

Marketing strategies assignment

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Marketing strategies for 3 idiots The days when wall paintings, posters, and hand painted board signs were the most prominent ways for marketing a movie no longer exists. Actors never promoted their films; film-makers never invested a lot of money in promotions and even print media barely created hype. But today's film industry exhibits a completely different scenario. India is regarded as the world's largest film industry in terms of the number of movies released per year. Estimates say that more than 1500 movies are releasing in India every year.

Of which, Plywood constitutes a major chunk followed by Deluge, Tamil and Malaysia film industry. Now-a-days, movie production houses and actors are looking for strategic and innovative ways to market their product Mari Khan has always proved to be a marketing reference. He comes up with a slew of amazing marketing strategies to promote his movies or shows. For all those people out there who wants to explore more on marketing of movies, the way he presented his movie ' 3 Idiots', can be taken as the best example.

They followed a 360 degree plan for promoting the film t various stages.

MARKETING STRATEGY FOR 3 IDIOTS: * The initial buzz was created with the " Discover India Tour", in which he traveled to different parts of the country in a disguised manner and gave away prizes to anyone who recognized him. All these actions were recorded and telecaster. * They created a page on twitter by the name " Pubic Idiot". This indeed created a huge buzz and expectation among the audience. They also got into t-shirt merchandising marketed by pantaloons.

Mari had come up with a range of “ 3 Idiots” t-shirts. Before the movie’s release, they got into an association with gaming portal Kappa. Com. They started a gaming website for the movie. (disassociated. Kappa. Com) * They also got into an association with Reliance ADAGE. Reliance Capital even launched ‘ All Is Well Life Insurance Plans’, which was the movie punch line. * Apart from these they also used the traditional ways of promoting the movie, like posters, audio launches, trailers on TV and theatres, reality shows, interviews, making of the movie, reviews and previews. Also the controversy between Cheetah Begat and the movie’s director Aragua Hiring created a lot of buzz among the audience. CB rating for “ I AM” The national award winning “ I Am”, is an Indian anthology film by Noir. It consists of four short films: “ Omar”, “ FAA”, ‘ Bunyan”, and “ Meghan. Each film is based on real life stories. There are four stories but the characters are interwoven with each Story. “ Bunyan” is based on child abuse, “ Omar” on gay rights, “ Meghan” is about Kashmir Bandits and “ FAA” deals with sperm donation.