



**HOT  
DEALS**

## Box Office Deal Promo

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## Box Office Deal Promo:

Box Office ,1960    **Odd Film Promotions** Ethan Parker, AI, 2025-03-29 Odd Film Promotions explores the intriguing world of movie marketing focusing on unconventional and sometimes ethically questionable campaigns. It delves into how studios have pushed boundaries to capture audience attention examining both successful and failed strategies. The book highlights the evolution from traditional advertising to immersive experiences while also scrutinizing ethical considerations in manipulating public perception. For example, the Blair Witch Project's fake documentary approach generated buzz but also blurred the line between reality and fiction. The book analyzes various case studies tracing the history of film advertising and exploring examples like the scavenger hunt for A.I. Artificial Intelligence. It considers the impact of these marketing trends on audience expectations and the relationship between filmmakers and audiences. By drawing connections to media psychology, public relations, and business ethics, the book offers an interdisciplinary perspective useful for film students, marketing professionals, and anyone interested in the intersection of entertainment advertising strategies and consumer behavior. The book adopts an analytical tone presenting compelling stories and insights across its chapters. From historical context to various case studies, it culminates by examining the broader implications of marketing trends in today's digital age. Ultimately, Odd Film Promotions argues that while innovation is crucial, transparency is essential for maintaining audience trust.

**Marketing to Moviegoers** Robert Marich, 2005-04-18 Marketing to Moviegoers is the essential guide to film marketing. Although there are many resources available about how to make a film, there are few about how to get your film seen once it's made and none that reveal the closely guarded marketing secrets of the major motion picture studios. The author goes right to the source and provides data, quotes, and insights from high-profile industry professionals and information on market research that the major studios don't want the moviegoing public to know. This book will be indispensable for film marketing executives, consumer product marketers, students, and people new to the filmmaking field. It provides practical data such as templates for advertising campaigns of different sizes, solutions, and an insight into the complicated movie marketing process. Armed with the strategies that Hollywood professionals would prefer not to share, film professionals and marketing professionals alike will have a leg up in this complicated business.

**Coming Back to a Theater Near You** Brian Hannan, 2016-06-14 In the Silent Era, film reissues were a battle between rival studios every Mary Pickford new release in 1914 was met with a Pickford re-release. For 50 years after the Silent Era, reissues were a battle between the studios who considered old movies found money and cinema owners who often saw audiences reject former box office hits. In the mid-1960s, the return of *The Bridge on the River Kwai* 1957, the second biggest reissue of all time, altered industry perceptions and James Bond double features pushed the revival market to new heights. In the digital age, reissues have continued to confound the critics. This is the untold hundred-year story of how old movies saved new Hollywood. Covering the booms and busts of a recycling business that became its own industry, the author describes how the likes of Charlie Chaplin, Humphrey

Bogart and Alfred Hitchcock won over new generations of audiences and explores the lasting appeal of films like Napoleon 1927 Gone with the Wind 1939 The Rocky Horror Show 1975 and Blade Runner 1982 Billboard ,2005-06-04 In its 114th year Billboard remains the world s premier weekly music publication and a diverse digital events brand content and data licensing platform Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music video gaming media digital and mobile entertainment issues and trends Boxoffice Barometer, Combined with Records ,1960

**Variety Deal Memo** ,2002 The global newsletter of theatrical and post theatrical rights and markets **The Economist** ,1872 *Reel History* Robert Brent Toplin,2002 The author makes an argument for clemency in judging Hollywood s interpretations of history and thoroughly investigates its serious limitations and opportunities to construe history **Adweek's Marketing Week** ,1990-03 *Cable Vision* ,1997 Opera George Henry Hubert Lascelles Earl of Harewood,1992 *Business Periodicals Index* ,1992 **House documents** ,1880 Figaro ,1891 **San Diego Magazine** ,2004-07 **Adweek** ,2010 *Motion Picture Herald* ,1935 Travel & Leisure ,2000 News - The Grantsmanship Center Grantsmanship Center,1983

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