



Digital way to marketing Indian Cinema – A new way of branding Indian Cinema

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ABSTRACT

Bollywood (Hindi Film Industry) is the leading creator of films in India. Since 1960, India is in the list of making greatest number of commercial films. To face the competition the promotional strategy of movies are getting changed i.e. through posters to digital techniques. Present Indian cinema marketing scenario focusing broadly on digital marketing. Films today have widened their focus from YouTube and Facebook, and expanded into newer platforms like Instagram, Snap chat, Viber, WhatsApp etc. Digital media, in the current situation, is seen as a decision maker because of its interactive power. Combining conventional media with new digital communication helps to get more effective result on the audience.

KEYWORDS

Digital Media, Indian cinema, Marketing, Promotion, Face book, Twitter, You Tube,

Introduction:

With second highest population India is the major producer of movies in the world with over 1,300 films released each year. A first-rate script or exceptional performance can no more ensure a hit in the cinema world or lofty retribution at box office. It requires a right strategy and planning to achieve big hit and gain good business. The key is to generate interest and curiosity and create positive buzz among viewers adequate to bring them to the theaters and make them spend Rs 400 on a film ticket. So digital marketing of movies using a variety of social media platforms aid movie producers, directors, filmmakers and actors to reach out to larger audience. In the present market scenario cinemas from Hollywood to Bollywood we see that most of the movies start getting promoted online much before the release date and the campaign goes on after the release as well. The trailers of movies get uploaded on YouTube to get millions of views and likes. Cinema celebrities are very keen on their social media presence. They rigorously post about the movie from their personal Instagram or Twitter account or Facebook page to inform audience regularly.

Today India's media business is altering from conventional media to digital media. According to advertising revenue forecasting by IAMAI, Indian digital media is growing at the rate of 31% in 2016 as opposite to other media. There are 309 million are urban internet users, 153 million are rural internet users in India, and there are 587 million mobile users are urban people and 430 million mobile users are rural people. 42 million urban and 42 million rural people are digital TV subscriber. This drastic change in the media and approach of the viewers cinema industry also making its change towards digital.

GLANCE OF DIGITAL MEDIA IN INDIA

Media and entertainment industry in India have grown as Rs 918 billion marketplace in 2013 and it is wished-for to nurture at a CAGR of 14.2 per cent to reach Rs 1,786 billion by 2018 (KPMG report 2015). Digital media is increasing at the rate of 44.5% in digital advertisement. Media is identified as among the top five-priority sector for investment.

Digital media Users (in millions) 2016

Internet user	462
PC/laptop	2.76
Mobile	992
Tablets	1.9
Digital television	84

Definition of Digital Marketing:

Coviello, Milley and Marcolin define e-Marketing or Digital marketing as "Using the internet and other interactive

technologies to create and mediate dialogue between the firm and identified customers". It is often referred as Online Marketing, Internet Marketing, and Web Marketing.

Digital marketing channels: Some of the major digital marketing tools used in India are given below.

- Catalogue with the search engines.
- Search Engine Advertising.
- Social Media Marketing.
- Mobile marketing.
- Google Analytics.
- Online Display Advertising.
- Email Marketing.
- E Commerce Marketing.

Indian Movie and Digital Marketing:

From the Spartan world of traditional movie marketing, we have now entered a rather sophisticated universe of digital movie marketing. Movie geeks are getting in to closer circle of film actors, directors and the movie itself has increased due to social media channels.

Let's take the example of the much talked about movie of last year—Baahubali. A Telugu film directed by S S Rajamouli, Baahubali started building its online presence in 2013, almost two years before its release. It went on to create the first Telugu hashtag on Twitter, and worked with the social media platform to build interest around the movie. Baahubali opened with stupendous numbers — over Rs 50Crore on the opening day. Recently released Rajani's Kabali teaser broke all the records of Youtube hits for a Indian movie teaser. This garnered 29,066,014 views.

Significance of the study:

Bollywood (Hindi Film Industry) is the leading creator of films in India. Since 1960, India is in the list of making greatest number of commercial films. Today's competitive entertainment industry provides space to release thousands of movies. To get eyeballs to their creation everybody is trying to use different promotional strategies. To face the competition the promotional strategy of movies are getting changed i.e. through posters to digital techniques. Present Indian cinema marketing scenario focusing broadly on digital marketing. It is interesting to study the same.

Objectives: i. To find out how Indian blockbuster movies used social media to gain promotion and build curiosity. ii. To analyse the trends and different platforms cinema marketing experts using. iii. To study the impact of digital media on contemporary Indian cinema.

Methodology

Case study methodology is used to analyse the changing scenario of usually marketing cinema. Four contemporary films of year 2015 and 2016 namely Bahubali, Bajarangi Bhaijaan, Sultan and Kabali has been selected to get the idea of the digital market strategy for the publicity and promotion of films. The data gathering was the secondary data from various online entertainment websites and various articles and news published in various media.

Major digital tools used by Indian cinema industry:

- Facebook
 - Facebook Page
- Twitter
 - The twitter handle for the movie
- Instagram
 - Instagram profile movie handle.
- YouTube
 - Trailer of the film
 - Teaser
 - Motion Poster
 - Audio Juke Box
 - Micro site

New platforms

Promoting films digitally today has become attractive due to the sheer variety of strategies that production houses can employ. There is no doubt in trade circles that digital marketing has taken centre-stage this year. Films today have widened their focus from YouTube and Facebook, and expanded into newer platforms like Instagram, Snap chat, Viber, WhatsApp etc. What has emerged is that the measurement of the success of a movie trailer or song is based on views, likes and engagements. This is why films are now choosing to tease audiences with content online.

For movies, YouTube and OTT platforms like Hotstar become important, and exclusive original content is fed here. For Bombay Velvet, Fox Star Studios launched a mobile-first movie preview on Star India's digital platform Hotstar, which included four minutes of selective scenes from the movie before it was released. The film also had a talk show featuring the actors and director of the film.

Amrita Pandey, VP and head of marketing and distribution, Studios, Disney India says, "Actors who are active on social media along with their fan clubs are an important currency in movie marketing." Or consider the kind of associations movies have struck with some of the largest e-commerce portals, driving value for both parties involved, as well as the consumer. An example of this is the Star Wars Store and its collection on [Amazon](#). "Today's audience can watch film content on several devices including mobile phones, through which they can sample the lead actors' clothes and accessories and then proceed to buy the same online," Pandey explains.

Clearly, social media and its mediums/ formats hold big possibilities for marketers. Facebook is the key player but other platforms like Twitter, Instagram and Snapchat are coming up in a big way.

Facebook as First Choice:

Digital medium is gaining more importance and Facebook is main platform largely used. But as far as a larger demographic is concerned, Facebook will continue to dominate. This is because a majority of people still access Facebook online, and nothing else.

Pandey says "We were among the first studios in India to start using Instagram effectively to showcase quick and fun videos on our 2014 movie Khoobsurat. Snapchat is proving to be an extremely exciting new avenue as well and we have been watching it closely and will soon be making a huge splash on the platform in 2016."

Others such as Rudrarup Datta, VP, marketing, Viacom18 Motion Pictures, feel digital marketing needs to be a mix of using social and digital media in close correlation with one another. A growing

trend is the use of videos across digital platforms to drive engagement.

CASE STUDY :

Digital Promotions of 2015-2016 Block buster movies:
Bahubali:

Release date: July 10, 2015 (India)

Director: S. S. Rajamouli

Budget: 1.2 billion INR

Digital Presence of Bahubali :

- **Facebook**
 - Facebook Page - 2981 274 likes
- **Twitter :**
 - TWEETS 3,355, FOLLOWING 250, FOLLOWERS 176K
- **Instagram**
 - 509 posts, 216k followers
- **YouTube**
 - Trailer of the film - 281K views
 - Subscribers - 148,975

Arka Media Works' first instalment of the two-part epic film made 200-crore mark in 5 days. Its success is outcome of its cinematic greatness and another triumph has been achieved because of the way it was marketed over the past not just one, but two years.

Baahubali started its digital marketing campaign on January 2013, two and a solid two and a half years prior to its release. Although it is not unheard of for a film to use social media as a tool to promote itself, Baahubali used it in a myriad of refreshingly new ways.

Facebook for Casting

As a first episode of Bahubali promotion campaign, marketing team used Facebook to choose cast for the movie. They made it Facebook via YouTube cross linking. They got more than 5000 emails in two weeks. It was a very positive response to the post on social media.

Leveraging YouTube

Bahubali's making videos were released on YouTube September last year and it was a first Indian movie which released its making footages.

Twitter Hash Tags

The creators ultimately used the power of the hashtag prior to the launch of the film's trailer, which in itself was a spectacle. Baahubali's trailer was launched on June 1, just a little more than a month before the final release of the film on July 10. Minimalistic posters were posted with the hashtags #BaahubalionJuly10th, #Baahubali and #LiveTheEpic on Twitter.

Vivid Videos

Karan Johar posted Vine videos of long queues before theatres for advance booking. He posted various rave reviews of different news papers from all over India.

Games, Quiz and Prizes

After releasing the film on July 10, its collections were record breaking. Overall Rs 200 Crore (\$31 million) gathered in a matter of four days. Bahubali's digital team wants to make the most of it and started quizzes on the film at interactive platforms such as Story Gag. Contests were also run on Facebook and Twitter. These smart post-release strategy worked wonders to keep the audience engaged to the multi-lingual dubbed versions even after they've watched it.

For the first time in Indian movie history Bahubali used social media, and made its foot prints on fresh tracks and succeeded.

BAJARANGI BAIJAAN :

Release date: July 17, 2015 (India)

Director: Kabir Khan

Producers: Salman Khan, Kabir Khan, Rockline Venkatesh, Sunil

Lulla The movie was produced by Salman Khan Films and Rockline Venkatesh in association with Eros International. It was the top performing movie of 2015- INR 550 crore net box office collections. It was released with 500 screens across the India.

Facebook Page : Bajrangi Bhaijaan movie has facebook page and was liked by 2,686,603 people.

Twitter tweet : The Bajrangi trailer #BBTrailerAt5pm.

Twitter contest : 50 winners of the Bajrangi Bhaijaan Twitter Contest got to watch the teaser of the new Salman Khan movie.

Dubsmash.com video release on Facebook : Salman Khan and Nawazuddin Siddiqui made a 4 second conversational Bajrangi Bhaijaan movie dialogue video through dubsmash.com app and releases on facebook.

Facebook post : Posted about Bajrangi Bhaijaan trailer that. Ab subscribe karo aur Bajrangi Bhaijaan ka trailer seedha apne wall pe pao! <http://bit.ly/BBExclusiveClub>.

TV series : Selfie Le Le Re with Kris and Salman will premiere on July 18 on Cartoon Network, Bheem aur Bajrangi Bhaijaan will beam on July 19 on POGO

Promotional song : The song titled 'Aaj ki party meri taraf se' will not be a part of the movie, but is a promotional song.

Game : A unique game which has been inspired from the film's story is being launched across all platforms.

Multi-lingual campaign : Bajrangi Bhaijaan had a multi-lingual campaign, and its poster was released in different languages on several social media platforms.

Merchandise Promotion : Gaada of Hanuman Ji use as a pendant in a movie which was wore by SalmanKhan. It was present for sale in market as well as on various online shopping websites.

SULTAN :

Initial release: July 5, 2016 (Kuwait) July 6 (India)

Director: Ali Abbas Zafar

Budget: 700 million INR

- **Facebook**
 - Facebook Page – **583,519** + likes
 - **282,541** – People talking about this .
- **Twitter**
 - 58.2 K followers
 - 1366 tweets.
- **YouTube**
 - Teaser of the film – 30, 571, 251

Early stage promotions : Right after finalising the release date Sultan the first look of the film was released right after and it gathered a million views in first seven days. The teaser was released in April 2015 and that received a million views in just 12 hours and became most viewed Bollywood teaser on YouTube till now.

After teaser launch the official facebook and twitter Sultan page started posting various pictures of stars and started to give more information about wrestling theme of the film by giving audience knowledge about game, association with main lead and its history in India. This acted as curiosity factor about the film.

On December 27 Salman's birth day twitter contest titled, #HappyBirthdaySultan launched. And the response to win Salman Khan signed poster was amazing. Next, on the occasion of birthday of #SultanKiJaan, Aarfa Khan aka Anushka Sharma a trailer dedicated solely to her was released. #SultanTrivia became a part of the page in that few facts about film was revealed.

After release activities: After movie was released facebook and twitter page were crowded with reactions of audience, critics and

other film industry celebrity. Stories like fans claiming to going to watch the film for the fifth time, images of people showing their tickets, waiting at box offices and updating social media about that were shared. And in between first day collection was also shared and was followed by daily collections till end of first weekend.

Outcome of the campaign: Movie earned 36.54 cr on release day and 37.32 cr on second and 31.66 cr third day and it was biggest opener for Salman Khan by making 150.52 cr in three days.

KABALI :

Release date: July 22, 2016 (India)

Director: Pa. Ranjith

Music director: Santhosh Narayanan

Statistics:

- Facebook
 - Facebook Page – **367,902** + likes
 - **282,541** – People talking about this .
- Twitter
 - The twitter handle for the movie became the most active Twitter handle for 2014.
 - A total of 117.9K followers were garnered on the handle
 - 1488 tweets.
- Instagram
 - With more than 59815 Uploads
- YouTube
 - Teaser of the film – 29,066,014

Kabali: Marketing with the Thalaiva

Rajinikanth's latest movie "Kabali" has ended its first week on a high note at the worldwide box office. The multilingual film has not only witnessed earth-shattering collection but has also broken several records. Talking about the film's collection, Kalaippuli S Thanu has said that "Kabali" grossed Rs. 320 crore in six days at the worldwide box office.

"#Kabali success meet - It's official film has collected worldwide Rs 320 Cr in 6 days! (July 22 - 27). Phenomenal! [sic]" journalist Sreedhar Pillai tweeted. The producer also revealed that the flick has collected over Rs. 6 crore in six days in Chennai.

Rajinikanth, the giant superstar of Kollywood, has managed to single handedly take social media by storm, getting his movie Kabali enough attention in the digital world. The first YouTube teaser of the movie was uploaded on 30th April that received 26M views for a minute of Rajinikanth's appearance. Some Twitteratis breaking their head to book the tickets, others are celebrating their victory. Picking up on picking up on the emotional value, brands are leveraging this golden opportunity to market themselves with Rajnikant their influencer.

Conclusion :

Marketing is seen as the most influential way to reach the target audience since long. quite a lot of marketing techniques are used along with other conventional medium, it just only stimulates the movie marketing process by increasing its capacity through providing a wider, user friendly platform. Just looking at the results achieved by recent hits we can easily analyse that digital media marketing acts as key medium in creating awareness about every detail of a movie and leads movie lovers to grab the ticket. It was number of days which were considered for the success of movie but now it is a matter of first week.

In India, now a day almost 3000 prints of the movie releases and collection in weekend decides the fate of the movie. The social media buzz, updates, discussion on a particular film simultaneously helps in predicting box office revenues in reality. Fake reviews and paid likes are the recurrent fall out of social network which comes hand in hand with the benefit of social media film promotions. Facebook was planned as an interactive online forum that encourages members to share information via photos, video clips, links and written posts. But account owners

finally have power over of what they want to show on their public profile.

Digital media, in the current situation, is seen as a decision maker because of its interactive power. Combining conventional media with new digital communication helps to get more effective result on the audience. Digitalization has provided whim and opportunity for many new initiatives. The choice of communication technology is so great that to forecast its future in regard to film marketing medium is an uphill task at this point of time.

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