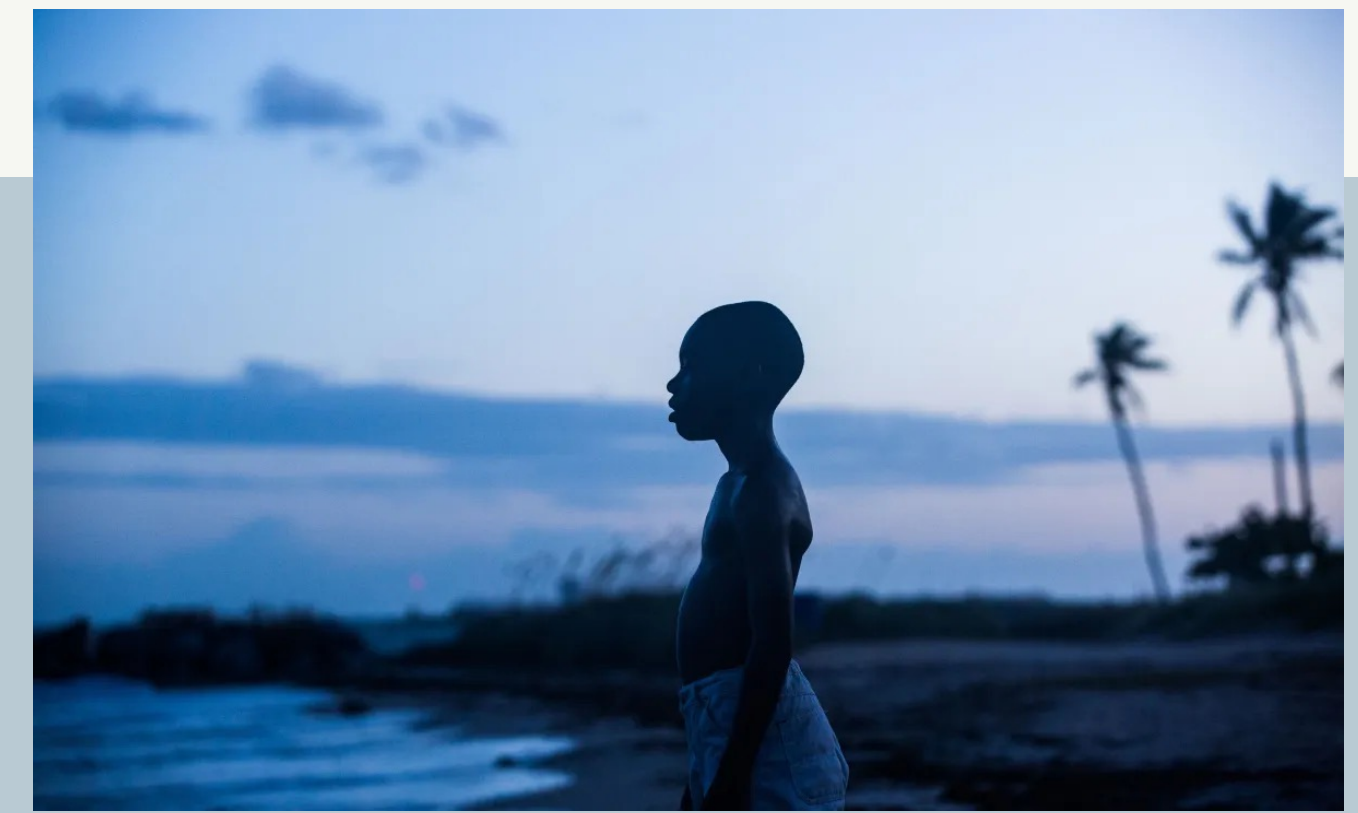




A24

Aldon Cranford- December 3, 2024

What is A24?



A24 is a film production company that produces, creates, and procures independent cinema. They specialize in movies that are focused on the visions of creatives, not corporations. Originally only producing movies that did not make waves in the box office, A24 has recently found financial success as well as amassing a cult following of film fans.

\$3.5 billion

According to Forbes, A24 was valued at 3.5 billion dollars as of June 2024. This comes after enormous financial success found in films such as 7-time Oscar-winner *Everything Everywhere All at Once* and the 122.6 million dollar *Civil War*.

Current Target Audience

The “A24 Fan”

- The current target audience of A24 films are often thought of as “cinephiles.”
- Film aficionados who would be interested in a director’s passion film, movies with weird and unique perspectives, and independent cinema are main targets of A24.
- There has become a “cult following” of A24 fans who will watch a film solely because of the A24 label.
- A24 has made a name for itself with extremely popular horror projects such as the *X* trilogy or *Midsommar*.
- Up until recently, A24 films were not very mainstream. However the popularity of A24 projects such as *Euphoria* and *Pearl* have led to more mainstream success.

Pictured below is a group of avid horror fans in line to see one of A24’s most recent horror flicks, *Talk to Me*.



The Current Advertising Situation

A24 is known for its bold and creative films, which lends to a unique aesthetic. The company continues to excel in leveraging their unique Indie aesthetic to promote their films and television. This being said, the company's advertising situation isn't without challenges. Some positives include A24's marketing being consistently emphatic on its brand identity; A24 has become a distinct brand and the company excels at connecting with younger, media-savvy audiences who value artistic storytelling and putting creatives first. A24 also knows how to effectively use social media platforms such as Instagram and TikTok to engage younger fans sometimes making their films feel like cultural events. While these campaigns resonate strongly with the dedicated fan base and younger people, A24's marketing sometimes struggles to reach broader mainstream audiences. They do not have the money to reach as many people as other companies such as Disney or Universal. This can limit the box office of their films and can financially damage them. The brand can also end up over relying on their independent aesthetic, making them feel too niche for mainstream audiences. Finally, A24 often looks over large scale, traditional marketing, such as TV spots which can negate the amount of viewers they are able to obtain.



A billboard for A24's X.

A New Target Audience

A24 has the potential to reach a new target audience- this target audience being the main stream audience who goes and sees large blockbuster such as Ridley Scott's *Gladiator II* or Marvel's *Deadpool and Wolverine*. The way that the company can reach these broader audiences is by creating financially successful blockbusters that still lend a unique voice to creatives, as well as offering fresh and original stories and perspectives. The company has proven that they can do this with hits such as *Everything Everywhere All at Once* and *Civil War*. For this reason, it is important that the company redefines what can be a blockbuster. A24 should attempt to appeal to mainstream audiences by allowing independent filmmakers to make potential blockbuster movies.



A New Strategy

Streaming Independently.

A24 is a profitable film venture that aims to reach many different audiences and markets. For this reason, an A24 streaming service would appeal to those that want to watch independent films and films that were hits “back in the day” instead of the same old, rehashed franchise reboots. Because A24 puts the creatives and the audiences first, it creates a candid and engaging relationship between consumer and supplier. For this reason, A24 should create an independent streaming service which offers the ability to stream A24 films and other projects from independent film studios. “Cinephiles,” people who love film, will be able to watch independent films whenever they want and be single-handedly helping support independent filmmakers. The brand image of A24 is one of both artisan support and “punk vibes.” By supporting A24’s streaming service, you are funding a company that puts creators above themselves- you are supporting artisan creators. You are also being “punk” by “sticking it to the man,” i.e; supporting a company other than Disney or Warner Bros. Everyone watches television or film as a hobby or way to relax after a long day. By supporting A24 you are supporting independent thinkers instead of large corporations, and free-spirited artists instead of filmmakers who only make film for the dollar. For these reasons, an A24 streaming service seems a viable option to help support the brand awareness of the studio as well as to gain profit for the studio.



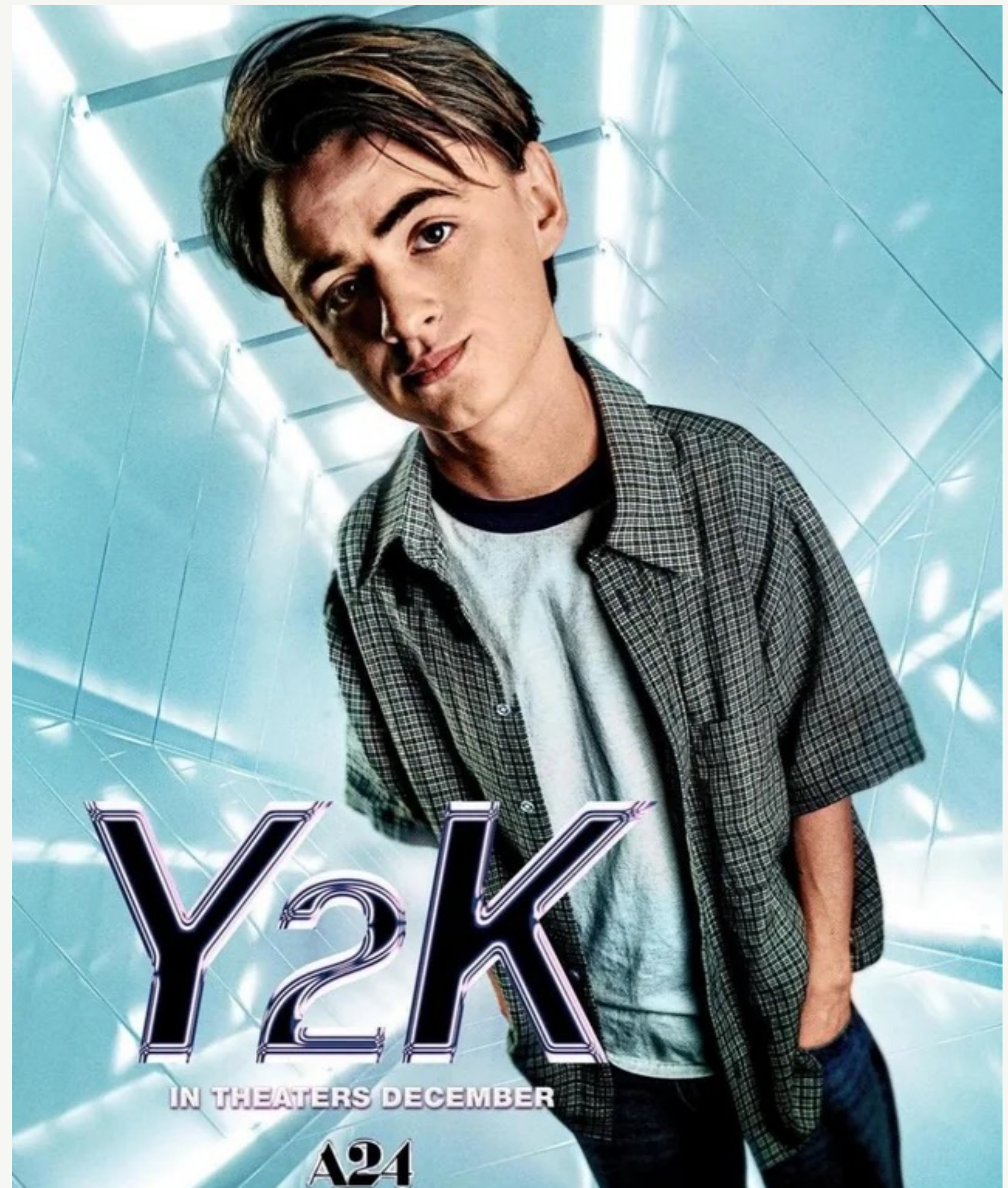
Digital/Online



- One way that A24 can make a marketing impact online is by interacting on social media with fans in an endearing way. Wendy's has had major success doing this in a humorous way, and if A24 were to do it successfully, could have a major impact.
- Another way that A24 could have online success in advertising is by creating gimmick tie-in websites for their films. For instance, with the movie *Everything Everywhere All At Once*, a good tie in website would have been to create a sci-fi-esque website which would glitch and send you to "alternate" websites just like the movie.

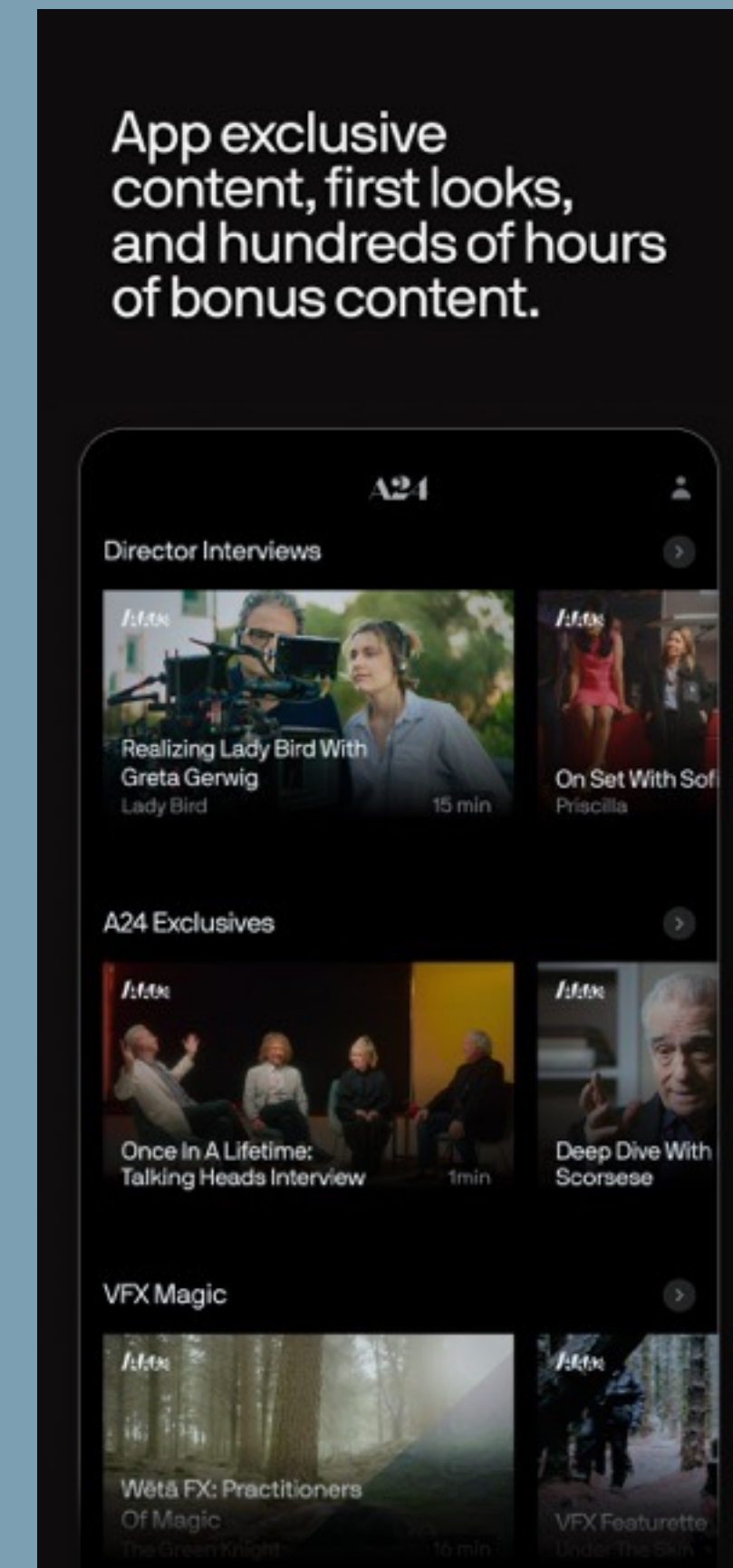
Experiential

- Some experiential advertising tactics that A24 could utilize could be to allow for giveaways to interactive experiences. For example, there could be giveaways to get a ticket to the premiere of a film, which would allow for the winner to meet the cast and crew of said film.
- Another experiential advertising tactic that the studio could use could be to design a time capsule website. For instance, the *Y2K* film that the studio just released could be advertised by a website designated to the Y2K hoax.
- Nostalgia can be used very successfully to market, especially by a studio such as A24. Here is an example of a time capsule website that could be used by A24; this one is a cheesy 90s website meant to harken back to 1990s blog sites: <https://a24project.neocities.org/>



Mobile

- An A24 mobile app dedicated to A24 films would be a great marketing tactic which could work for fans who are already dedicated.
- It would also be beneficial to have a mobile streaming app dedicated to the proposed A24 streaming service. This would allow for on-the-go streaming just like Netflix or Disney+.
- Another exciting idea would be to bring back mobile tie-in games which directly tied in with their respective A24 films. This could bring in viewers who had found out about the movie through a fun mobile game.



Out of Home

Billboards are a pricey piece of marketing, but they have proven to be wildly successful. A24 should advertise their films on huge billboards in very busy areas which would allow for thousands of people to see their advertisements everyday. On the right is a *Dune Part Two* advertisement spotted in Times Square which sees 330,000 people daily.



Audio



- Dramatized audio advertisements can be used by A24 to appeal to those who use freemium music streaming apps such as Spotify or Pandora.
- Another way in which audio can be utilized is by radio advertisements on FM stations. Many older moviegoers listen to the radio and hear about movies that excite them on their favorite radio station.

Video

A24 should market their films using TV spots during sports games, primetime television and more. Sure, they advertise on YouTube, but there is a lack of advertisement on television. TV, especially sporting events, allows for thousands of people to see the advertisement while seated around with their family, as well as unable to skip the ad.



Print

Not dead, just niche.



Print is still a medium in which advertising can be successfully utilized. For instance, A24 can advertise in magazines which appeal to movie goers such as *Entertainment Weekly*.

However, they can also still appeal to older generations who are still reading magazines.

The people who read *Time* magazine or *National Geographic* can easily be targeted for movies which may appeal to that older demographic. After all, print is not dead, just niche.

Collateral Advertising

A24 could utilize collateral advertising in a very beneficial manner. One way they could do this is by printing “freebie” movie posters and giving away free merch to those who go and see any of their films on opening weekend. The merch could be as simple as a bracelet or it could be a hat. All in all, a gift could heavily influence people to want to go see an A24 film in theaters.



Giveaways are still very successful forms of advertising. It would be beneficial for A24 to do giveaways for experiences related to their films. For example, an ocean cruise could be the grand prize of a giveaway for an A24 film related to the ocean.





Conclusion

In conclusion, A24 is a young and promising film studio with lots of new and exciting films. A new and exclusive streaming service could further vitalize the company as well as allow for easy access to their films to fans and non-fans alike. There are many different ways which the company could go about advertising, but nostalgia and an emphasis on creative freedom and fresh ideas are the best ways to go. All in all A24 has so much to offer, therefore a plethora of ways to advertise. The best way to put it is that A24 offers freedom to watch what you want and freedom to the filmmakers who handcraft each of these movies.