

# A review on Marketing Strategies of the Motion Picture Industry

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## 1. Abstract

The motion picture industry has provided a fruitful research domain in marketing and other disciplines. The industry has high economic importance. Although the amount of research in this area is rapidly growing, its impact on the economy has not been as significant as in other industries. In this paper, various techniques and process of marketing in the motion picture industry are studied.

## 2. Introduction

Motion pictures are a key driver of the market for recreation purpose. Secondly, the business has high cultural significance and attracts a lot of attention. Weekend box office statistics are featured in news reports virtually every week. Third, the availability of rich data makes this industry appealing from a research perspective. Fourth, industry practitioners believe heavily on tradition, wisdom, and simple rules of thumb. Fifth, insights from the motion picture industry may help to better understand industries that share certain characteristics as well as to examine the interface between technology and experience goods in the digital age. Movies are interesting because of their experiential nature, which requires cocreation by both producer and consumer to consummate the consumption.

## 3. Literature Review

### 3.1 Motion Picture Industry in India

Indian cinematic movies are a global enterprise. Cinema is immensely popular in india with as many as 1600 films produced in different languages every year. Its films have a following throughout southern asia and across Europe, north America, asia, Africa, china etc. reaching in over 90 countries. Biopics including dangal became transnational blockbusters grossing over 300 million dollars worldwide.

In 2011, over 3.5 billion tickets were sold across India; 900000 more than Hollywood. Millions of Indians watch Indian films across the globe, accounting for some 12% of revenues. Music rights alone account for 4-5% of revenues. The Indian film industry reached gross revenues of US 2.1 billion dollars in 2015, third largest in the world. The hindi language film industry known as Bollywood, the largest sector, representing 43% of box office revenue. The combined revenue of tamil and telgu film industries represent 36%.

The south Indian film industry encompasses 5 film cultures: Tamil, Malayalam, Telgu, Kannada and Tulu. Another prominent film culture is Bengali cinema which is known as Tollywood.

### 3.2 Concept of movie quality and Studio actions

Movie quality: It is the movie's degree of technical and/or creative Excellence. Movies can range from "good" to "bad." Although standards might differ among the producers, consumers, and professional reviewers of movies, various studies have shown that the quality judgments of different groups are similar, though the exact nature of the relationship is not clear.

Studio Actions: The efforts taken by a movie studio to produce, promote, and distribute an appealing product. In recent years, many studies have tested the impact of individual elements of a movie studio's marketing mix and production efforts, such as the movie's advertising and production budget (or "negative costs"), the participation of stars and other high-profile personnel, and the number of screens on which a new movie is released theatrically.

Because both employ the same norms, we use critics' and consumers' perceptions of movie quality as reflective indicators of a higher-order quality construct. The two factors affect movie success differently across both the box office distribution phases and segments. Across distribution phases, studio actions will generate short-term success, but quality is the long-run success driver.

## 4. Techniques

- Trailers are mainstay of film promotion, because they are delivered directly to movie-goers. Marketers have to create a whole experience, the urge to see a film whose value or lack of it is only known after it has been watched.
- Film posters are displayed inside and on the outside of movie theatres, on the street or in shops.
- Standees, the more bookings a theatre makes in advance for a given film, the more likely it is to place standees in its lobby because of self interest to spur consumer interest.
- Movie distributors spend a huge sum of money to buy paid advertising (30-second TV commercials, magazine, newspaper, ads.etc.).
- Film marketing on television was 285 crore in 2018. Out of 285 crore, hindi cinema alone contributed the biggest chunk at 79% followed by English films at 18%.

- Product placement are paid active or passive insertion of film brand in drama, sitcom shows, talkshows , entertainment programs to give exposure of the film, stars, clips, songs, director etc.
- Print advertisement in newspapers, magazines and inserts in books.
- Merchandising includes paid co-branding or co-advertising of a product with the film. It also includes promotional giveaways like drink cups, toys etc.
- Digital marketing is an interesting alternative to traditional and costly marketing methods. In 2014 article , The Hollywood reporter talked about how social media sites like twitter are playing a significant role in influencing peoples choice at the cinema. Twitter users are more likely to go see a movie because of influential tweets. Producers and actors launch challenges on social media sites (Instagram) to engage audience.

## 5. Process of marketing a film

### 1. Create films marketing plan

- Define your goals with a film marketing strategy
- Prepare your film marketing plan
- Create your schedule and budget.

### 2. Work out who your audience is

- Create a persona of your ideal audience, analyse your interest and how to market to them.

### 3. Prepare your film promotion

- It includes press releases for the media and film festival announcements.
- It helps in showcasing your film positively.

### 4. Research how you are going to reach your target market

- Decide which marketing and promotional means you are going to use.

### 5. Connect with influencers according to the techniques used.

### 6. Launch your film marketing plan.



## 6. Challenges

### 1. Positioning of the film

- English Vinglish was positioned in the minds of the audience as the return of Sridevi in the industry.

### 2. Budgetary constraints

- Approximately 70% of the movies revenue such as theatrical, home video and satellite are impacted by its marketing buzz.

### 3. Complexity of media business

### 4. Mentality of exhibitors and distributors

### 5. Effective media planning

- Choosing the right media medium
- Effective reach without spill out
- Regional considerations

### 6. Film certifications

### 7. Competitive releases

- Deciding the release date
- Movies releasing on the same date

### 8. Brand associations and partnerships

## 7. Future scope

As technology keeps on advancing, it is believed that the future of motion picture industry will bring various new opportunities. According to the study done, it is shown that average internet users browse videos for 19 hours per month.. It means creating a short and simple videos to communicate their message effectively.

At present, no industry is complete without incorporating digital marketing into it. In the fastest growing country like India, the government is progressing towards Digital India Mission and so it is expected that the next decade will completely be a digital era.

Analytics and statistics suggest 40% growth rate for digital marketing while that for other industries it is 5-10%. In the coming year, this rate is going to be multifold.

The Digital Marketing Industry is planning to come up which includes:

1. Higher user engagement
2. More business opportunities
3. Virtual connectivity with the audience
4. More informative ad campaigns
5. Modified content strategy in marketing
6. Automation in marketing
7. More media involvement in business management

## 8. Conclusion

Marketing can play a big role in whether or not a film gets green light. Audience research is a strong factor in determining the ability of a film to sell in theatres which is ultimately how films make their money. As part of a movies marketing strategy, audience research comes into account as producers create promotional materials. These promotional materials consistently change and evolve as a direct consequence of audience research up until the film opens in theatres.

## 9. Bibliography

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