

## Case Study: Promotional Strategies Adopted By Indian Film Industry

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### ABSTRACT

*In today's dynamic entertainment industry, more than thousands of movie releases in Bollywood.*

*Every movie compete with each other because of awareness of the audience about content,*

*Reviews, star cast etc. without proper marketing development, a movie with fantastic plotlines, characters, actors, sets and special effects may fail to attract the audience. So marketing plays vital role in converting the audience into prospective buyer of tickets. In the environment of cut throat competition, promoters of movies are forced to search for innovative ways to draw the audience to the cinema hall.*

*Marketing of movie is not an easy task. If you want to stand out from the crowd, do something remarkable, be ambitious with your goals, and work with experts. You don't need large budget to get great results but creativity is the real currency for marketing a movie. That's why with the change of time, the strategy of promoting a movie is also changing. Now Movie marketers focusing on using new media like social networking sites, movie website, blogs, mobile phones and games etc. to encourage people to maximize interest in viewing the movie in theaters.*

*The purpose of this study was to understand recent promotion strategies used in Bollywood and its effectiveness on box office return. For this a case study of movie "Baahubali and Bajrangi bhaijaan, was conducted. The research paper also determine the technique which is most*

*pursuable in creating customers for movie. For this purpose a survey was conducted and result reveals that the movie goers uses new media than traditional one to get information about the movie in urban area. In rural area still people uses mouth of word, trailer, poster etc. to get information. The results also reveals that social media was very popular among youngsters.*

**Key words:** 'entertainment industry, marketing, strategy.

### Introduction

Bollywood is the backbone of entertainment industry in India. The name Bollywood is taken from Bombay. Bollywood movie now get a global exposure because some Bollywood movie got entry into Oscar and release in many country in different language at a time. Success of a movie depends upon Box office collection. Some movie crossed Rs. 100 cr. collection like Chennai express, PK, Bajrangi bhaijaan Di wale, Perm Ratan Dhan Payo etc. this objective can only be achieved by using innovative marketing strategies.

Now the film industry is getting more corporatized. Every movie is seen as a new product and its launch must be advertised, and promoted to create awareness among the customers. Marketing has a great impact on the success and failure of movie at box office. Marketing is an old age practice which had changed with the

change in time. Internet and mobile phone are new media for promoting a movie.

Now a days marketing of movie through social media was famous in teen and young adult movie goers. Social networking is different from traditional one-way marketing of trailers and bill boards. It create a two-way discussion with potential viewers. There are many ways of using social media like Twitter, Facebook page and you tube etc. Many movies now use both traditional and modern technique of marketing.

## Literature Review

OHO Preminger in an autobiography (1977) – there is no formula for success. You cannot play safe by mixing two parts of sex, two part of violence, a few tears and two dozen laughs. Even when a movie is finished and acclaimed by the critics it is impossible to predict its success at the box office.

Bergund, 2012- point out that the lagging economy is damaging all consumers spending, and movies are no exception.

Dergarabedian 2011- argues that declining attendance is significant and it should not be ignored.

Millennials, 2010- based on growing popularity of internet and mobile use in younger demographics, marketers are beginning to embrace a different type of marketing channel- social media.

Business, 2011- social media is define as: web based services that allow individual to construct a public or semi- public' profile with in a bounded system, articulate list of

other users with whom they share a connection and view and traverse their list of connections, and those made by others within the system.

## Objective of study

- To understand modern promotion strategy used in Bollywood
- To understand the most effective strategy of marketing a movie
- To study the impact of marketing a movie on its Box office return.

## Research methodology

**Research type-** Descriptive research

**Sampling technique-** Stratified random sampling

**Sample size-** 80

**Data collection-** Data is collected through primary as well as secondary sources. Primary data is collected through questionnaire survey method. Secondary data was collected from journals, research articles, Books and on-line sources.

**Analysis-** the survey data was analyzed using visual display like charts, graphs etc.

## Techniques of promotion of movie

- **In theaters-** different method of movie promotion are used in theaters like trailers, poster, slideshows, standees etc.
- **Television and radio-** movie distributors spend a handsome amount for paid advertisement on advertisement on TV, cable, newspaper, television ,talk show,

entertainment news program

- **Internet** – web sites, blogs, SNS – this the latest and the new technique of film promotion. It provide information about the film to the consumers and the website have attraction like games, downloadable wallpapers, screen savers ringtones etc.
- **Online digital promotion technique**- blogs offer the ability to connect with the audience in a unique manner. Many Bollywood celebrities use blogging to promote their movies.
- **Print**- Bollywood uses print movies for promotion of a movie like paid advertisement, newspaper magazines and books.
- **Merchandising** – different co-branding and co- advertising of a product with a film
- **SNS**- most of production houses set up official communities for a movie before it release. These have promo clippings, song preview, wallpaper etc. this is the best platform for increasing the awareness among customer.
- **Promotion tours and interview**- film actors, directors and producer appear for television, cable, radio and online media interview on set, after film's premiere.
- **Mobile phones**- it would have involved offering songs, wallpaper or ring tones download. It will also provide movie based application, games, videos etc. like Veer Zara had an application where the automated voices of stars of the movie were answering the calls if you missed it.
- **Games**- now Bollywood movies uses games application for promoting a movie. Like Om Shanti Om. Ghajini, Krish etc.
- **IMDB**- millions of peoples visit internet movie data base (IMDB) in search of new movie and TV shows. It is started in 1990.
- **Using niche social network**- using twitter, Facebook and you tube doesn't mean to avoid smaller platforms. So that followers of that platform also share the movie.
- **Auction props used in the movie**- it is used for promoting a movie. It is used by movie Bahubali.
- **Use social competitions and quizzes**- they are the good balance of low risk and high reward.
- **Persona marketing**- it means using a character that the audience connect within some way or another like Salman Khan promote his movie "Kick" by Chotta Bhim, a TV serial.
- **Fashion show**- movie maker promote the movie by using new innovative technique. Like "Chennai Express" uses fashion show, lungi dance, the Rajini Brand etc. for movie promotion.

## Case study

Here to analyze the usage of new tools in marketing and promotion of movie, two Bollywood blockbusters namely Bahubali and Bajrangi bhaijaan were studied.

### BAHUBALI

Bahubali is an epic historic film directed by S S Rajamouli. It is produced by Shobu

Yarlagadda

And Prasad Deviveni. Bahubali - the first Indian movie in two parts which is being shot in Telugu, Tamil. The movie also dubbed in Hindi, French and in several other foreign languages.

Marketing strategy of Bahubali was extremely unique in its approach and successfully used

Various new media tools which are as follows:

- Marketing of movie started two years before the shoot by the producer and director with the audition campaigns in face book and you tube.
- On the occasion of film's lead star's birthday, the team unveiled first look posters and videos.
- A number of short promotional making of videos were released on Arka Media Works You Tube channel.
- It used an augmented reality application to play the trailer on smart phone and tablets.
- The crown used by character of Bahubali in the movie was exhibited at Comic Con, Hyderabad.
- A Coplay event was held in which chosen winner were given a chance to visit the sets of movie.
- The movie unit launched a Whatsapp messenger to give regular update about the movie to the subscribers.
- Guinness World Record approved the poster created during the audio launch of movie as the world's largest poster.
- A special skit was performed by the Bahubali team for the event named Memu Saitham to help the victims affected by cyclone Hudhud.
- After the movie release, an interactive quiz was conducted by marketing team on story gag allowing users to find out which Bahubali movie character they were.
- First time in India, producers are also

planning to create a film museum at Ramoji Film City in Hyderabad which will show case the weapons, amours and costumes used by actors in the movie.

- The movie's website hosts merchandise which include apparels, accessories and films collectibles.

### **BAJRANGI BHAIIJAAN**

Bajrangi Bhaijaan is a 2015 Indian comedy drama directed by Kabir Khan. It is produced by

Salman Khan and Rockline Venkatesh. Marketing strategy of the film is unique and used various innovative technique for promotion.

- Impeccable use of social media – promoters have gauged the importance of social media and unveiled swash bucking teaser of the movie the outcome was overwhelming
- Perfect press conference – press conference is the core of spreading news to media personalities so that it reaches to the audience by the authentic means of communication. The movie has organized many press conferences providing all the USP of the movie
- Effective use of public relation-credit goes to Salman Khan's PR agency.
- Promoting on various channel - in this competitive world it becomes necessary to visit all channel and promote their film. Salman Khan visited all popular TV shows to promote.
- Reinforcement everywhere – Salman Khan has used the entire medium effectively and bombarded from all angles at a particular set timing leading to reinforcement.

- Their marketing strategy aimed at women. The star also participated in a Facebook chat designed exclusively for women fans.
- For younger fans of Khan, a one-hour show titled Bajrangi Bhaijaan kidnapped was shot for star gold.
- Khan's character travels across myriad. Picturesque locations in the country with a little mute girl, a geography book was launched in association with the movie by Indus sourced publishing house.
- Mumbai based jewelry brand Silvestyle, by PN Gadgil jewellers, has collaborated with the movie company', launching the official Bajrangi Bhaijaan pendent. It is available across all stores under Khan's charitable trust and on Amazon.
- As a new strategy for promotions of a movie they decided to release the first song *of movie* before the trailer.

## Analysis and Findings

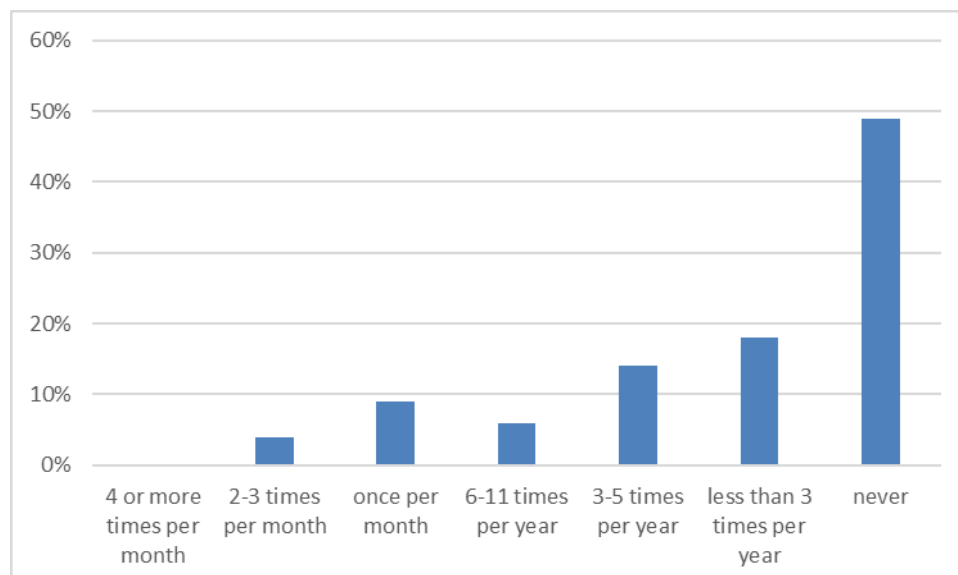
A sample of 85 respondent were chosen for the survey conducted for knowing the effectiveness of social media in a city in marketing a movie in Bollywood. Of the total 85 respondent, 27 were male and 58

were female respondent: To know the impact of social media on youngsters, the ages of the participants mainly fell into one group 19-25.

Of the total 85 respondent 19 were leave in rural area and 66 were live in urban area. Respondents who leave in rural area do not have any Facebook page or twitter account. They rely on traditional method of marketing a movie like poster, word of mouth etc. only 38 have a Facebook page and 47 do not have Facebook page.

The result shows that twitter was a less popular social media platform. Of the 85 respondents only 6 respondents have twitter account and 79 do not have twitter account. This is not surprising data is collected from a particular city and from friends of friends.

As the survey was conducted in a particular city where people did not go to see the movie in theater the result of the frequency of going to see the movie in theater shows that 49% of the respondents never went to see the movie in theater and other results are shown below:





Of the 85 respondents only 14 respondents use internet to know about the movie. 37 respondents agree that they know about the movie with their friends and 20 respondents said that they use other media to know about the movie.

When the question "from where you look for more information about an upcoming movie" was asked, 55 respondents of the 85 get information from the trailer and 16 participants from word of mouth. Only 4 respondents use Facebook page and 3 respondents use official site of movie to get more information about an upcoming movie. The result shows that people still use traditional method to get more information about the movie.

The result shows that of the 85 respondents 75 do not persuade by official website or Facebook page to watch the movie in theater because many of them belong to rural area where still people are not using social sites to get information. Only 10 respondents were persuading with official website and Facebook page to watch the movie.

Of the 85 respondents, 67 respondents do not visit the movie's Facebook page whether their friends liked a page for a new movie release. While 18 respondents agree with the statement that they also visit the movie's Facebook page.

50 respondents of the 85 agree with the statement that if one of their friend posted a negative review then they will also do not watch the movie. This shows that people depends upon their friend. Only 35 respondents will watch the movie after their friend posted a negative comment.

To know the most effective tool of marketing 91% respondents go with social media and only 9% go with traditional media. The research was conducted among the youngster that's why maximum respondent prefer social media as the most effective tool of marketing a movie in Bollywood.

### **Case study: an analysis of box office return**

#### **Bahubali**

The film was made on a budget of Rs.120 crore, released worldwide on 10<sup>th</sup> July, 2015 and became the highest grossing Indian film within India and became the third highest grossing Indian film globally. It became the first south Indian film to gross over Rs.600 crore worldwide and the first known Hindi film to gross over Rs.100 crore. It is also the highest grossing Telugu film of all time.

#### **Bajrangi Bhaijaan**

The film was made on a budget of Rs. 90 crore. The film was released worldwide on 17 July 2015 and grossed approximately Rs. 626 crore. And became the second highest grossing Indian film at the Telugu film of all time. It holds the record of only Bollywood movie to cross Rs. 1 billion from single screen shot.

To conclude, it can be said that the audience is receptive to new media promotional tool and does prefer it over most of the traditional tool. The new media marketing technique adopted by the two

movies under study and their box office success along with the results of the study does prove that this new approach is making a difference.

## Conclusion

Marketing a movie is not an easy task. If you want to stand out from the crowd, do something remarkable be ambitious with your goals, and work with experts. You don't need large budget to get great result but creativity is the real currency for marketing a movie. Today new media is on the rise in India. It helps producer to earn huge amount. Social media has become an integral part of everyday life and so Bollywood marketer's have chosen to target and move accordingly to attract the audience through innovative marketing techniques.

The finding of the study reveals certain significant facts about different media of promotion and marketing a movie. Social media is popular among youngsters of rural and urban area. It has a longer stay and say in their everyday life. In rural area still people uses traditional media to get more information but the uprising of new media has toppled mediums such as newspaper, magazines and radio. Movie goers turn online before deciding to go for the movie or not. Moreover, the two case studies results also prove that innovative new marketing techniques are helping in increasing the box office collection.

However, it is evident that movie content, star cast do play huge role but promotion is considered as secret of success. The people behind the marketing and promotion of a movie need to pay more attention to the underutilized potential of the web and

as well as traditional media to attract more and more eyes.

New media is proving to be successful and with the way things have moved in the recent past, it is apparent that new media will have a larger role to play in the coming time.