

## SAMPLE TAGLINE EXPLORATIONS

### **THE GRADUATE (international special edition)**

*(These taglines were written to accompany the iconic key art that features Mrs. Robinson's leg as she takes off her pantyhose in front of Benjamin.)*

1. Benjamin Braddock had everything...except for a clue.
2. Benjamin didn't learn about this in college.
3. If you think you're being seduced...you are.
4. Benjamin is confused. Mrs. Robinson isn't helping.
5. Falling for an older woman is the ultimate education.
6. The landmark film that seduced a generation...or two.
7. You don't have to be an adult to be an adulterer.
8. Beware of desperate housewives.
9. Never trust anyone over 30.
10. Benjamin was lost. Mrs. Robinson found him.
11. Clearly, Benjamin has a little more to learn.
12. It's no wonder Benjamin has no time to figure out his future.
13. Benjamin's future may be pointed in the wrong direction.
14. Only Mrs. Robinson can give him a real education.
15. Benjamin's post-graduate studies have just begun.

### **THE DUST FACTORY**

*(In this teen fantasy, a grieving boy falls into a lake and wakes up in a carnival-like dream world. To go home, he must confront his fears.)*

1. Life beckons. Take the leap.
2. Some dreams are so powerful, you can get lost in them.
3. Find the magic. Find your way home.
4. The only thing harder than holding on is letting go.
5. A journey through the heart of imagination.
6. Dust off your dreams.
7. To embrace life, you must let go of fear.
8. Between heaven and earth lies the greatest adventure of all.
9. Life is a carnival. Don't be afraid to ride.
10. Dreams made fresh daily.
11. To find love and adventure, you need only imagine it.
12. We all need to refuel our imagination sometime.

13. Even lost souls need a place to figure things out.
14. Sometimes it takes a little fantasy to find out what's real.
15. A place to dust off your life...and start again

DIARY OF A MAD BLACK WOMAN (stage play DVD re-release)

*(In this gospel comedy, Helen discovers her husband is cheating on her with her best friend, and her nutty grandmother Madea shows up with a gun.)*

1. A mistreated wife. A gun-toting grandma. A shot at revenge!
2. Helen is angry. Her gun-toting grandma is homicidal!
3. Hell hath no fury like a black woman scorned!
4. A test of love. A renewal of faith. A dash of revenge!
5. Faith will get her through her divorce...if revenge won't!
6. Three generations of black women. One shot at revenge!
7. Helen's husband is a liar, but her grandma is a straight-shooter!
8. Betrayal. Heartbreak. Revenge. Reloading!
9. We all go a little mad, but this grandma can go a little *bad!*
10. Revenge has never been so mad!
11. The knee-slapping, gut-busting, gun-toting hit!
12. God says peace be still. Madea says her piece *is* steel!
13. When life wrongs us, only revenge can make it right!
14. Faith is the only cure for this kind of madness.
15. Her husband betrayed her. Only faith can save her.