

## TRAILER BEAT SHEET

Trailer Roadmap

### 1. OPENING

- The first few seconds of a trailer is a great opportunity to introduce the TONE of the film - what kind of film/trailer are we about to see?
- Make sure to use some of your strongest shots, that represent that tone.
- Audio: what kind of sound can you use to support the above? You can use a specific set of music, sound effects, or even one line of dialogue that “teases” the story

### 2. ACT I: SET-UP

- Introduce the main characters, and the world they live in, in this section, it is important to establish a form of normality. The set up represents the status quo or the normal world.
- In this section, it is important to practical logistics. What year does the story take place, where in the world? Think about the social status of the characters, and from there - hint at what kind of characters they are to support the ‘who’ it is about. What do they want in life? What are their internal and external wishes? You don’t need to answer these questions in full, trailers are all about creating strong ‘hints,’ so the audience can draw their own conclusions.
- During this section, it is also important to firmly convey what kind of Genre we’re looking at (Drama, Thriller, Romance, etc).

### 3. ACT II: UPSIDE DOWN

- Something happens, that turns the normal world upside down. An external force

attacks the main character(s) or calls them to action through an invitation. This attack/invitation will expose the vulnerability of the main character(s) - and thereby reveal what they need to face and overcome.

#### **4. CHALLENGE**

- What challenges do the main characters have to face, and overcome, in order to achieve their internal and external needs.

#### **5. ACTION OBSTACLE**

- The characters figure out what ACTION they need to do to take on the attack/invitation - as soon as they do, we introduce another OBSTACLE.

#### **6. ACT III: COLLISION**

- In this section, we promise a collision, the normal world, meets the upside-down world, they collide, and we hide what the resolution will be, but it's going to be exciting!
- During this section, it is common to insert a montage of the main characters taking on the impossible without giving anything away.

#### **7. END TEASER**

- This part is optional, you can take a section of a scene or a dialogue from the middle of the film, and put it here. If you can mirror the opening of the trailer, that is really good, but most importantly, this section needs to convey 'an interesting character moment.'