

# Marketing & Social Media

## MARKETING MOVIES

**"How Movies are Marketed: A Method to Their Madness"** (<https://ids.uni.edu/lightscameramarketing/2016/02/05/a-method-to-their-madness-how-movies-are-marketed/>)

### Cross-Promotion & Product Placement

**"Film marketers ramping up cross-promotions"** (<https://www.hollywoodreporter.com/news/film-marketers-ramping-cross-promotions-23293>)

**Wayne's World clip: Product Placement Satire** (<https://www.youtube.com/watch?v=8lgLYGBbDNs>)



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## SOCIAL MEDIA

**Reaction videos** are videos in which people react to events. In particular, videos showing the emotional reactions of people viewing television series episodes or film trailers are numerous and popular on video hosting services such as YouTube. The depicted persons may or may not be aware that they are being recorded. In some cases, the video to which people react is shown within the reaction video, allowing the reaction video's viewers to see what is being reacted to.

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**React (media franchise)** ([https://en.wikipedia.org/wiki/React\\_\(media\\_franchise\)](https://en.wikipedia.org/wiki/React_(media_franchise)))

...and SPOILERS!!!:

**Game of Thrones: "Red Wedding" Reaction** (<https://www.youtube.com/watch?v=EMrZkw93IGc>)



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