A
Project report
On

Marketing of Films – With Special Reference to Indian Hindi Movies

A Dissertation submitted in partial fulfilment of the requirements for the degree of

Master of Commerce – Part 2- Sem 4
(Management)

Conducted through
By

AASHITA TANNA
Roll No. 111

Under the guidance of
Dr. Kavita Kalkoti

Submitted to
Nagindas Khandwala College of Commerce, Arts, Science and Management Studies
(Autonomous)

Affiliated to University of Mumbai
2020-2021

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DECLARATION BY RESEARCH STUDENT

I hereby declare that this dissertation titled "Marketing of Films – With Special Reference to Indian Hindi Movies", submitted by me is based on actual work carried out by me under the guidance and supervision of Dr. Kavita Kalkoti. Any reference to work done by any other person or institution or any material obtained from other sources have been duly cited and referenced. It is further to state that this work is not submitted anywhere else for any examination.

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Declaration by the Guide

This is to certify that the project report "**Marketing of Films – With Special Reference to Indian Hindi Movies**" Submitted by **Aashita Tanna** to **Nagindas Khandwala College**, for the Degree of **M. Com (Business Management)** is a record of work carried out by her under my guidance.

Place: Mumbai
Date:

Signature
Dr. Kavita Kalkoti

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Mumbai

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I take this opportunity to express my profound gratitude and regards to Nagindas Khandwala College of Commerce, Arts and Management Studies and the Faculty member of M.com for giving me an opportunity to prepare a project on 'Marketing of Films – With Special Reference to Indian Hindi Movies'.

I would like to express my sincere gratitude to the principal of our college Dr. (Mrs.) Ancy Jose, Vice principal and Coordinator of M.com. Prof. Mr. Vijay Suchak for granting permission for this project. I would like to extend my sincere gratitude and appreciation to Dr. Kavita Kalkoti who guided me in the study of this project. Her suggestions helped me a lot throughout my project work. Working under her guidance has been a great learning experience.

I would also like to express my appreciation to my friends who helped me in my collection of primary data through a questionnaire survey and to all who helped me in filing the questionnaire, ultimately inspiring me to excel in my research work.

Name: AASHITA TANNA
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DATE

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Marketing of Films - With Special Reference to Indian Hindi Movies

Chapter 1-Introduction

At the point when individuals consider a film, they regularly consider the acting ability, the embellishments, the sound, the story, the music, the videography and the list goes on. Notwithstanding, individuals infrequently consider the showcasing, promoting or advertising endeavors that additionally go into the film. Film interchanges is regularly eclipsed by more impressive parts of film, like acting or creation/production. Acting-performances and film creation are interesting issues in mainstream society and featured during tremendous honor communicates (I.I.F.A, National Awards and so forth) Film advancement, then again, doesn't get this sort of acknowledgment.

Now and again, informing and advancement is something similar across various nations. Notwithstanding, as a general rule, motion pictures should be advanced altogether unique in outside nations. Names should be changed, plots should be featured in an unexpected way, and societies should be taken into regard. These alterations essentially change the manner in which communicators market their movies.

Likewise, after a film has been delivered and cleared its path through theaters, it might advance toward DVD. DVD release are showcased distinctively since the target-customer is a home crowd. Home crowds need unexpected motivators in comparison to theater moviegoers, and along these lines the limited time plan should be changed. Trailers and TV spots used to advance the dramatic film discharge ordinarily can't be utilized the same way for DVD release.

Normal techniques incorporate having entertainers work the TV television show circuit, go to gatherings and celebrations, and direct media interviews. Presently like never before, these techniques are being done customarily and through web-based media.

This exploration fills in as help for the inventive segment of this capstone. The imaginative segment incorporates substantial pieces like a trailer, limited time banners, and TV spots, just as composed hypothetical special, advertising endeavors related to the unmistakable parts. These parts will follow customary and online media works on, utilizing points of exploration as a genuine use of film interchanges hypothesis.

The philosophy utilized for exploring regarding this subject included writing survey wherein four reports (one exposition in video form showcasing, report by Mr. Tarun Tripathi who is the ex-CMO of, Yashraj Films Ltd. and the two FICCI Frames report dated 2003 &2006) were studied and analyzed. This review of literature framed the base of the thesis. Further because of inaccessibility of satisfactory information identified with the promoting costs concerning the spending on customary and eccentric media, I depended on a contextual investigation approach wherein I contemplated the advertising efforts of the accompanying films exhaustively:

- Ghajini
- 3 Idiots
- Dhoom 3
- 2 State
- Dangal

❖ OBJECTIVE

- This survey has been carried out to understand about the importance ofpromotional strategies in film marketing.

- This research is carried out to understand how a movie is marketed anddistributed to theatres, T.V. and other platforms.

- This research is carried out to better understand the making of movie trailer and ow and why are altered to market in different platforms.

- This research is carried out to know the different marketing technique and how & when they shall be used to seize the most out of them for the movie business.

- This research is carried out to know the market condition and preference on movie genres, target age group, dominant gender, largest fan base of superstars etc.

- This research is carried out to how the viewers are driven to the theatres near them by the promotion techniques and other such activities around the release date of movie.

- This research is carried out to know how movies are marketed in the overseas market and how are they shown there.

- This research is carried out to know the standing of Bollywood films in oversea market and some research on case studies is carried out to deeply understand some successful marketing strategies.

❖ Scope

The Indian entertainment world - Bollywood as the Hindi film making hardware is famously known, has been an intriguing case-study – for film fans as well as for the business-world. It has figured out how to change across societies and nations and arrive at pretty much all aspects of the world with next to no formal (assuming any) advertising.

There are many entertainment worlds in India of which the Bombay-based Hindi entertainment world, presently also called 'Bollywood' is the most famous universally.

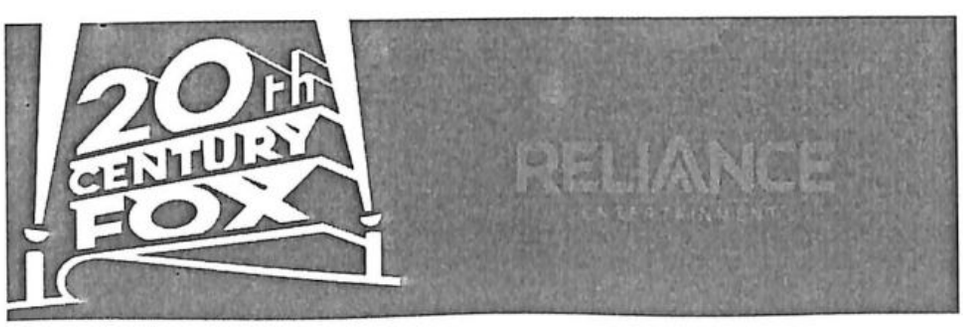
At the point when the entirety of the movies made in the entirety of the dialects – around 20 or somewhere in the vicinity – are counted up, that is the thing that makes India the biggest element film creating country on the planet; Bollywood soul doesn't make 800 - 1000 movies per year, it makes roughly 200 or somewhere in the vicinity a year, which is again a colossal commitment to the last figure.

One reality which is very surprising is the way notwithstanding government-policies, high paces of tax assessment, complete lack of engagement by a large part of the coordinated area, shortage of capital, and an exceptionally decentralized construction, the Hindi entertainment world figured out how to endure and keep on making films that were effective, contacted individuals' hearts, and were seen by a great many individuals from one side of the planet to the other.

The Hindi entertainment world's designs of money and appropriation, locales of influence , association of work , and by and large work culture are very particular from Hollywood. It has been and keeps on being an industry of free - lancers who meet up for a specific film project.

In any case , even with huge organizations like Reliance Big Entertainment and UTV , apparently the free maker and wholesaler are as yet needed to do the genuine work of delivering and disseminating films. The expanding organizations among Hollywood and Hindi movie producers will likewise proceed.

The business is seeing huge inflow of capital through the passage of the corporate-sector into filmmaking.



❖ LIMITATIONS

- The study will be limited to the insured population of Mumbai & Thane only.

- The study will include only 117 respondents; whose opinions needs to be analyzed. Thus it is possible that the study would limit to the sample itself and perhaps not beyond it.

- There can be a majority in the respondents belonging to certain category, and the result being influenced due to their responses in majority.

- There can be uncertainties in the responses by the respondents for they are not always rational about how & particularly which promotion techniques affect them and drives them to the theatre or not.

- More data from males was collected as compared to females.

- Significantly more data of the age group 19-25 has been collected, there movie watching patterns and preference may not be same as other age group and thus can't be proven as data for all age group.

- Most of the respondents to the survey was been answered by the students who do not earn money on their own and thus their pattern on spending for movie would be much different than the earning class

Chapter 2 - Literature Review

As explained before the subject of this study is to comprehend the film industry and evaluate if regular or customary media/strategies have lost their edge over to the unpredictable media/techniques utilized by film advertisers.
The goal of the study is to comprehend and analyze the work done beforehand on a similar subject or any writing which could have any bearing regarding the matter viable. Presently film advertising as an industry is in its early stage in India. Because of which very little of scholarly work has been distributed regarding this matter.
However reports and paper have been made on the topic of film-marketing in general which distantly contacts onto these subjects and numerous others. Following are the literature-reviews of the works that I found applicable to my examination:

1. Sinha Saurabh (2000), Life cycle of a film and role of marketing (Post Graduate dissertation, Mudra Institute of Communications, Ahmedabad, 2000)-

- The dissertation talks for a long time of the customary media and strategies used to convey to the target market the film; along these lines giving an intensive comprehension of the traditional available resources to promote the film. In any case, it doesn't actually address the un-conventional part of film promoting.

2. Tarun Tripathi (2008), The Business of Entertainment-

- The study by Mr. Tarun Tripathi, proficiently investigates the current market development possibilities and furthermore opens up roads for the un-conventional strategies that could be utilized in the Indian Film Industry. The report calls attention to the vital difficulties for a film advertiser as getting through the messiness, dissipated crowds and absence of spending distribution for showcasing purposes and key devices as the film content and star cast.

3. Unraveling the potential: The Indian Entertainment and Media Industry, FICCI Frames, March2006, by Price Waterhouse Coopers (PWC)-

- The report consequently talks in short of the entrance of film media across the financial classes and guarantees of further developed substance quality because of innovative headway that has usurped into the business. There has been no specific notice of the diverse ordinary and offbeat media/techniques utilized for film promoting and subsequently the report is of restricted assistance to my examination.

The report points out the key growth drivers for the Filmed entertainment industry. Quoting from the report;

> *Indians love to watch motion pictures and progressions in innovation are helping the Indian Film industry in every one of the circles film creation, film presentation and promoting. The business is progressively getting more corporatized. A few film creations, circulation and presentation organizations are coming out with public issues. More venues the nation over is getting moved up to multiplexes and drives to set up more computerized film lobbies in the nation are as of now in progress. This won't just work on the nature of prints and consequently make film seeing a more pleasurable encounter, yet additionally decrease theft of prints.*

4. The Indian Motion Picture Industry: A structural and financial perspective, FICCI Frames, 2003, by Rabo India Finance Pvt. Ltd.

- The report doesn't hold quite a bit of relevance concerning the exploration level headed as it examines the financing part of the business. Nonetheless, a piece of it gives experiences for additional exploration which may subjectively add to the examination all in all.

Chapter 3-Research Methodology

Research methodology is a highly critical component that allows a researcher to conduct a systematic study. To conduct this study in a systematic manner certain research methods were employed. Keeping the objectives in mind, relevant quantitative and qualitative data was obtained, later used to draw inferences, through both secondary and primary sources and later compared with the hypothesis.

❖ RESEARCH HYPOTHESIS

From the above data and for carrying out this research a hypothesis is being assumed that- *"Traditional marketing techniques are defunct and newer and more innovative Means are successful to pull in audiences for the opening of a film."*

❖ SECONDARY SOURCES

At initial stages of the research, secondary methods were employed to obtain the necessary qualitative data. Sources such as published books, research papers and internet were actively used to understand the concepts relevant to marketing to children. The main purpose of secondary tools was to capture as much information as possible about the Bollywood techniques of promotions.

❖ PRIMARY SOURCES

Primary techniques were as important in achieving the objectives of this research. They played a major role in collecting first hand data. To conduct primary investigation, a survey was performed which allowed collection of fresh data. Data collection techniques other than the one's mentioned above were beyond the range of this project. This research encompassed a survey which was targeted towards effect of the promotion techniques on the audience. Majorly this survey have been answered by age group of 19-25 and 25-40.

Thus, primary data played a major role in collecting first hand data from which majority of inferences and conclusions were derived.

Chapter 4-Research Design

❖ SAMPLING

Sampling is the process of selecting units from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen.

A. SAMPLE SIZE:

A sample size of 100+ members was ascertained for survey from the defined population.

B. SAMPLING FRAME:

Survey was conducted for people based within the the city of Mumbai and Thane. Cities other than Mumbai Thane were out of the sampling frame.

C. SAMPLING METHOD:

A random sampling technique was used. So, each individual in the sampling frame of interest had an equal likelihood of selection.

D. SELECTION OF SAMPLE:

In this step, the members of interest were selected and the sampling plan was implemented. Members from the defined sampling frame were selected through the random sampling method.

❖ STATISTICAL TOOLS AND TABLES

1. Pie charts
2. Graphs
3. Histogram
4. Area chart



Chapter 5-Introduction to Indian Hindi Movies

It is a believe if you want to know about promotion of anything you need to know about the history of product. This will not only give us lessons from history but also a sense of WHY is cleared here, which certainly is major yet obscure factor for successful promotion.

So here I present you with the some tender information about Bollywood, just to gather your interests and eventually will go deep into roots of promotions of Bollywood Movies.



It shall be made clear that is Bollywood formally known as *Hindi cinema* is the Indian Hindi language film industry, based in the city of Mumbai, Maharashtra, India.

The first Indian film was directed more than 100 years ago. To be precise it wasdirected back in 1913, which is 104 years as of 2017.

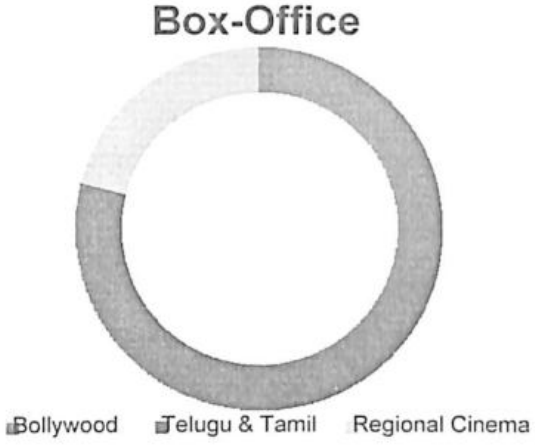
Now the Bollywood industry is booming and its films are known and loved throughout the world.

Many of us believe "Bollywood" name is just a copy of "Hollywood". Well, this Partially true but not entirely.

Etymology- The name 'Bollywood' is a compound gotten from Bombay (the previous name for Mumbai) and Hollywood (in California), the focal point of the American entertainment world. You might be astonished to know, the naming plan for 'Bollywood' was propelled by 'Tollywood', the name that was utilized to allude to the film of West Bengal. It was this "chance relationship of two sets of rhyming syllables, Holl'y and Tolly, that prompted the portmanteau name 'Tollywood' being instituted.

The name 'Tollywood' proceeded to be utilized as an epithet for the Bengali entertainment world by the well known Calcutta - based Junior Statesman youth magazine, building up a point of reference for other entertainment worlds to utilize comparable sounding names, in the long run prompting the begetting of 'Bollywood'.

Although, *Bollywood refers the Hindi film industry only*, this term is often used for the whole Indian film industry, which is technically incorrect. **By revenue**, *Bollywood is the largest film producer in India*, representing around *43%* of the net box office,



while Telugu and Tamil cinema represent 36%, and the rest of the regional cinema constitutes 21% as of 2016.

Bollywood is also one of the largest centers of film production in the world.

Not just that, *Bollywood is one of the biggest film industries in the world in terms of the number of people employed and the number of films produced.*

According to J. Matusitz and P. Payano, in 2016, over 3.5 billion tickets were sold across the globe, which in comparison is 900,000 tickets more than Hollywood.

Since its birth other than inspiring millions of souls across the world, our Bollywood has proudly achieved yet many other milestones. One of the major reasons for its existence is certainly BUSINESS.

Now, talking about business, have you ever wondered which film was the first one to enter into the so called "CRORE CLUBs".

Full list of all the major milestones. It goes without saying that all the below films are some of the biggest blockbusters in the history of Indian Cinema.

Movie	Collection	Year
Kismet	1 crore	1943
Mughal-e-azam	5 crore	1960
Sholay	10 crore	1975
Hum aapke Hain Kaun	50 crore	1994
Gadar Ek Prem Katha	75 crore	2001
Ghajini	100 crore	2008
3 idiots	200 crore	2009
Chennai Express	225 crore	2013
Dhoom 3	275 crore	2013
PK	325 crore	2014
Dangal	388 crore	2016
Bahubali 2: The Conclusion	510 crore	2017

Chapter 6-Introduction to Film marketing

Film marketing is the practice of promotion of movies specifically in the film industry, and usually occurs in coordination with the process of film distribution.

Sometimes called the *press junket or film junket*, film promotion generally includes *press releases, advertising campaigns, merchandising, franchising, media and interviews* with The key people involved with the making of the film, like actors and directors.



Lately Bollywood has started using faces of the famous Music Artist like- Pritam, Arijit, Shankaar-Ehsaan-Loy etc.

As with all business, it is an important part of any release because of the inherent high financial risk; film studios will invest in expensive marketing campaigns to Maximize revenue early in the release cycle.

Marketing budgets tend to equal about half the production budget. Publicity is generally handled by the distributor and exhibitors

Now talking about the distributors, exhibitors both the terms shall be clearly defined just to clear cob webs, if any about it.

Film-Distributor –

A film merchant is liable for the advertising of a film. The appropriation organization is normally not quite the same as the creation organization. Distribution-deals are a significant piece of financing a film. The merchant may set the release-date of a movie and the strategy by which a movie is to be shown or made available for watching; for instance, straightforwardly to the public either theatrically or for home review.

Their role will be further discussed deeper in the report ahead. Under the HOW of movie promotion.

BHANSALI PRODUCTIONS EXCEL ENTERTAINMENT DHARMA PRODUCTIONS

Film Exhibitors –

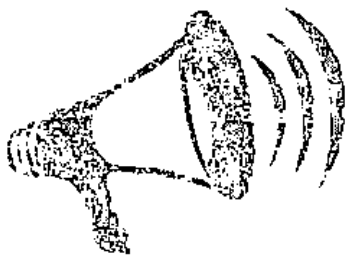
Exhibition is the retail branch of the film industry. It involves not the production or the distribution of motion pictures, but their public screening, usually for paying customers in a site devoted to such screenings, the movie theater, a.k.a Premiere

INOX LIVE THE MOVIE Cinépolis

Chapter 7-Why is promotion needed for films?

We have discussed above about the emergence, evolution and importance of Film.

Now we all shall agree to the belief that Movies are probably the most interesting, enthusiastic, engaging bits of art. Effective movies accomplish greatness through various components, like acting, composing, altering, coordinating, cinematography and music.



Nonetheless, all fruitful film has profited with one normal component: advancement.

Progression causes an exceptional film to show up at its capacity to transform into the best film. Headway makes the group anxious to see the film.

Headway makes the best opening finishes of the week in the film world.

Trailers and pennants are key parts for publicizing a film. These materials consistently join a visual investigate the genuine film, giving their group a thought about what's coming up and in a perfect world inspiration to see the film in theaters.

Notwithstanding, headway doesn't just join trailers and pennants. Perhaps, headway starts fundamentally sooner, from the pre-creation period of a film completely through postproduction and conveyance. As indicated by Steiff (2005), each phase of filmmaking is characterized as follows:

Pre-creation: The stage where plans are made to film, including utilizing cast and film groups, picking regions, building sets, modifying/completing contents, and delivering wide goals.

Creation: The stage where crude segments are recorded and shot during shooting.

After creation: The stage where imaging, sound adjusting/mixing, and upgraded perceptions are added, closed and amended to present the last film.

On the off chance that I needed to cite about the significance of advancement in one line, I would just say-"If there is no drumming about a film, how you hope to crowd to come and heads up."

An impressive part of the Bollywood films have been blockbuster hits considering its Promotional Strategies.

In case movies don't acquire cash, the film studios finally would stop to exist.

Today, typical monetary plans have climbed to more than $100 million. These tremendous costs imperil the money related dissolvability of huge film studios and have provoked 'tent-shaft' films.

Tent-shaft films are significantly successful motion pictures that financially support the entire studio through entertainment world disillusionments. Without tent-shaft films, various studios would stop to exist. In this way, studios do all that they can do ensure a potential tent-shaft film wins true to form.

Headway and flow is a critical piece of this masterminding.

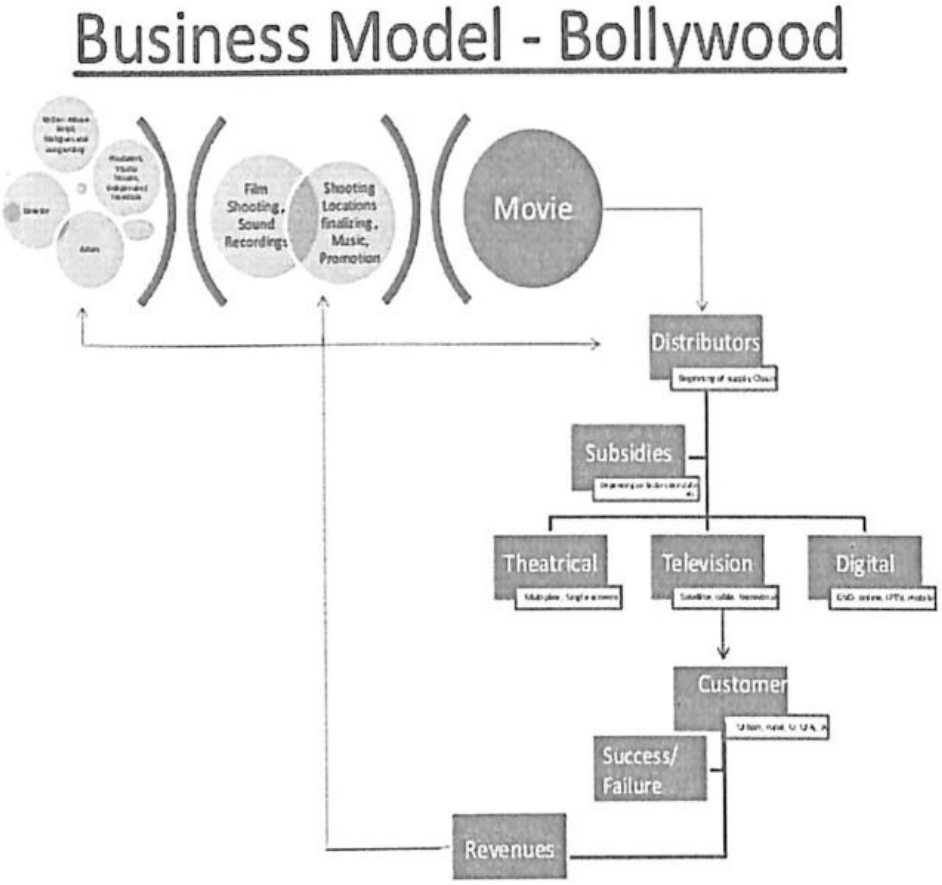
If we analyze about a segment of the new Tent-Poles films for a particular creation house, then, at that point I would say-Raess, Baar Dekho, Fukrey were Tent-Pole films for Excel studios.

Since headway is a huge tremendous theory for film associations, it ought to be managed really. Successful progression requires cautious preparation, orchestrated execution, and assumption for crises or unexpected responses.

Notable is expected to accomplish immeasurably significant periods of film progression, for specific cycles continuing for a serious long time (or even quite a while) already or during a film's conveyance. General uncommon cycles are plotted as to a film's emotional conveyance.

Ordinarily, "contract advancements and item," "arranging study – investigation," and "openness" (both electronic and creation) occur before a film runs full film creation. These cycles require masterminding, time to do, and a period of assessment. While these are basic to consider, the creative application going with this report expects factual reviewing and arranging data gathered by helper investigation and appropriates the data as its own.

Chapter 8-How is movie Distributed/Promoted?



- Here we shall first discuss about how a movie is distributed?
- What happens behind the scenes of movie release?
- How it reaches the Theatre, Television and other digital platform.

First let me just put it down in a simplest form of understanding.

This is just a broad explanation of how the profit & loss is distributed amongst the - *Producers, distributor, sub- distributor and exhibitors.*

Hit or Flop are just another terms for the financial success of a film e.g. **Profit or Loss**. In terms of Indian films to determine the profit or loss is little complicate. There are lots of points to consider before giving a theatrical verdict to a film.

1. Films are made by producers (in financial terms). Sometimes producers themselves are the distributors of the film (Like Yashraj, Dharma Reliance, Eros etc.) Sometimes Producers sell the film to the distributors (Individual Producers like Bonny Kapoor, Vashu Bhagnani etc. prefers this) and secure their profit.
2. In the second case, the film is always a hit for the producers as they have already earned from the film. Still theatrical verdict matters, because it adds credits or discredits to their future projects.
3. Now, the distributors spend a good amount of money on the **marketing and promotion** of the film. Now days, Promotion is one of the key factors to make a film hit or flop. Generally, distributors spend 10-20 Cr. on the promotions. Now the amount distributors paid to the producers and promotion amount, Sum of the both is the new cost of the film.
4. Distributors sell various rights (Like **satellite rights, Music right** etc.) and try to secure as much amount as they can.
5. Distributors sell the film to sub-distributors of various film territories. Presently, territories for distribution of Hindi films are divided into **11** territories and 1 oversees territory.
6. Sub-distributors sell the film to the theater owners. Whatever film earns by selling the tickets is known as Gross income. Whatever theater earns, first they pay **20% Entertainment tax** to government. (Single screens as well as Multiplexes)
7. After paying Entertainment Tax, Theater owners share the earnings with distributors. It depends on the nature of theater. In most of the cases, it is like

25:75 (Single Screen theater owner: Distributor)
(Varies 20:80 or 30:70) and

Multiplex owner: Distributor

Week 1 - 50:50
Week 2 - 60:40
Week 3 - 70:30
Later - same as week 3
(Subject to terms of agreement)

8. Now, whatever amount distributors get is known as Net income. If the Net income(selling of tickets and rights) is more than the cost (Amount paid to the producer + Promotions) film will be declare as hit otherwise film will be a flop.

The difference of the amount between Cost and Net income will define the terms - Flop, Super-flop, Hit, Super-hit, and Blockbuster etc.

Film distribution is a little different in India because it is on a bidding system based on territories.

In Hollywood, for instance, a film is generally sold to a distribution company that is a branch of the same studio that produced it. Or, if a film premieres at a festival, a distributor would find out about it there and offer to buy the rights.

The rights are generally sold for all of America/North America at once, with overseas rights sold separately for separate countries/areas.

This overseas sales are fairly new, Hollywood was kind of stupid about making money overseas and didn't go after them until recently. It is also only recently that Hollywood realized they could sell the distribution rights in advance (especially for overseas territories) and make money even during the production process.

And, as part of that process, Hollywood discovered for the first time that star names and quick genre descriptions are the best way to get distributors to "bet" on a film and pay money without even seeing it. "*An action movie with Matt Damon*", for instance, is a good way to raise money.

India has known all of this for decades. They sell distribution rights based on territories both within and without India. They sell them in advance, during production of the film, in order to raise money. This is also part of the reason the Indian film industry is so extremely star focused, because they know stars can guarantee sales.

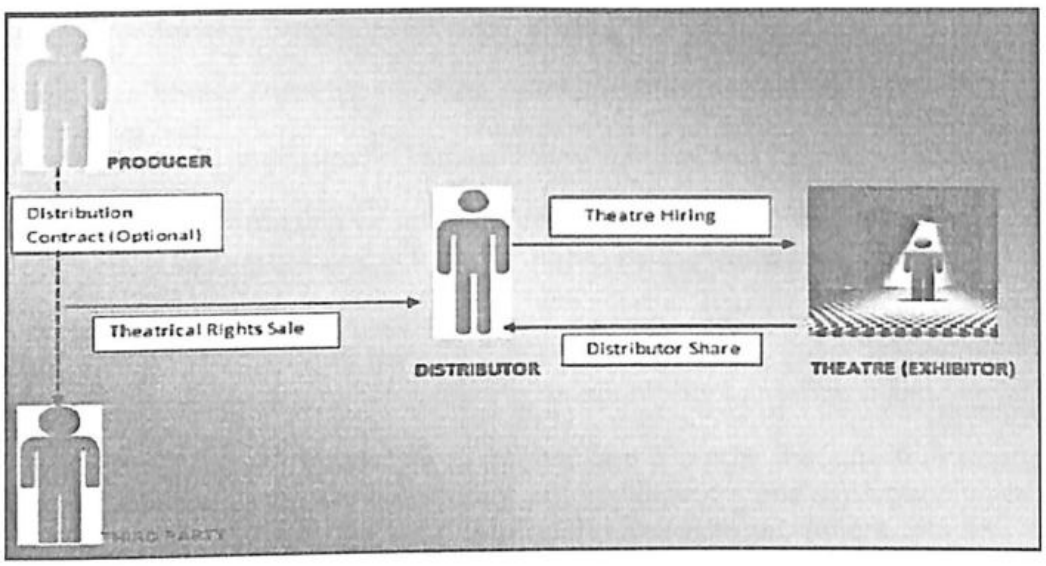
Film Distribution Process in India to theatre:

Movie distribution almost has same process in Bollywood, Hollywood & other industry. Here is detailed explanation about the Film distribution Process & step-by-step guide in Indian Film industry. In order to get the profit & money back, one should distribute their movie & release it to get it from audiences.

Stages of Film Making:

1. Pre-production
2. Production
3. Post-production
4. Distribution & release

These are the four major stages, different element involved in these stages.



Glossary for Box Office Model (Film Distribution)

Maker: A maker is an individual who puts resources into the film. Essentially they are answerable for the actual offices and are additionally given the credit of "created by". Among different makers, they are the conventional makers who put resources into film under "creation house". Makers are answerable for every one of the costs in film like installment for the craftsmen, specialists, other day by day expenses during recording.

Cost of the Film/Budget of the Film: Cost of the film is aggregate of pre-creation, film creation, after creation and promotion costs.

Wholesalers: A film merchant is an individual answerable for promoting a film for example one who circulates the film through the performance centers after creation.

Exhibitors (theater): An individual who own venue is called an Exhibitor. Presentation is the retail part of the entertainment world which includes not the creation or the dissemination of films, yet their screening. This includes for the most part for paying clients in a site gave to such movies, the Movie Theater, multiplexes and so on

Film advancement: The publicizing of film (or) the act of advancement in entertainment world as a team with the cycle of film dissemination is designated "film advancement" or "film promoting".

Cost of Film= [Budget + PA (Promotion & Advertisement) Expenses]

Non-Theatrical Revenues= Satellite Rights + Music Rights + Overseas subsidy etc.

Gross Collections= Total money collected from ticket sales

Net Collections = [Gross collections – Entertainment Tax]

Distributor share: percentage of the collection after the entertainment tax.

Profit / Loss (Distributor) = [Amount at which film was bought – Distributor Share].

Bollywood is an amazing world of entertainment but what exactly goes on to decide the destiny of a film, whether it is loved or hated by the audience.

One major factor that influences a film's success is distributing the film to the right time and on the right platform. In India, the producer is the main distributor of the film but sometimes a foreign party is given the responsibility to market a film.

A film distributor is responsible to market and promote the film. It is through him that a film reaches the audience. Nowadays, actors, directors and even people who are minutely related to the film industry put in blood and sweat to promote a film and they leave no platform untouched.

From Instagram stories to Facebook posts, all actors do the deed to promote their film and leave no stone unturned to find success.

Whether a film should have a single theatre release or a multiplex one, many entities come into play in deciding that. But in India, star power is the main attraction that pulls the audience. However, a distributor and film distribution is an important factor that gives the film a push.

a. If the film collects more money that what the theater owner paid the distributor, the theater owner has a profit. NOTE: The distributor values the film higher than what he purchased from producer - so the distributor already has a profit. The producer sells the film at a value higher than what it costs to produce - so the producer too obtains a profit.

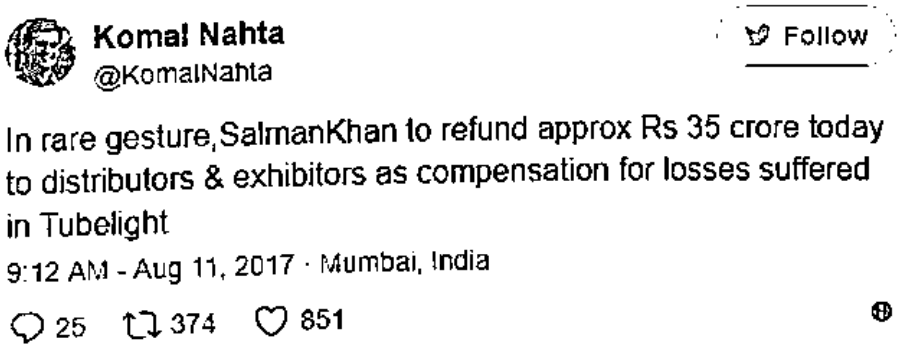
b. If the film fails to collect enough money [or collects less money than what theater owners paid distributor OR what distributor paid producer], there is a loss. This loss is mitigated by different means. In some cases, the theater owner realizes the loss in their company-books; in other cases, the distributor accounts for the loss.



NOTE: In some regions, the cinema-ticket prices are CAPPED by the govt. Thus, the maximum revenue a film may make is reduced. This direct impacts theater-owners, distributors and producers. As a result, there are lots of (small / budget) producers who have been going bankrupt in the recent past.

In rare cases, the distributors approach the producer to seek compensation for the loss they incurred. Like in the Tubelight Salman khan, offered to compensate with loss of distributors.

This is not just to help other and but mainly for future business. If he would not have done this, many distributors would be reluctant to invest in his movies next times. As we know Salman Khan is a brand in itself, there is definitely a lot of money involved when it comes to purchasing his movies distribution rights.



8.2) Film Distribution Process in India in Television Rights.

Have you ever given it a thought why some movies come on television soon after a month or so of release, while some movies come after quarter or maybe even longer?

One of the major factor of determining this period is performance of the movie in the box office.

Studios have recently sold satellite TV rights to different telecasters, permitting watchers to see just-delivered motion pictures which might not have fared well in the cinematic world.

Television rights to Bollywood hotshot Aamir Khan's film "Dangal" have supposedly been sold for 75 crore to Zee TV, months before its delivery.

The satellite rights for last year's blockbuster "Kabali", featuring South Indian star Rajinikanth, were sold for 35.5cr to SunTV.

Indian Cinema 360°

#Theri & #Kabali Satellite Rights
Bought By #SunTV From #Vcreation
#Dhanu For Whopping 75Crores.
@SunTV

•Theri - 39.5cr
•Kabali - 35.5cr

Joined with home video and sound rights, the creator of "Kabali", Sun Pictures studio, is thought to have made $41.6 million, practically taking care of creation costs even before guard dramatic deals were tallied.

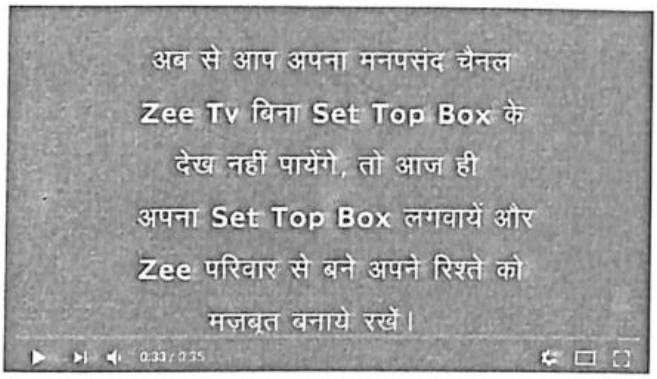
As per KPMG, link, satellite and auxiliary streams could make up almost 20% of all out incomes by 2015 - almost double the level seen in 2009.

A few investigators gauge the figure could even be just about as high as 40 or 50 percent.

TV is viewed as especially worthwhile, with the quantity of channels mushrooming from only five out of 1991 to 550 by August last year.

In 2010, the area was valued at $6.6 billion and had almost 600 million watchers.

Exactly 138 million families presently have TVs, making India the world's third-biggest TV market behind China and the United States.



The nation is additionally ready to turn into the world's biggest direct-to-home (DTH) satellite compensation TV market by 2018, with a projected 70 million supporters.

This is the reason, there was a weighty surge of commercial to get a Digitalized set-up box by Zee t.v, Starplus and other such known channels.

Bollywood stars specifically have rushed to abuse the development in TV, progressively showing up as gameshow and unscripted TV drama hosts or just to advance their most recent movies.

8.3) Film Distribution Process in India into Digital Medium:

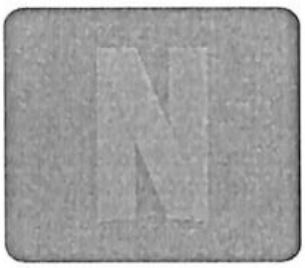
Sometime back, I was reading a book in crossword and noticed that they sell C.D'S for movies like PINK and other Hollywood movies.

So I did some research and discovered that after a film has been released and seen in cinemas, it may be released on DVD. Because the target audience for DVD releases is a home audience, they are marketed differently. Because home viewers require different incentives than moviegoers in theatres, the promotional strategy must be changed. Trailers and TV commercials used to advertise theatrical film releases generally cannot be utilised to promote DVD releases in the same way..

But, now a days the DVD formats have been declined due to technology advancement with smartphones and internet. So why do they they still promote digital medium?

Digital medium is not limited to DVD'S, now it has changed its format and movies are streamed online in sites like, NETFLIX, AMAZON PRIME, DishTV Movie on Demand etc





The sooner the movie is out of the theater the sooner it begins collecting the DVD/streaming/rental revenue. Too much delay in getting to this stage results in audience forgetting the movie and/or encouraging piracy.

Nowadays, this window has been shortened (theater-to-home), again to maximize profit potential. You also have video-on-demand, which may show a film to the home market concurrently with a theatrical release

As read above, it can be concluded that it is a back-end source of revenue.

Chapter 9- What Are the Techniques Of Movie Promotions?

Here, we will be discussing about the different techniques of movie promotions.

Well clearly, movie promotion cannot be summarized nor bounded under these techniques, but still these technique include the typical sources used for movie promotion.

- **Trailer-**

We all are most familiar to this technique. Certainly we all would have seen more trailers than movies by now.

The theatrical trailer is often the first chance to promote a movie to its target audience. Starting up to a year before the release of a major studio movie, distributors run movie trailers that are meticulously edited and audience-tested. The idea is to give moviegoers a taste of the laughs, special effects and plot twists of the studio's upcoming releases, while leaving them wanting more. It's an art form that's usually handled by special trailer production houses.

With the dawning of YouTube and social media, movie trailers have a whole new importance in the movie making industry. Before these two minute mini movies were just novelties to be seen before your featured film. Now, we have countdowns to the release of trailers and special viewings once they're available. With all the hype, it is important to realize what makes some movie trailers epic while others tend to underwhelm.

Recently the movie JAB HARRY MET SEJAL have very creatively used the trailer by launching "Mini Trailer".

Mini trailer is much smaller than a typical trailer and usually about some particular scene, mood or drama. It is different from Dialogue promo as it is not just limited to dialogue, it can also include music and different scenes.

The top 5 attributes of a successful movie trailer are-



1. Capture the mood of the movie.
2. Use awesome music.
3. Introduce some, but not all, of the main characters
4. It should set up the basic premise
5. It should be humble

- Merchandising

This a niche source of promotion. Not all movies can use technique of promotion.



Typically superheros movies like, Krrish, Ra.One, flying jatt etc.

Let us take Ra.One, for instance, it was already making back its budget way before it even released.

For that film, there was a McDonald's deal, a comic book, a video game, toys, and other merchandise. But the film itself flopped, so people are less willing to experiment with that kind of funding.

In America, a massive amount of film profits comes from merchandise. Ghostbusters, Star Wars, Star Trek, all the Pixar cartoons, they are basically big budget 2 hour commercials for the toys. But Indian films generally haven't been able to figure out how to handle merchandise licensing and profits.

It would need to be a movie (like Ra.One) that is merchandise friendly.

The studio Yash Raj is experimenting with merchandise, they have their own line of products, but they are aimed at adults, bags and wall hangings, that sort of thing. But I am sure it provides a very small part of their overall profits.

- Press Junket-

We typically know this as "INTERVIEWs". The professional term for it is Press Junket.



As the release date of the film moves nearer film advertisers attempt to get early positive press inclusion in papers, magazines and on amusement TV shows. The primary film exposure strategy is something many refer to as a press trip.

At a press conference, columnists, diversion correspondents and film pundits are flown out to an extraordinary area for a day or few days of

Meetings with the stars and makers of the film.

The entertainers, chiefs and screenwriters sit in independent rooms and the journalists are gotten individually to pose their inquiries.

Press trips are profoundly controlled conditions where meetings are frequently gone to by a marketing specialist, who ensure meets never veer from positive subjects. In the event that you've at any point seen a TV meet with an entertainer sitting before a banner of their film, that is from a press trip. I personally get affected by the press trip ordinarily, if the specialists have full confidence on their film. This attracted numerous crowds to watch film like ROY, when Arjun Rampal said in a Press Junket that – *"This movie is closest movie to his heart amongst all the movies he had done"*.

- Print Media-



Weeks before the film releases from one side of the country to the other, the advancements office begins a full scale exposure rush. The thought is to barrage people in general with such countless pictures and promotions for the film that it turns into a "can't miss" occasion. Film advertisers will mortar the sides of transports with enormous promotions, place announcements all over the city, run huge loads of secret trailers on TV, place full-page advertisements in significant papers and magazines.

- Talk Shows-

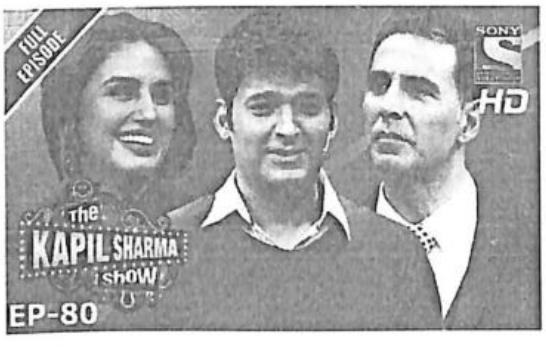
'The Kapil Sharma Show' is used as a very good stage for advancing movies. It is an illustration of Talk Show.

A talk show is a TV programming or radio programming sort in which one individual (or gathering of individuals) examines different points set forth by a moderator.

Typically, visitors comprise of a gathering of individuals who are learned or who have incredible involvement with connection to whatever issue is being examined on the show for that scene.

However, it's anything but restricted to that. Different occasions, a single visitor talks about their work or subject matter with a host.





A **call-in show** takes live phone calls from callers listening at home, in their cars, etc. Like many radio shows, Aaj ki raat Amitabh K Saath, Morning with Farhan etc.

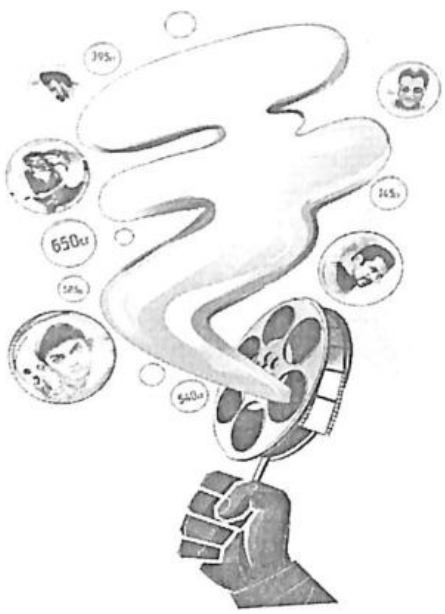
Sometimes, guests are already seated but are often introduced and enter from backstage.

There have been many notable talk show hosts; in many cases, the shows have made their hosts famous, Kapil Sharma.

- Inflated Figures-

If we are told it is a very expensive project, it mostly drives us to know more about it. Same is the case here, promoters release news about a movie which makes us curious to watch a film.

Giving a huge figure as budget is a strategy adopted by filmmakers to create the initial Rush in theaters," says P V Sunil, CEO and Director, Carnival Cinemas, which is a multiplex operator and also produces films.



Stating examples, Robot 2 or even 2.0, starring Rajinikanth and Akshay Kumar, is the most expensive film ever made in India with a budget of Rs 350 crore. These numbers are certainly impressive but the revelation of such massive numbers is rather a curious fact here. It is rational to disclose an eye- popping number as budget to promote a film. This is a marketing strategy which film-makers resort to in their quest for a major initial collection.

The production figures nowadays are inflated by *25-50 per cent.*

Inflated numbers serve the purpose of generating curiosity among viewers.

- Controversy Promotion-

I consider this marketing technique as an *aid to promotion*. Earlier this was included in "publicity" of a film but now as the trend has changed, people are more curious about the trending controversy sometimes celebrities use the controversy on their side of court.



Recently the film Lipstick Under my Burkha was highly into Controversy, when the movie trailer was out, it showed itself as *Highest Controversial film of the year.*

It does not end with one example, we all must have heard about Kangana Ranauts bawl on different superstars in the show AAP KI ADAALAT. Why would she do that in



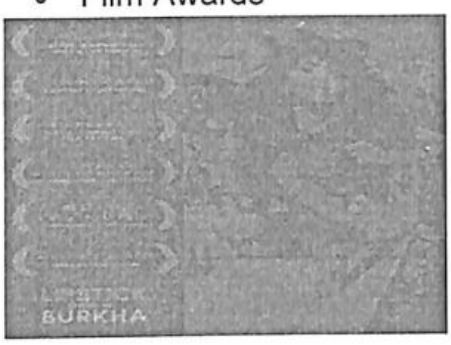
The recent time when her movie Simran is about to release? Coincidence? I believe not! She portrays a character who is again alone and leads her some part of life, which can also be reflected in her interview, where she portrayed herself as the protagonists character of the film.



Sometimes the film makers choose to go for unconventional title for the movie to create buzz just by the name.

LSD, Gulaal, DevD, Lipstick under my burkha are some of the examples to state a few.

- Film Awards-



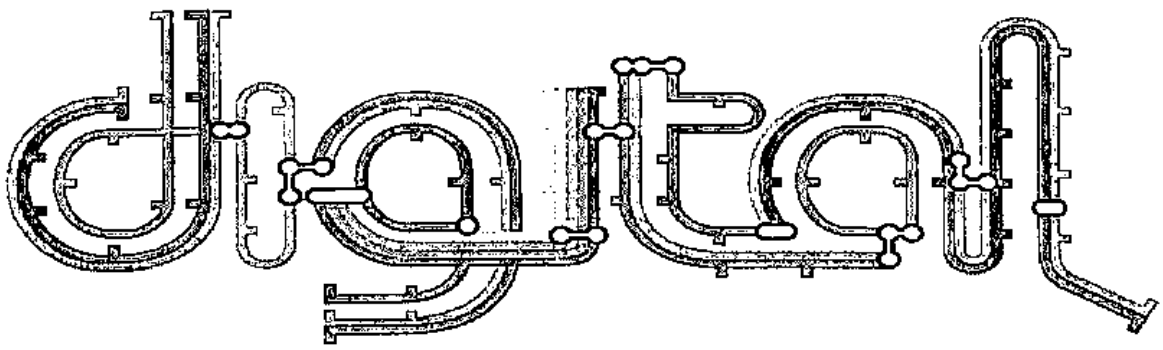
If you have something to brag about, why not? Many film trailers shows the awards nominations, wins etc in their trailer to grab interest of the audience.

Sometimes even if you are not interested in the movie genre or cast or any such thing, you may still go to watch out the film just to see the performance.

Film Marketing strategies went digital

Gone are the days when we used to observe the environment around us, now all we focus the most on is our Mobile Phones, Tabs, iPad. This is more similar to an enlightenment for each producers nowadays. In those days, a productive Film advertising technique was about the TV, prints what not. Yet, presently it has changed, on the grounds that, to contact the crowd you need to discover them from the outset. And we know very well where to find us.

The appropriate response is basic and genuine The Internet. You need to discover more individuals, you better go on the web, really that straightforward.



Indeed, it's anything but a major amazement factor that entertainment worlds have received Digital Marketing procedures as a piece of all around organized Film Marketing Strategies.

Honestly, film studios are moving past the standard strategies like secrets, trailers and part more by driving Google headquarters with the group, live streaming music dispatches, challenges,etc.

- Meme Generation-

We all can scroll down through our mobile phones all the dya long, without getting bored. Ever wondered why? What can make us stick to our phones than anybody around us? It's the memes doing the trick.

From Success Kid to Grumpy Cat, you don't need to look far to see that the Internet. Loves Memes.

When the marketing team behind *HINDI MEDIUM* brainstormed ways to hype the movie,

they came up with a meme generator that really hit home with audiences.

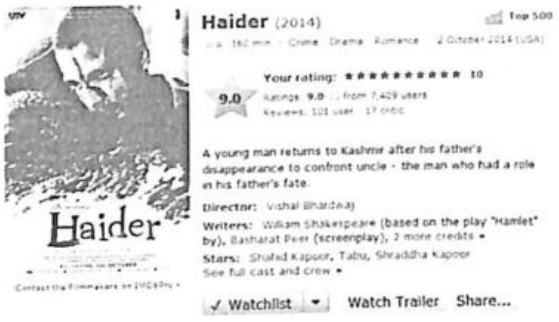
Actor Irrfan Khan had broken the Internet with his meme-fied version. In collaboration with the comedy group All India Backchod, aka AIB, he has made a video where he is seen mouthing some of the most popular dialogues such as 'Aao kabhi haveli pe', which are some of the most popular memes on social media

According to Brandwatch, memes simple advantages are:



- Easy to create
- Easy to consume
- Relatable to your audience
- Shareable
- Familiar
- Funny, witty, clever or smart.

- IMDB Listings & Advertising



People say that the hardest place to sell a book is in a bookstore, but with millions of people visiting IMDB on a daily basis in search of new films and TV shows to watch, it'd be ridiculous to ignore this site in your film or TV show's digital marketing strategy.

There are some great posts explaining how to get your film listed on IMDB. My advice is to be as comprehensive as you possibly can when filling out the information required in the Listing, and do whatever it takes to drive people to review the film. IMDB is a search engine, and much like Google or YouTube, their algorithm is driven largely by relevance and popularity, so you'll want to make sure that your film page contains as much information as possible, and is well linked throughout the site.

- Sneak-Peaks



Recently Bollywood stars have started using this techinique to promote the movie while it is still in the production stage. They use their social media accounts where they constantly upload their on the sets pictures and Instagram stories, so they can generate some buzz and excitement.

The buzz can created using any element of the film. Maybe the Sets, Location, Crew, Activities, Bloopers etc. But in the end it all benefits the movie, to build its market.

Lately Alia Bhatt, has been doing this technique for her upcoming film *Raazi.*

- Search engine optimization for a powerful film promoting system

Website streamlining as an all around term for all of the works and tries we are contributing on to the headway of any organizations/things are not insignificant.

Not at all like some other Digital displaying endeavors, Film publicizing merits more conviction similarly as knowledge, even in its exceptional missions. There are such innumerable parts related with this going from watchwords to online media.

- Website-

Where do you go when you want to know more about something but can't connect them? The Website, right?



The film advertisers get that and about the very time that the primary trailers hit the theaters, the film studio will uncover an authority Web website for the film. Common film Web destinations permit guests to see various forms of the trailer, watch in the background meetings and small scale narratives, read plot summations, download wireless ringtones and work area backdrop, mess around, talk in gatherings and surprisingly pre-request tickets. The authority film Web webpage is just the start of a lot bigger Internet promoting effort.

- Leaked images-



Despite the fact that this is by all accounts an obsolete method, it actually works. This sort of methods are utilized likely for the advancement of hero films. The hypothesis behind this strategy is that the film makers will produce some energy, a long time before the arrival of their movies through spilled pictures. As the pictures would not uncover substantially more about the film and characters, yet will make a gigantic measure of online exposure and chat.

Recently this technique has been used for Ranbir Kapoor's upcoming Biopic on Sanjay Dutt. We all are so much curious about his look, although the director- Rajkumar Hirani has been acting unhappy about this leak, they are clearly benefitted by the generation of buzz without any investment yet.

- Content marketing campaign-



Open defacation has been trending recently. Gave it a thought, why? It has been happening since many years than why suddenly is it being highlighted so much lately? It is a perfect example for content marketing.

The film Toilet-Ek prem katha, has brought all the promotion. They are doing content-promoting.

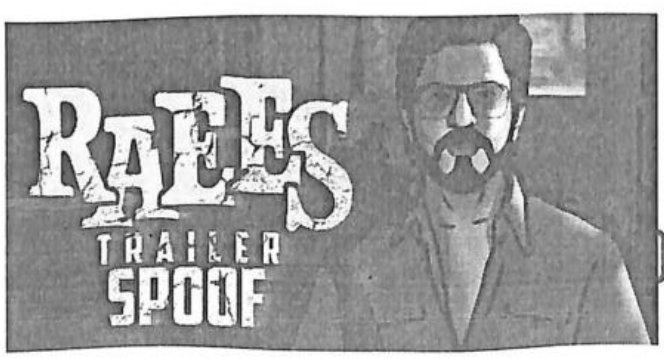
Content is reliably fruitful and it's unmistakable that it will convey a couple of results to you. Before long it is more related to electronic media channels. Whether or not a film advancing system is about the kind of film to which we are overseeing, content is reliably valuable. One can similarly endeavor neighborhood news stations, discussion sheets and more close by twitter, facebook, tumblr along these lines.

- Video showcasing

Personally familiar, much amazing, this is the means by which one could translate the piece of video advancing Film displaying methods. Notwithstanding, we are ready to face challenges on specific things that we have not seen or attempted suitably, this is the explanation the trailers are basic. It gives a hidden inclination and it's a showed accomplishment. Additionally, I recommend developing your trailer video from the start through your power webpage, which unmistakably license the group to make more relationship through your electronic media mediums.

Presently a days, films are advanced by various specialists who are not engaged with the film.

Sometimes Bollywood star merge up different youtube channels like A.I.B, ScoopWhoop, Shudh Desi Endings or such trending Channels.



Spoof is again something which goes against the conventional ending of movie to make it look funny.

- Online Challenges –

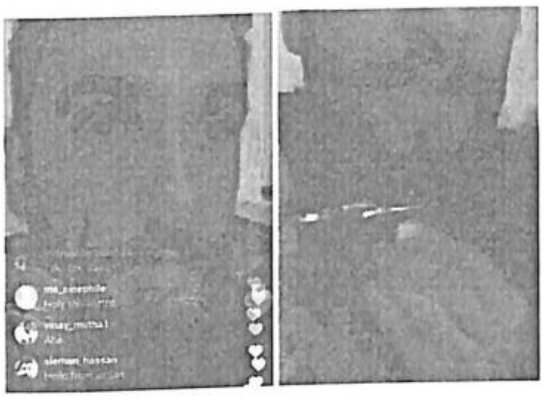


Also sometimes Actors start online challenges trend to get their handles in the mind of the people and eventually it is supposed to stick in the mind of the prospect enough to drive them to the theatre.

The actor do the dare and challenge their other celebrity's friends to do the dare and like this the chain goes on. This can spread like a wild forest fire on the internet if it is interesting enough to involve other too.

Last trend which became very famous on tweeter was #BangBangDare.

- Social-competitions and quizzes-



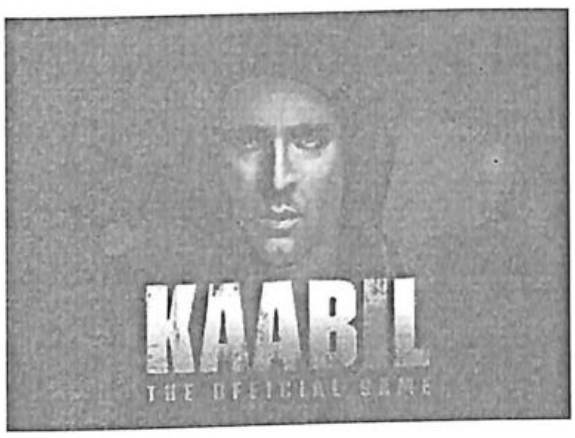
It's everything except a monster calamity in case you acknowledge that the show part is adequate. The reality of the situation is that you will miss the entire party. Cooperation is extraordinarily colossal especially when coming to Film advancing. It may not be the most creative thing you can accomplish to chip away at the responsibility be that as it may it can incredibly amazing once in a while.

That is the manner by which the can utilize GO LIVE component of Instagram, Facebook and other online media locales.

- Alternate reality games:

A somewhat more muddled and profound Film advertising technique is Alternate reality games (ARGs). This encourage an anecdotal world that the customers in all actuality may associate with by using on the web organizations. ARGs is a splendid technique to get your film swarms included and subsequently making 'brand unwaveringness'.

The movie "Kaabil" launched their games, also Bang Bang, Krrish and other movies, what is common is all of them? Hrithik Roshan!





This Star very well knows his major fan base is from youth and releasing games is one of the best ways to connect them instantly and drive them to the theatres.

Chapter 10- Cost Chart of Movie Promotion

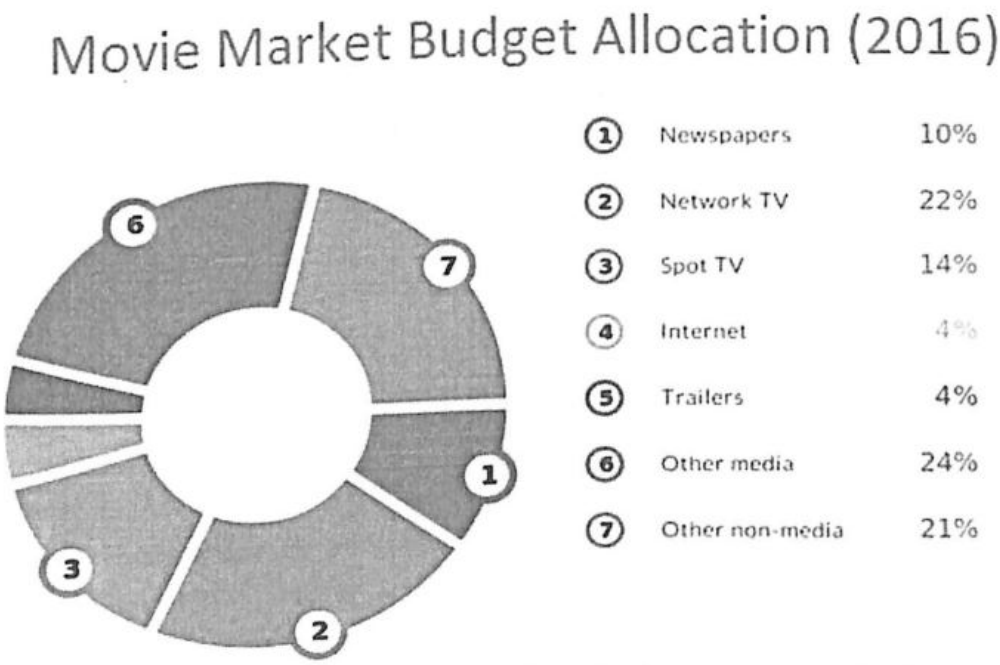
I would like to introduce this topic with a statistical statement, In 1980, the average cost of marketing a studio movie in the U.S. was **$4.3 million** ($12.4 million in today's dollars). By 2007, it had shot up to nearly **$36 million**.

Marketing makes up a huge chunk of modern movie budgets -- $35.9 million on average -- largely because the fates of many Hollywood releases are sealed in the first week. Big money is spent on trailers, TV ads, billboards, and Web sites to pack people in on opening weekend.

While computing a promoting financial plan, the general guideline is to burn through 50% of the remainder of the creation costs (pre-creation, shooting and after creation).

So if a film costs $100 million to make, you'll need an extra $50 million to sell it.

For studio films, the customary "sure thing" is to spend significant cash on a major name entertainer. The reasoning is basic: Stars sell more tickets and are more conspicuous or attractive to worldwide crowds.



When a star has a couple of uber hits added to their repertoire, they're generally invited into the restrictive "Crore" film club - in spite of the fact that enrollment is certainly not a long lasting advantage.

Chapter 11-How promotion is done in Overseas

Bollywood has spread across the world. Ofcourse the domestic market performance of a movie affect a moives success but that is not it! It is further affected by overseas performance of the movie too.

Even after the film has had its time in theaters locally, numerous movies are disseminated globally. Global dispersion additionally can occur during homegrown delivery.

Film communicators need to remember this and plan ahead. On occasion, informing and advancement is something similar across various nations. Notwithstanding, usually, motion pictures should be advanced essentially unique in unfamiliar nations. Names should be changed, plots should be featured in an unexpected way, and societies should be taken into regard. These adjustments in a general sense change the manner in which communicators market their movies.

But because not all movies are hits overseas, I would like to do a case study here to finely understand some good element of overseas promotion.



Dangal's China success is certainly pathbreaking. The film was, no doubt, expected to do well. It was helped by perhaps the biggest promotion effort for an Indian film in China.

The Aamir Khan-starring movie *Dangal* is poised to become the highest-grossing non-Hollywood film in China ever. This despite being a Hindi language film set largely in rural India with an all-Indian cast, simply dubbed or subtitled in Mandarin. Who would have thought that a Bollywood blockbuster about female wrestlers could do even better in China than it did back home?

- -In April, Aamir, who enjoys a wide following in the country, spent a week travelling around the country. In Beijing, Dangal was screened on the opening day of the Beijing International Film Festival - a rare occurrence for an Indian film.
- Chinese professional boxer Zou Shiming and American basketball player Stephon Marbury promoted the Indian sports drama Dangal with its lead actor Aamir Khan here on Wednesday. He made Aamir recite a poem in Chinese. The Indian superstar made him learn a dialogue from Dangal, the film's spokesperson said in a statement.



➢ At a special promotional event for Dangal, Marbury gifted Aamir an autographed basketball and in return, Aamir gifted him an autographed Dangal T-shirt.

➢ The China Film Group, the most powerful state-backed film company, supported its release in China. Aamir was feted by China's most famous actors, appearing on stage with the glamorous Liu Yifei.

➢ In Shanghai, Aamir mingled with university students, and in Chengdu, he posed with pandas and did yoga with his (mostly female) fan following.



➢ Besides the promotion effort, the Aamir factor has also been key. More than any Indian star, Aamir has been smart in engaging his Chinese fan following

But even this potent combination of Aamir and a costly promotion effort couldn't alone explain this success. That has more to do with the uniqueness of the film and its themes

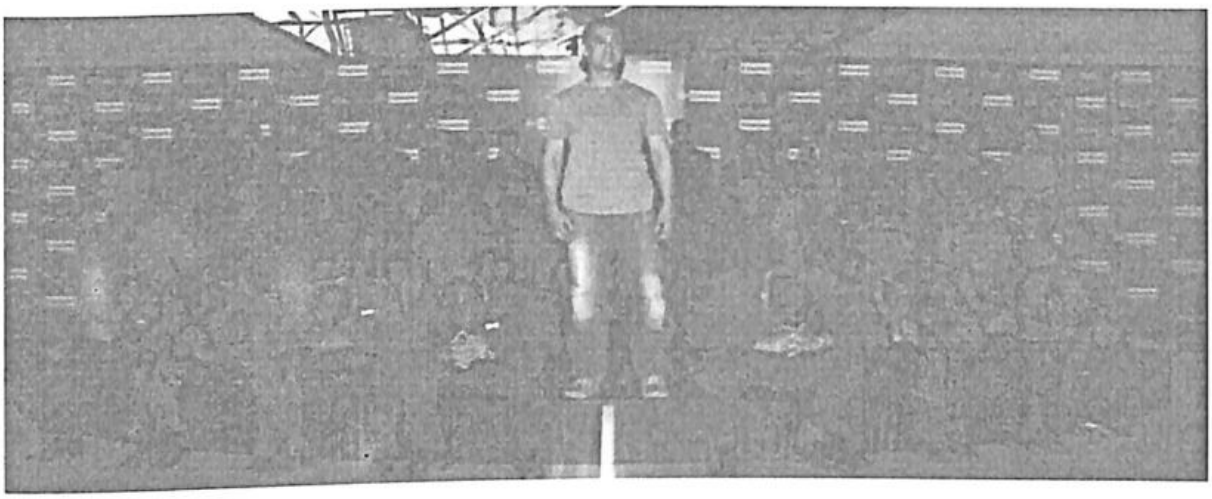


And the uncanny way it has related to Chinese audiences in perhaps the only other society that is, as much as India, both patriarchal and more-than-familiar with pushy parents.

Dangal has made over Rs 1235.93 Crore gross at the Chinese box office.

Chapter 12- Best Marketing Campaign/Case Study

- Ghajini



I still remember when I went to watch Rab ne bana di Jodi and I saw all the staff of movie theatre having the Ghajini look, which was meant to release later after a week later.

Aamir Khan was everywhere in the months leading up to the release of Ghajini.It was an exceptionally shrewd Marketing Technique by utilizing the Pre-Release Superhits to advertise itself, for this situation it was SRK's Rab ne Bana di Jodi.

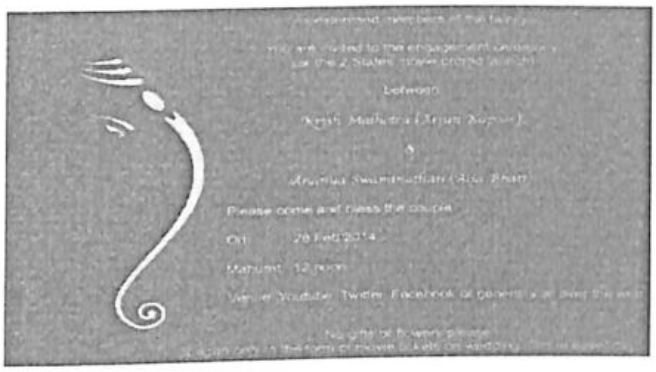
As though this was sufficiently not, the film likewise had a cooperation with Van Heusen.

The brand dispatched a style show, in which every one of the models strolled the runway parading Aamir Khan's mark look. This exertion really paid-off, as the film packed away in over Rs 90 crore right off the bat.





- 2 States-



Alia Bhatt stunned everybody when she tweeted about her forthcoming commitment on February 25. Notwithstanding, the shock was just flitting. The tweet was immediately uncovered to be the declaration for the trailer dispatch of her forthcoming film, 2 States. The youthful diva tweeted a wedding card that welcomed watchers to watch the trailer, which would be dispatched the accompanying

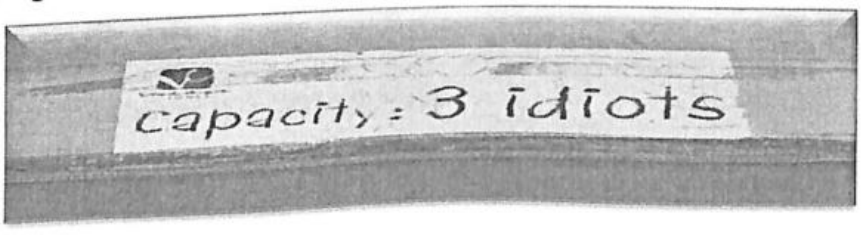
Day. The tweet unquestionably helped the buzz encompassing the film, with large numbers of the entertainer's 9, 00,000+ supporters review and sharing the tweet.

- 3 Idiots-

Aamir Khan is a master of the unexpected. It's a well-known truth that the entertainer tries to play as many different types of roles as possible. However, this is reflected in his restricted time systems as well. Aamir's approach to 3 Idiots was radically different from wherever he was promoting Ghajini. The performer, who was portraying someone who had been missing for a long time, also vanished. In a way, yes.

Aamir Khan stated that he would "disappear" in an exciting round of discover the stowaway to progress 3 Idiots. The performer spent fourteen days touring different parts of the country as part of this game. People in general were provided seven indications regarding his region. What was the icing on the cake, then? Sachin Tendulkar, to be honest, gave away the key indication

Not simply that, 3 Idiots group conveyed stickers for AUTO-RICKSHAW'S saying "3 Idiots". The system demonstrated effective. Indeed, 3 Idiots broke the Guinness World Record for the most noteworthy netting Bollywood film ever up to that point.



- Dhoom 3-

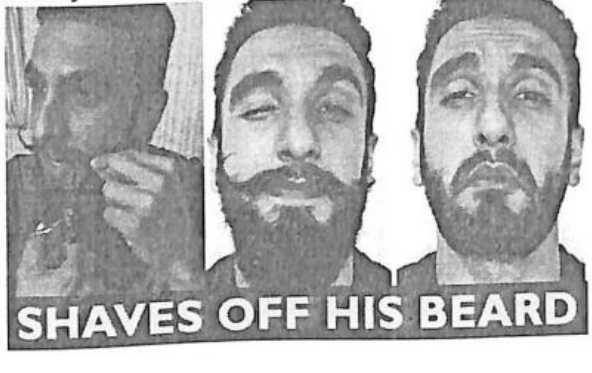


Aamir Khan used a completely new restricted time method for Dhoom 3 in 2013. Rather than show up, the performer took a "tone it down would be better" attitude.

Unlike other films, which rely on these appearances to gain popularity, YRF and Aamir opted to let the trailers do all of the talking. They also took an unconventional approach to the soundtrack's development. In contrast to other films, the soundtrack for Dhoom 3 was not fully revealed until the film's release. Only 30-second snippets of the tunes were shown on television. This strategy paid off, as Dhoom 3 became the first Indian film to gross more than five billion rupees.

Regardless, it is inappropriate to claim that Aamir Khan accomplished this without the assistance of anyone else. We all know how big the Brand Salman Khan is and Again Merging it with the Aamir Khan had brought nothing but Success. Well, if we observe the above cases we can clearly notice that Aamir Khan is a True Innovator when it comes it Promotion of Movies.

It may look out of context but the promotion is not limited to just movies. Sometimes the star just do their Promotion just to stay in the minds of people,



Like Ranveer Singh is always promoting himself one way or the other. It's evident why his movies are doing so good in the box-office, doesn't matter even its weak story like Befikre.

Lately we have seen the Biggest Names of Bollywood merging and finally it went viral and the quote of *"KARAN ARJUN LAUT AAYE"* became a huge blast when Salman



Khan and Shahrukh Khan were seen together sharing screen after Many Years for the Show BIG-BOSS.

It is a win-win situation for all.



Chapter 13- Questionnaire

In total a survey I have received *117 replies* to my questionnaire, I will be building conclusion largely on the basis of this survey.

So, the Universe size shall be taken as 117.

First hand data is best form of data to be relied upon if it is collected considering minute yet important elements as well as the major elements.

I have tried my best to provide different variety in all my close ended question and even if that would not be enough for some people, I have given them an open end option of "Others", so they can provide their personal opinions which I might have missed to collect.

I have majorly received data from students and non-working group which may bias my conclusion towards them so I'm not 100% confident about this survey but I can confidently say I'm 95% sure about the mindset of 19-40 age group and more precisely the age group of 19-25.

- **QUESTION**

1.Age-

(a)10-14 (b)15-18 (c)19-25 (d)26-40 (e)40+

2.Gender-

(a) Male (b)Female

3.How many movies do you watch in a month?

(a)1-3 (b)4-7 (c)7+

4.How frequently do you visit cinema?

(a) Once in a month (b) 2-5 in a month (c) Once in quarter
(d) Once in a year (e) Never.

5.Which genre do you like the most? (You may choose more than one)

(a)Horror (b)Drama (c)Travelogue (d)Romance (e)Comedy
(f)Action (g)Sci-Fi (h)Chick Flicks (i)Biopics (k)Others.

6. Which type of screen do you prefer? (Considering you pay)

(a) 2D (b)3D (c)IMAX.

7.Who influence you to watch a particular movie? (You may choose more than one)

(a) Friends (b)Siblings (c)Parents (d)Social Media (e)Others.

8.With whom do you generally watch a movie? (You may choose more



than one)

(a) Family (b)Friends (c)Significant Other (d)Alone.

9. What excites you to watch a film? (You may choose more than one)

(a)Trailers (b)Songs (c)Dance
(d)Artist (e)Word of mouth (f)Others.

10. Which type of artist attracts you to watch a film? (You may choose more than one)

(a)Actor (b)Actress (c)Director
(d)Writer (e)Protagonist Character (f)Others.

11. Which Bollywood family are you most excited to watch? (You may choose more than one)

(a)Khans (b)Kapoors (c)Akhtars
(d)Roshans (e)Dhawans (f)Bhatts (g)Others.

12. Which type of marketing campaign influence your decision the most? (You may choose more than one)

(a) Celebrities visiting your school/town/surroundings
(b) Teaser/Mini-Trailer/Trailers (c)Posters (d)Talkshows
(e)Free concerts (f)Social Media (g)Merchandising.

13. How does the controversy around a film affect your decision to watch a film?

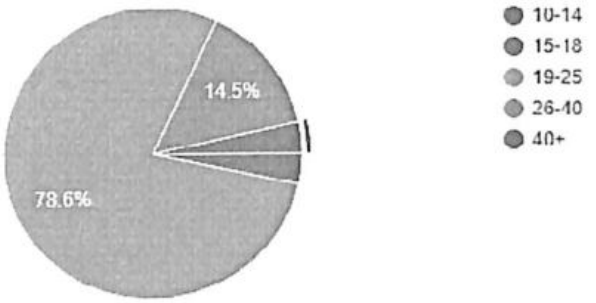
(a) Watch it (b)Do not Watch it (c)Doesn't Matter.

14. Do festival releases attract you more to watch a film than non-festive releases?

(a) Yes (b)No (c)May

Age

117 responses



Why & Interpretaion. I had asked this question to know the major audience age group.

I also observed that as we grow older our interests for movie changes, I personally didn't like watching many movies when I was in school, I was more into sports and studies but as I rolled into college I could associate myself more with movie then before.

It largely a matter of age when it comes to interest in movies. All the age group have different interests but one movie cannot cover all the interests at once until it is one movie like "life in a metro", "baghban".

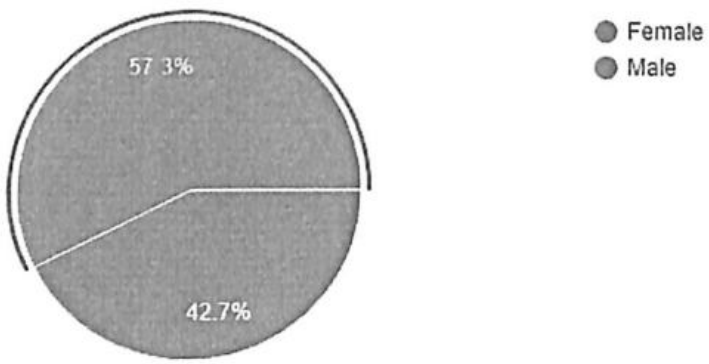
While I was carrying out my research survey, I told my surveyed peoplewhat the questionnaire is about and many old age people were too busy to fill the form andyoung kids were reluctant to fill questionnaire as they are more involved with their gaming and studies, the age group of 19-25 easily agreed to gill my forms.

As we can see 78.6% of my survey have been filled by age group 19-25, it is evident that this is the major age group when it comes to watching the movies. As the contribute the most to cinema audience, movies should be made more relatable to them as compared to other, as that's what Bollywood does.

This age groups interest will be further discussed in the data below.

Gender

117 responses



Why & Interpretaion. Science says that men and women have different psychological mind sets. When it comes to movies also. Sometimes you may like a movie but your partner wont. It was because of different psychological mind sets.

This doesn't mean that all the people from same gender will like a particular movie, it will also differ because all the human brains are again wired differently.

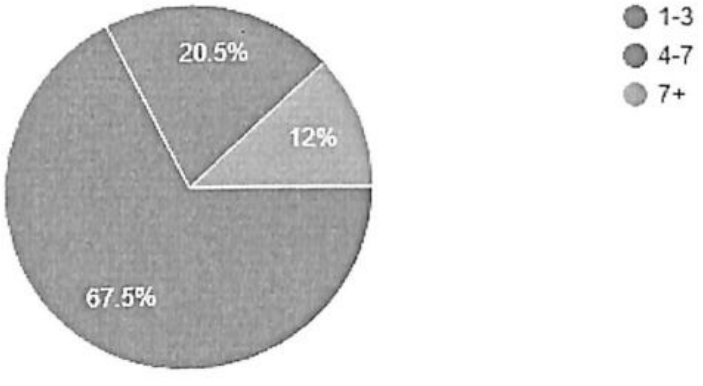
Male usually like more Action, Adventure movies while Female usually likes more Melo-Drama movies. One of the recent releases DADDY can be good example to understand this. Many girls liked the movie Jab we Met, in fact much more than boys. Because they could relate more to the protagnist character of kareena Kapoor.

Bollywood understands this ratio and thus if you notice more movies are male oriented than female oriented. This behavior should be changed but the Business Moto overshadows this drive for change.

Now we shall understand better why movies like "*Pyaar ka punchnama*" were major hits than movie like "*Luv ka the end*" which hardly few people know about.

How many movies do you watch in a month?

117 responses



Why & Interpretaion. I asked this question to know how many people are movie enthusiasts.

Most of the people watch 1-3 movies in a month while the proportion for 7+ movies viewers is much lesser.

They are In the ratio of almost 6:1.

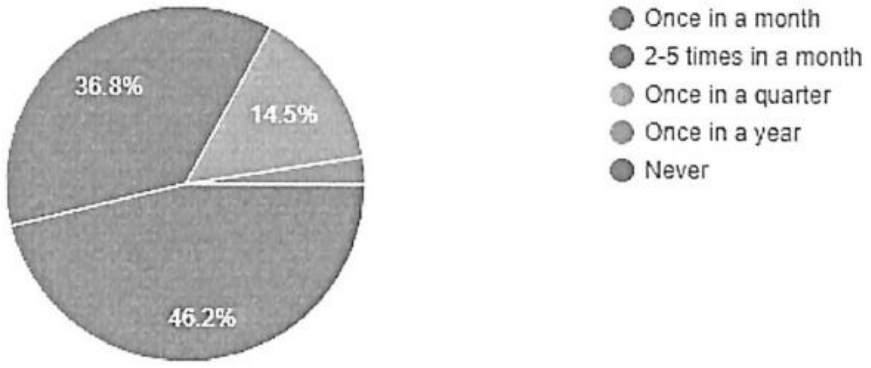
This is not good sign for movie maker but still the viewers are gradually shifting towards 4-7 movies per month this is a good sign for movie maker.

But this data also means that Majority of the people definitely watches at least 1-3 movies in a month, if not more.

If bollywood wants to increase the number of movie viewers it shall make more entising movie trailers and poster. On the top of it all it should make sure that they deliver different movies and not same, not many people are interested same type of movie again and again. To retain and increase the viewers interests different type of movies shall be made

How frequently do you visit a theater?

117 responses



Why & Interpretaion. I asked this question to know how amongst the viewers how many people go to the theatre to watch movie while how many watches movies at home. The movie Release date is largely affected by this ratio.

Many times we would have heard that the release date of a movie is postponed or preponed, because of some other movie release in the same month. It is when this ratio can be of significant use.

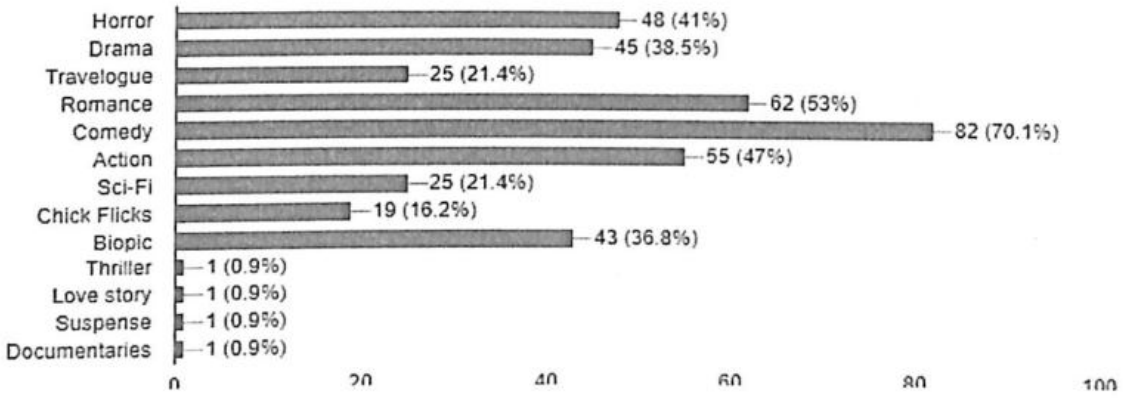
People have limited money in their pocket to spend, they prioritize movie-theatre budget not too much more than 2-3 times in a month.

This data shall also help better when dealing with Distribution rights of a movie. If many people don't visit theatre in month yet higher percentage watches movie in a month it clearly means that more people watches movies at home maybe by their satellite collection or online subscription packages.

Almost 50% of the people visit theatre at least once in a month and good percentage of people visit the theatre 2-5 times in a month. This is why Bollywood doesn't release many good films in the same month.

Which genre do you like the most, watching in a theatre?

117 responses



Why & Interpretaion. This data shall help a lot In determining what type of movies shall be made to attract more viewer.

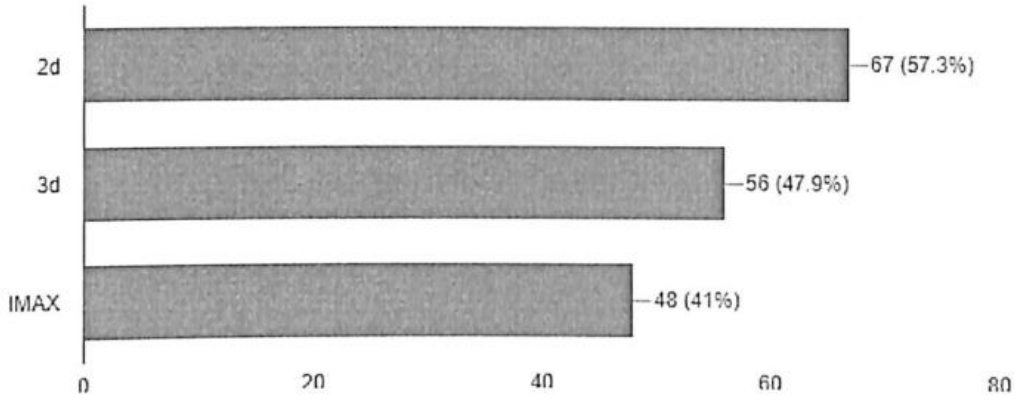
In Bollywood majority of the people love Comedy movies after that comes Romance, Action, Horror and recently Biopic.



There was a time when our theatres were mainly dominated by Comedy movies. Now the time has changed and Romantic movies have again taken a leap. Almost all the movies of Bollywood has "Love Factor" in them. There are many great stories which can be made but Investment on them is riskier than investment on Conventional genre.Recently Bollywood has introduced the trend of "Biopic". If you observe, many of recent movies are Biopics, Bhaag Milkha Bhaag, M.S.Dhoni, MaryKom, Azhar etc.Biopics are not limited to sports star, Bollywood also loves Gangster Biopics like- Daddy, Shoot out at wadala, Raess, Black Friday etc.

Which type of screen do you prefer? (Considering you Pay)

117 responses



Why & Interpretaion. People have limited money in their pockets to spend on movie in theatre. So I wanted to know how they choose to prioritize their money on the screen.

Majority of people prefer 2D screens over any other screen but this doesn't mean people only invests in 2D screen, there is an almost equal proportion of people who invests on 3D screen and IMAX.

So Bollywood has many 3D movies and people go to watch it. But when it comes to 3D the vfx and other such animations needs to be taken in significant consideration.

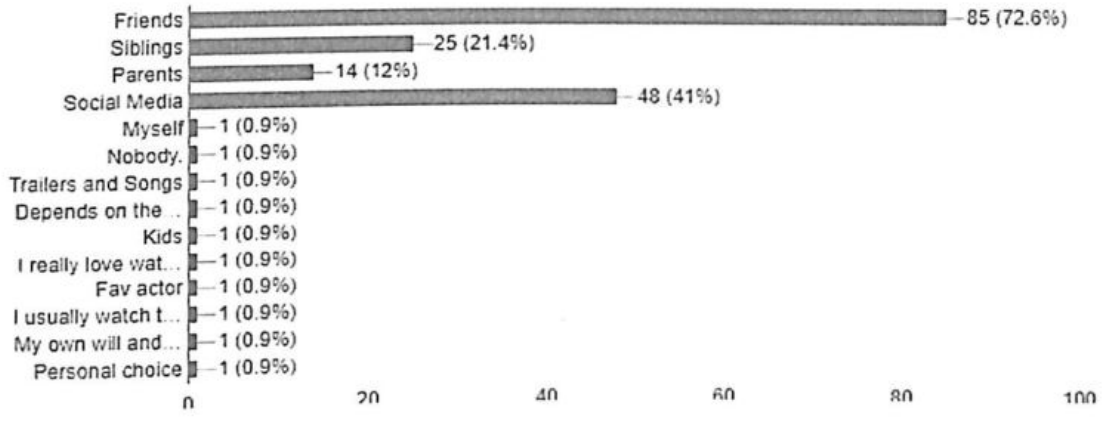
Compared to the ratio of Hollywood releases and their 3D or IMAX it is much more than Bollywood 3D or Imax Releases.

Bollywood shall seize this opportunity as it not only would increase their profit but also would help Bollywood to serve better quality of film.

'Baahubali 2' marks the third Indian production to be released in IMAX. Prior tothis, Aamir Khan-starrer 'Dhoom:3' and Hrithik Roshan-Katrina Kaif starrer 'Bang Bang!' were digitally re-mastered into IMAX format.

Who influences you to watch a particular movie?

117 responses



Why & Interpretaion. To know the major influencer and how viewers shape their decision according to suggestion of other.

If we notice the majority of influencers are Friends of the viewers and then comes the Social media.

Bollywood shall focus more on movie which friend circle can relate to more. Bollywood director Karan Johar understands this strategy very well and thus he majority of the movies are focused on friendship. Take the example of Student of the year or Ae dil hai Mushkil. Even after more than 7 years of release of the movie Zindagi Na Milegi Dobara, the posts from that still are viral online because of its connection with all the friend circle.

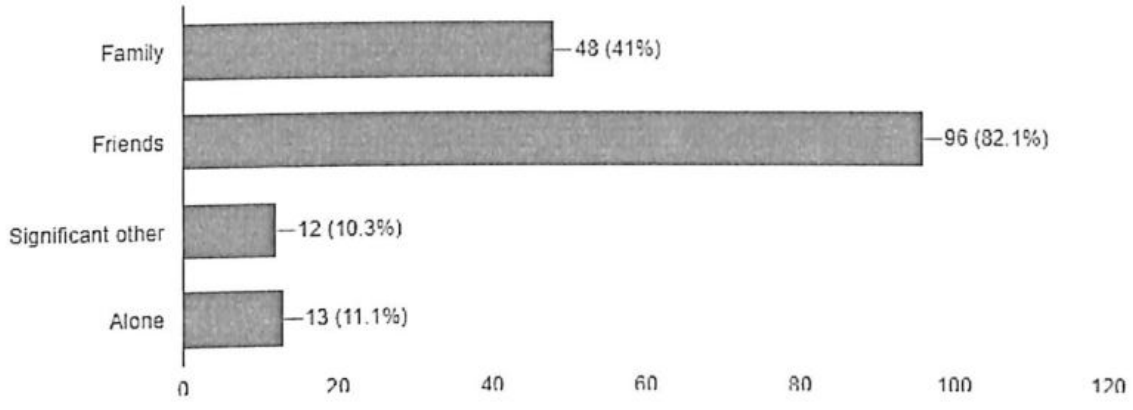






With whom do you generally watch a movie?

117 responses



Why & Interpretaion. To know what type of stories should be made in order to get association with the audience.

It has already been discussed above, the equation of Movies of Friendship and their lasting success, but that is not the limitation of movie stories, a good proportion of people visit theatre with their families. This directly means that movies should be U or U/A rated, at least in the current indian scenario.

Here, the definition shall be clarified about the A, U and U/A in the film category meaning.

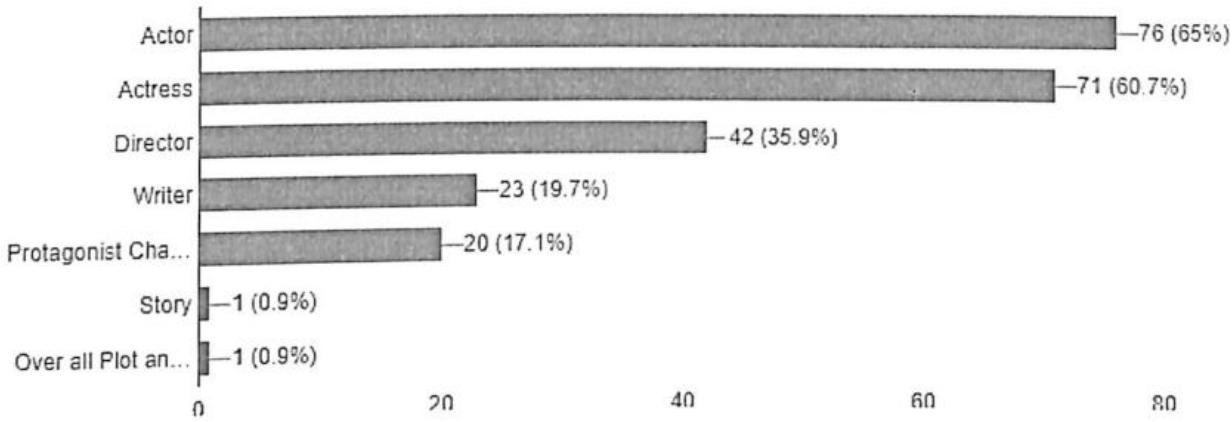
A: Adult- As is evident from the name, this category is for mature audiences only, over 18yrs of age.

U/A : Under Adult Guidance or Universal viewing in parental supervision, for kids above 12 yrs of age. Thesefilms are typically those where in the content is borderline adult but kids in their teens can be allowed to watch under parental or adult guidance.

U : Universal audience. The films with U certification can be viewed by anyone without any restrictions.

Which type of artist attracts you to watch a film?

117 responses

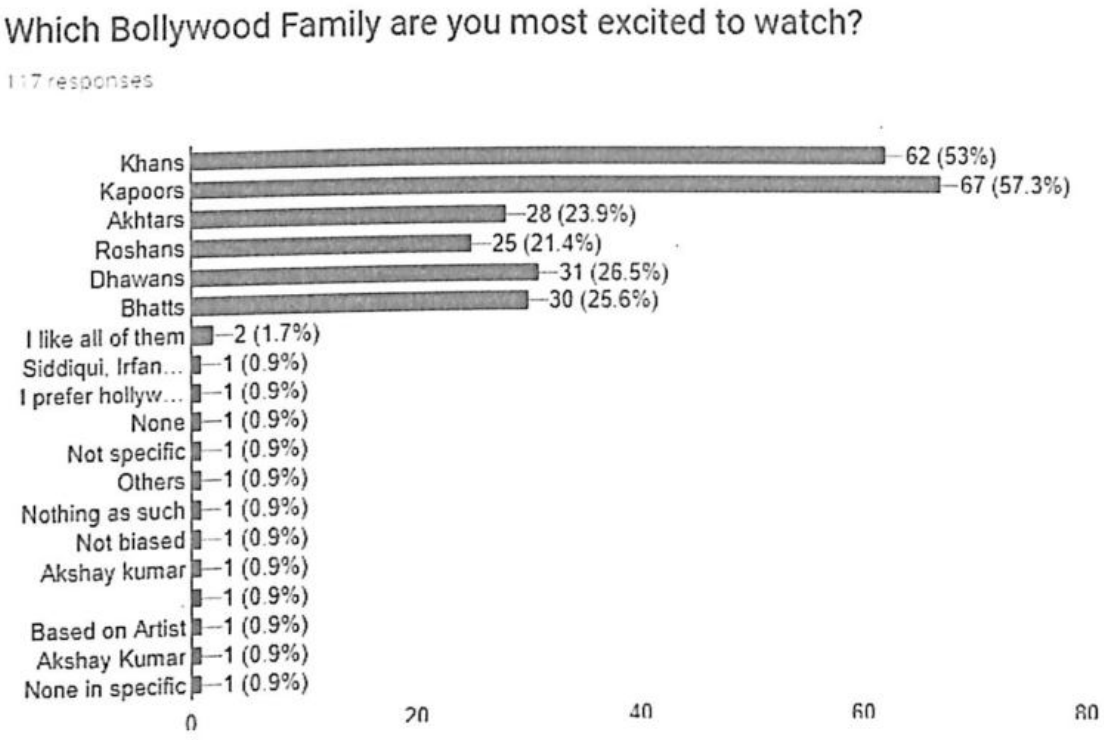


Why & Interpretaion. Many times a movie is having good story, good direction and well critically claimed still cannot perform good in market. One of the major reason for this unfortunate scenario is Big Faces. Also in this survey it is clearly visible Famous Actor or Actress can drive more audience to the theatre than any other element. Also due to this, majority of the production budget is sometimes spent on casting good cast for the film.

The movie Dil Dhadakne Do has very nicely used this combo, where all the Actor, Actress, Writer and Director were the famous person. The movie Newton, which recently became an official entry to the Oscar from Bollywood couldn't make a blockbuster hit in the box- office.



This is why Cameo Roles are done, just to show a big face and drive the audience to the theatre. Like in the movie Om Shanti Om, farah khan got many famous faces on the screen just to drive all their fans in the theatre, it was clearly a great recipy for success.



Why & Interpretaion. The Largest Number of fans are of Movie Celebrities than any other star. Since last 3 decades the Khans have ruled the Bollywood town but now the scenario has changed. From my survey I can say that the kapoors are dominating the fan base now.

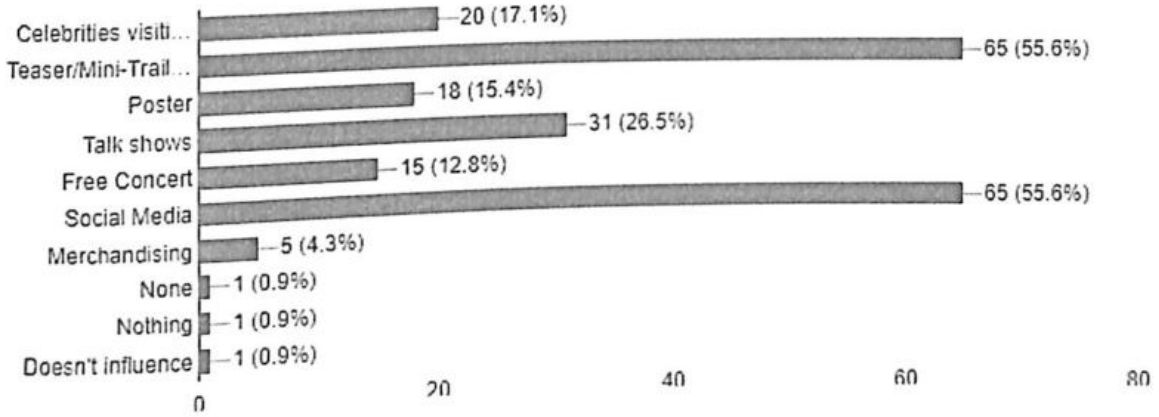
But that doesn't mean the other Bollywood families have much less share, they all hold significant fan base too.





Which type of marketing campaign influence your decision the most?

117 responses



Why & Interpretaion. Sometimes the stars spend gigantic amount on promotion still the movie is not a hit while sometime just a small investment is done and it gets on the list of top grosser.

Just the good movie can't do it all, it needs good movie promotion technique to achieve what it desire.

Gone are the days when stars visiting a particular would cause a mayhem. It might happen in underdeveloped areas but in places like Mumbai, Delhi and other such cosmopolitan cities, people don't have time to go and hear a celebrity, if they are around than fine but how to target the people at homes?

In my survey both Social Media and Trailer scored equal points when it came to best technique of promotion, on the top of it all- it's also the cheapest way to promote.

Social Media is as good as free when it comes to promoting movie and comparing with other platforms of promotion. Youtube is good platform for uploading trailer, it doesn't just have a wide reach but also it is good source of earning some money.

Apart from that, rather than investing on organizing free concerts or things like that visiting talkshow and colleges is more worth the time and other costs, to promote a film.

How does the controversy around a film affect your decision to watch a film?

117 responses



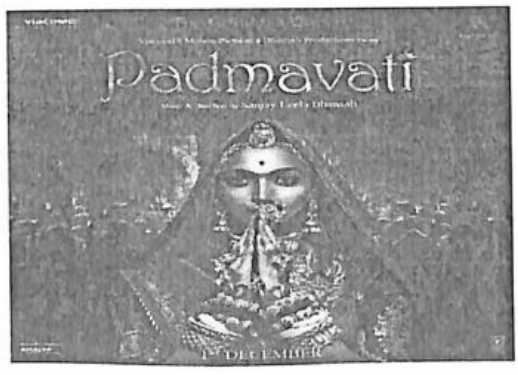
Why & Interpretaion. Controversies around a movie can be used as a good way of free promotion.

From my research it seems like just controversy are not enough to drive the crowd to the theatre it would need more than that.

But one thing is clear, the ratio of people to watch the film than don't watch the film is more. So clearly it is again a benefit to the movie.But this doesn't mean that movie star shall create controversy intentionally. Let it happen naturally and it might be proven useful for promoting a film.

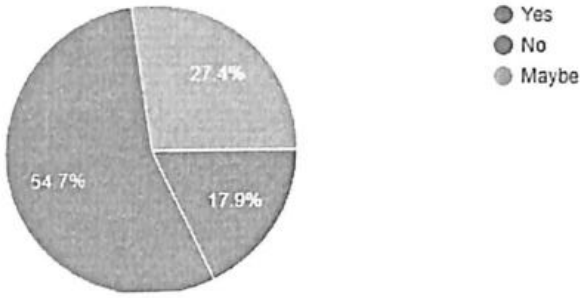
Recently the movie Udta Punjab was in huge controversy and there were reports of many number cuts in the movie but in the end the censor board passed the movie with 2-3 cuts. That's negligible when it comes to comparing the benefits of the publicity received.





Does festival releases attract you more to watch a film than non-festive releases?

117 responses



Why & Interpretaion. Festival Season is the season when many families reunites, people have holidays and good mood to spend money. This element has huge impact on 40+ people, they would like to watch a movie at this time with their families than any other time, because of the emotion flow.

India is a land of festivals and when it comes movies, this is great opportunity to seize.

This is best time to release family movie and majorly the 3 khan have their dates booked in advance when it comes to Bollywood releases.

Take any movie which has released in the festive season, doesn't matter how great the story was or not but the box-office collection must be super hit.



Salman khan has Eid for him, ShahRukh Khan has Diwali, Aamir Khan has Christmas, Akshay kumar (recent times) has patriotic days for him.

But all this festive releases must be Family movie or U rated to seize the most out the festive day opportunity.

Chapter 14-Conclusion

Since the day I took on this topic for research I have been critically observing all the activities around me. The brand endorsement to controversy to love affairs to volunteer promotion for other films to joining dance on the stage of IIFA.

After all my research and survey on the Bollywood movie promotion, I have come over to some significant conclusion. This research has shown me the hard work, blood and sweat behind the camera. It has taught me the walk to the FAME, which we all consider fantastic is not just happening all the time.

This research has cleared my mindset about how a movie can do well just by having a good cast or good story or good director or any such good artist, if a movie does not have good promotion there is least possibility of the movie to be successful. I have come to conclusion that all the movie and activities of celebrities around the calendar of their release date is a strategy to promote films. It may look intentional or unintentional but is definitely promoting a film. Movie Crew don't leave any stone unturned when it comes to promotion of a film.

The significance of promotion is huge when it comes business of movie. Promotion can cost up to 50% of the films production capital. Production is not limited to any one of the online or offline media nor it is limited to domestic or international market. I have understood how the digitalization has changed the market approach towards movie promotions largely.

I have also learnt Bollywood is not just contributing to the Indian movie business largely but it also holds large significance in the worldwide movie business.

I have understood how much risk is involved in the production of movie which can largely affected by the cast, director, story and other such elements of film. I have also realized how a particular way of promotion can be critical point for promotion of a film. I have understood how current affairs in the external environment can affect performance of a

movie. I have understood why some controversy are timely created or dug out of grave for promotion of film.

Only one unfortunate thing about this industry is the value of art is being done on the basis of business it can do. Promotion is important indeed but if someone can't do the promotions well, its makes the art lose its face. Eventually to survive you have to make the right films for entertaining the audience which is not always good.

Promotion is not just limited to promotion of a film, it also includes promotion of persona. Why is it necessary to be active on social media or any such media where the world can see them, so they are not forgotten. They have to carry themselves like a brand or product themselves and like any other product, they also have fame life if not handled with care.

After all these conclusions the respect for the hustle they go through for every movie has just multiplied many times more. How they can lure us to watch a film without personally contacting us, it is tough job to do.

Chapter 15-Recommendation

What does the future hold with this industry? It can't be predicted but with better understanding of the industry and its technique I would like to give some recommendation for better promotion of the movie.

- Social Media Meme

I have observed in the above pattern that many technique of promotion have not been seize yet, if not now then when? Taking for instance the promotion technique of *Hindi Medium*. The meme generation is in trend it shall be done more by the movie promoter to grab the attention of social media.

- Short films

The internet is vast ground for experimenting- I would recommend the actors to do some *short films* which might be well crirtically claimed and also give them better experience in their work.

- Unconventional Interviews

Now a days we all have got immune to conventional promotion technique, people need something different for that celebrities shall go to interviews which can promoted with the name – *I WILL TALK ABOUT EVERYTHING BUT MY MOVIE*. This can be a type of negative influencer but we all are more interested in their personal life than what happened on the sets of the movie.

- Interview the interviewer

Typically, star come on the stage and interviewers ask them question but in this technique I suggest the *interviewee to interview the interviewer.* This will definitely create buzz and also break the convention and give the audience some new material to watch.

- Surprise Talk Show

Surprise Talk Shows can be organized and two random celebrities can come on the sets and discuss about their work and can do some surprise activities. The identity of the other guest shall not be disclosed and keep it a surprise for other or at least the audience.

- Experimental Films

I would also like to recommend to come up with different stories of movie. The love story element should be reduced in movies so that its saturation stage can be pushed further. Before it becomes a task for story writers to rediscover their art.

Our industry should try to break the convention and try more experimental film. It might be hard walk in the initial stage but eventually I'm sure the audience will get more used to experimental films than conventional films. The effect on competition can't be said as the nature or artists largely affects in this matter. But certainly the industry will bloom with this movement.

- Subtitling

Film Makers should dub their films into more languages to reach newer audiences, for while much of the world may be used to watching films that don't feature their people of their own nationality, they do expect to hear their own languages.

- Break the Stereotype

Many times the quotes have been repeatedly said "Real life is different from Reel life" Bollywood shall focus more on making more realistic films than filmy movies. Today's generations demands more realistic movies, thus many people watch more of Hollywood movies. Indeed, drama is Bollywood's U.S.P but as the same suggest, it should be Unique but current trend is contradictory to it. So break the stereotype.

Chapter 16–Bibliography

The information have been collected through:

Primary Data

-Surveys Observation method

-Training sessions

-Discussion meetings

Secondary Data

-Journals, magazines and newspapers

-Company's internet site

-Websites

Useful Website

https://docs.google.com/forms/d/1K7pX-8asEHEkmadSNTf8LX_5ytlVvSbZE37fhCT7cZI/edit#responses

http://surface.syr.edu/cgi/viewcontent.cgi?article=1777&context=honors_capstone

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