Poster analysis for Ill Manors

In the poster above, the mise en scene depicts the realism of the film. For instance, the location of the poster is an estate. From this, I can infer that the estate implies someone of a working class background. From the poster it is clear that it is evening because the street lamps and the darkness. This could possibly have an implication of a dark genre or narrative. The dark clouds in the sky could represent that fact that something bad is going to happen.
Typically in film posters the protagonist is in the centre, Ben Drew conforms to this in his poster, however usually the purpose of this is to interpolate the audience with a huge star, however in this film, the protagonist (Riz Ahmed) isn't very well known. The image of the protagonist in this poster represents someone who causes trouble because of the gun in his hand and the clothes that he is wearing. The protagonist is wearing a cap, a hooded jacket and tracksuit bottoms; this costume is a cultural stereotype of young working class men. The gun that the protagonist is holding is wrapped around the logo, from this I can connote that the film involves death and violence.
The audience the film is targeting is prominent in the poster. For example, the protagonist is a troubled young guy, this is easy for teenagers to relate to, the director’s (Plan B or Ben Drew) name is prominent on the poster and is on their twice. This alone would interpolate teenagers because he is well known the music industry. The poster also interpolates its target audience through the reviews. The reviews are from MTV, which would attract teenagers, Q which would attract people who enjoy music and FHM, Shortlist and Men’s health which would appeal to men. Also, the films rating is 18, this would attract people of a younger age want to watch it because they know it is to old for them. By doing this, Plan B is targeting a wide range of audience.
Next the poster includes the funding companies and producers. This includes BBC Films, BFI and the UK Film Council who are funded by the government to produce films which are of value. From this, people will see the film as worth watching. Lastly, on the poster are technological convergences for example, twitter, facebook and their website. This is also a large advertising and interpolating element because it markets the film to a large audience.