



RECENT TREND OF PROMOTION STRATEGIES IN BOLLYWOOD

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ABSTRACT

In today's dynamic entertainment environment, thousands of movies releases in India and every movie faces a tough competition. As audience is getting more aware about content, reviews and star cast of movies. Critics plays a huge role in converting audience into prospective buyers of movie tickets. But, still promotion of movies at large scale influence audience and make them aware regarding movie, star cast and content of movie to some extent. The purpose of this study was to understand the recent promotion strategies in bollywood and how much such strategies help in success of movie in terms of Box office collection. Study will include recent movies data to summarize best promotion strategies.

KEY WORDS: Movie, Bollywood, Entertainment, Promotion,

INTRODUCTION

The name 'Bollywood' is a portmanteau taken from Bombay (the former name for Mumbai). The Oxford English Dictionary included the term *Bollywood* in the year 2003. Marketing has great effect on the success or failure of a movie at the box office. Marketing in bollywood is not new but strategies gets change with time. Bollywood is a backbone of

entertainment industry in India. Bollywood movies now get a global exposure as few bollywood movies got entry into Oscars and releases in many countries at a time. With its global exposure pressure of promotion gets increase to persuade Indians as well as foreigners. Success of movies is derived from box office collection. Many Indian movies crossed 100crores collection. Top collection

movies include DHOOM3, PK, CHENNAI EXPRESS, HAPPY NEW YEAR AND many more. Marketing is used to increase an organisation's success, by promoting its products or services to targeted potential consumers (Hill, O'Sullivan & O'Sullivan, 2003).

"Indians love to watch movies. And advancements in technology are helping the Indian film industry in all the spheres - film production, film exhibition and marketing. The industry is increasingly getting more corporatized. Several film production, distribution and exhibition companies are coming out with public issues. More theatres across the country are getting upgraded to multiplexes and initiatives to set up more digital cinema halls in the country are already underway. This will not only improve the quality of prints and thereby make film viewing a more pleasurable experience, but also reduce piracy of prints." (FICCI, 2006)

PROMOTION OF BOLLYWOOD MOVIES: THEN AND NOW

Promotion of movies is not new at all but what changed is prospective of audience. Earlier promotion was not considered that much big. First bollywood movie *Raja Harishchandra* used newspaper advertisements handbills and publicity booklets to market the movie. Early years after *Raja Harishchandra* saw the emergence of posters as the main source of marketing a movie. the emergence of television, the transformation of urban space, the expansion of Internet and the arrival of newer technologies have made their mark on Bollywood, determining both its aesthetic impulse as well as the marketing strategies.

Now almost cast of every movies visit in many cities to promote movies. Reality shows are very famous for promoting movies because with this cast tries to connect to audience with their movie. Now almost in every reality show

episode movie cast comes to judge the show or to make audience laugh with the help of comedy shows.

PROMOTION STRATEGIES

Websites

Jaane Tu Ya Jaane Na (2008) a small budget musical romantic comedy targeted at the youth was a major success online. The homepage www.jaanetu.com was very appealing in appearance with youthful graphics. Film got success and every youth got attached with this movie.

Many producer of bollywood movies set up websites for movies and website provides information related to star cast, director, release date, music, trailers, etc

Games

Many movies in bollywood launch their games online and as well as in form toys to influence kids and teens. Bollywood movies such as *ra.one*, *om shanty om*, *ghajini*, *krrish3* does that.

Social Sites

There are many popular social networking sites which connect their stars to them. Producer, director, actors try to inform their fans or audience to regarding their movies by statements, images or any comment through twitter or facebook.

SUCCESSFUL MOVIES AND THEIR PROMOTION STRATEGIES

PK Publicity

Movie tried to gain publicity through its first poster release in which aamir khan was standing nude with one stereo.Box office collection 440 crores as on 29 December 2014 (source www.bollymoviereviewz.com)

Happy New Year

Tour: HNY team toured several cities of US and UK and created huge hungama around.

HAPPY NEW YEAR trailer launch on messaging app

Visited Twitter & Google Headquarters

Launch of Dance reality show on TV TV show 'Dil Se Naachein Indiawaale'to create noise around his film HAPPY NEW YEAR.

Visit to reality shows to promote movie

Bollywood collection 336.64 crores (source www.bollymoviereviewz.com)

Chennai Express

Chennai express came up with few innovative ideas

1. Game
2. Posters in different languages
3. Tie-up with products
4. Promotion on tv reality shows
5. New range of sarees
6. Lungi dance; this helped gain popularity in south india
7. Box office collection 395 crores (source www.bollymoviereviewz.com)

Movies like besharam, hamshakals, etc did full promotion of their movies and able to collect more than 50 crores each being super flop. Both movies visited various reality shows and did many things to promote. In short, it can be said flop movies earned because of their promotional strategies.

CONCLUSION

New and unique promotion helps producer to earn more. Even flop movies earns huge amount because of their promotional techniques. Various famous new promotion techniques include visiting to reality shows to connect to audience, visiting to different cities, creating fun among cast to make laugh

audience, launching games for kids or teens, help of social networking sites as every youth is uses internet, promotional songs and publicity stunts. Movie content, star cast do play huge role but promotion is considered as secret of success.

Flop movies able to earn many crores because of their promotional strategy only.

One more thing is very important to note is some unique promotion strategy add some value to movie.

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