

Film Commentary Finding Forrester

Watching this movie as many times as I have, it seems like an easy movie to relate to market. Having not watch this movie in quite a while, sitting down to watch again I was looking for smaller aspects that I may not have noticed. In the movie, there was a quote that stuck with me as it pertained to marketing. When Forrester first meets Jamal he asked Jamal how was he, and Jamal simply replied sixteen. Forrester then said "Sixteen? And you're black. It's remarkable." This was something I always remembered in the movie, but never looked at it from the marketing aspect.

Forrester's full name is William Forrester (Sean Connery). The famous author of an acclaimed, Pulitzer Prize-winning novel with the same pull on readers as *The Catcher in the Rye*, he never leaves his dark, rambling apartment in the Bronx. Instead, the recluse examines the neighborhood through binoculars. (His nickname among the local kids is "Window.")

Forrester keeps a particular eye on Jamal Wallace (Rob Brown), a neighborhood kid who displays special talent on the basketball court across the street. But Jamal hides other gifts: He's a budding writer who never travels without a selection of small notebooks at the ready in his backpack, and when school tests reveal that his aptitude is off the charts, he's recruited by an elite Manhattan prep school.

The movie, even though it centered on a young man who was an excellent basketball player, was not sports-dominant focus. Instead it would probably be more classified as domain-focused. While it showed how highly touted of a basketball player he was there was more of a focus on how Jamal was growing as a scholar.

Target markets that this appeals too, was all revealed in the previously mentioned quote.

This brings in the market segmentation and which would apply. The obvious demographic segment could be targeted on race, income, and age. The income which can also tie into the geographic focus, but I would want to focus on the younger less privileged age group and gender. The age that I would focus on would be ages 16-24. The race would be African American males. Geographic's could be the focus of urban areas. Psychographics would pertain to athletes that have interest in basketball as well as students who are well versed in English literature. The brother of Jamal is also a well-known celebrity rapper. So he could also be considered a celebrity endorsement as well. Busta Rhymes is looked up to in the urban communities.

Also in the movie William and Jamal get to hang out on the ground-level of the late Yankee Stadium. In this scene, you can see all of the sponsorships that were associated with Yankee stadium. In particular on the left field wall you can see Kodak, at that time, had a sponsorship with the Yankees. As they are walking in the tunnel there is a Budweiser as well.

Target markets usually represent a specific segment of consumers which markets direct their efforts. While I am sure someone could find controversy, I think this would be an example of the positive effects of marketing. This movie could show people of these urban areas the other route to college other than sports. I myself being of the target market of this movie (African-American male, and of an urban background), I can understand why a movie like this needs to be made. In some urban areas, a young man that shows intelligence is sometime looked down upon by their peers. There is a target market of smart young men in urban areas that can understand this movie and have a piece of Jamal in them as well.