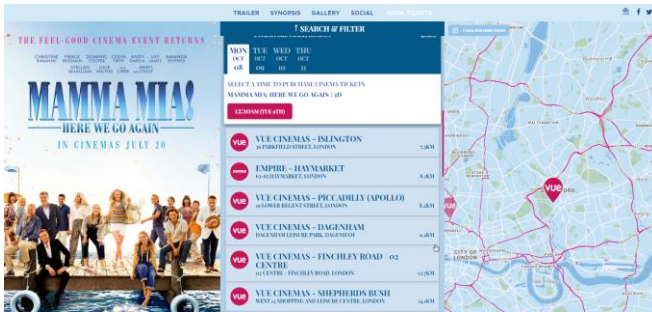
**Branding:** The trailer opens with the famous track from Abba, Mamma Mia, which is immediately associated with the film as a whole. This song in particular is well known by a large number of people worldwide and has now become a staple for the branding of the film. The font used for the Mamma Mia title is blue umbra to mirror the vacation theme that is consistent throughout the Mamma Mia sequel. The font is written in large, easily readable lettering with an exclamation mark to make it stand out, the fact that this style is consistent throughout the platforms makes it familiar to the audience and original to the Mamma Mia movie. Famous actors and actresses have been cast in the movie branding it as a high budget, professional film which would directly link to the success and entertainment value of the movie.

**Content:** The costumes are bright, fun and alive linking it to the musical genre. The fact that there is not much change in the costume when the trailers moves back in time gives the impression that the island is stuck and not moved on from the 70s, giving it a nostalgic feel. All the cast are casually dressed giving the audience a sense that the film is relaxed. Throughout the trailer the cast are happy, excited and ready to celebrate, it is evident the way they are looking and interacting with each other that they are feeling love and admiration. From the trailer the narrative is based on the main protagonist celebrating life, love, family and friendships with a twist of wanting adventure and discovering her past as well as preparing for new beings. The narrative also focuses on the importance of family life and relationships, which is most apparent at the beginning of the trailer where the main character is talking about feeling close to her family, particularly her mum at the end of the trailer when the grandmother states that she is ready to step up to her role. These are vital moments in the narrative as they take the audience on a journey with the different characters and their relationships, possibly causing the audience to be able to relate and identify with the protagonist. The non-diegetic soundtrack of famous ABBA songs playing throughout the trailer adds to the lively and upbeat tone and reminds the audience that the film is based around ABBA music. This helps to entice the audience further by recreating the nostalgic seventies music. In particular giving extra meaning for the older members of the audience as it may take them back to the time of their youth. The soundtrack helps the audience to make a direct reference to the first part of the Mamma Mia sequel as some of the songs used in this trailer were also used in the first film, creating a sense of familiarity for the audience.

**Camera:** At the start of the trailer a high angle shot is used when the main character is talking about being close to her mum. The use of this shot makes her appear vulnerable and childlike. The fact that in this shot she is holding her belly makes the audience aware that she is expecting a baby, making a direct link to the theme of new beginnings as this is demonstrating a new chapter in the protagonist's life. The vulnerability created through this shot implies to the audience that the character may be feeling nervous or unsure about the experience that she is about to be faced with.

**Editing:** The editing is fast paced, which again compliments the lively upbeat tone that is being created for the audience. Fades are also used to demonstrate the relationships between the different characters and give the trailer an overall feel of love and romance. Another editing technique that is used is flashbacks and flash-forwards to show a passing of time and allow the audience to become fully involved with the narrative and the characters as they are positioned in the shoes of the characters and are experiencing their life events with them. A shot reverse shot was also used between the woman and her partner when she reveals that she is pregnant. This shot is used to again show the relationship between these two characters and demonstrate that they are about to take on the new chapter of parenthood together, linking to the recurring value of family life. This gives the impression that this film will follow the typical boy meets girl narrative that is commonly used in films of this genre.

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**The Website:** On the official website the first thing we see is the poster for the film a few seconds after the trailer automatically begins to play. The audience can view all platforms of promotion in one place making it a convenient and effective cross media

marketing method. The content and layout is simple, positioned at the top of the page the audience have the option to choose: trailer, synopsis, social and ticket booking. This allows the audience to play an active role and use the website in an interactive manner by clicking and viewing their preferred choice. The gallery section shown on the website provides the audience with a visual representation from the film this gives them insight on who and what they can expect to see in the film, making it more likely that they will book tickets. The social interaction section gives the audience the opportunity to go directly to the film Twitter page where the stars have tweeted and stills from the film are posted. This entices the audience as it allows them to feel they have direct contact with the lead characters making them want to see the movie. There is also again a link to book tickets conveniently with one click.

Over all cross media marketing is effective as all three platforms work collaboratively to advertise the film in order to achieve consistencies in term of their branding. The platforms are tailored to the target audience of the film which again allows them to either choose to explore all of the platforms or choose one as they all have reference to each other.