

A Case Study - Digital Social Medium used for The Epic Fantasy Film “BAAHU BALI”

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Abstract

This paper deals with a case study of social marketing methods used for the blockbuster film “Baahubali”- The Beginning and its impact; during prequel of this movie the production team had planned to advertise in different medium of mass communication to propagate their film mainly in digital social medium.

Out of different available digital social medium of communication the team has put immense efforts to advertise their film in social digital medium such as Facebook, Twitter and You Tube. For their colossal efforts they have harvested the result while successful run of the film. The victory of the film was credited to a well implemented promotional marketing strategy applied by the team by regular updates on movie such as releasing teaser, trailers, posters, behind the scene clips in social digital medium in regular interval for creating hype among the masses.

Also the production team have created website to promote the film by selling the commodities such as apparel for women and men accessories using printed film poster in T-Shirts, Historical ornament for women etc., this digital medium of promotion was created hype and reached the masses.

The film “Baahubali” produced mainly in Telugu and Tamil and dubbed in Hindi and other languages. Hence this film created enormous national plea and emerged as major box office hit in the county.

With appropriate usage of advertising through social media for the film, it has proved that social media advertising is the new trend adopted for marketing.

This case study will analyze the medium used for the promotion of the film and impact created among the mass.

Keywords: Social Media Marketing, Twitter, Facebook, You Tube, Digital Crusader

Indian Film Industry - Intro

The Film Industry in India is the largest in the world in terms of producing and releasing of films in theatres. Indian film industry produces approximately 1000 to 1300 films per year inclusive of Bollywood (Hindi), Tollywood (Telugu), Kollywood (Tamil), Sandalwood (Kannada), Molliwood (Malayalam) and other Indian languages films.

The growth of the Indian film industry is expected

at compounded annual growth rate (CAGR) of 11% to achieve US\$3.7 billion by 2020. As per the Deloitte article titled “Indywood – The Indian Film Industry” India is the largest film producer in the world already but lags with US and other countries in terms of revenue earned through releasing of films.

The film industry in India is conquered by Hindi films by contributing 43% of film market share. The remaining 57% is contributed by Telugu, Tamil, Malayalam, Kannada, Bengali,

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Bhojpuri and other Indian languages films.

The success of the films released in India are calculated on the revenue earned after releasing in theatres (Inland and Abroad), Satellite Channels and through Foreign Rights. However, the story, cast, presentation and marketing strategy applied for the films are determines the success. A good content needs a thriving marketing strategy for the success.

Most of the film producers in India produce their film to earn margin out of the money invested for the film. To gain the margin, the production team uses the different kind of marketing technique such as Television, Print, Banners, Magazine and Digital Social Medium, etc.

In recent years due to the popularity of the digital social medium among the mass, the film producers have diverted their interest to advertise or popularize films in Digital Social Medium in order to achieve the margin.

This case study will analyze the marketing strategy used for the film “Baahubali – The Beginning and the Conclusion” and its impact among the masses by using the digital social medium.

Social Medium

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Reach of Internet

As per the survey conducted by the “Internet and Mobile Association of India” [IAMAI] overall internet penetration in India is 35% of total population. In urban areas in India estimated around 295 million users as on December 2017 and in rural India estimated to have around 186 million Internet users as on December 2017. Based on this survey results most of the film production companies attempt to promote their film using the digital social medium.

Intro - “Baahuballi”

Arka Mediaworks have produced the two part epic action movie “Baahubali – The Beginning and The Conclusion; hit the screen worldwide during the year 2015 and 2017 respectively. The approximate gross collection for the first part and the second part of the film is Rs.650 Crores and Rs.1,796 Crores respectively.

It was directed by S. S. Rajamouli and written by his father K. V. Vijayendra Prasad and produced by Shobu Yarlagadda and Prasad Devineni under the banner Arka Media Works.

The film Baahubali received several awards and won

the National Film Award for Best Feature Film and for the Special Effects.

Digital Promotion

The endorsement for the movie Baahubali commenced in the year 2013 and the promotion started two and half years before the movie was released. The production team of Baahubali came out with some inventive and gainful marketing strategies to create a drone around the movie.

To promote the movie, the production team sought to leverage the power of social media. Using the Digital Social Medium Such as Facebook, Twitter, and You Tube the promotion team had started their digital marketing campaign such as updating films stills, behind the scene videos, etc., before releasing of the film.

In order to promote through web site, the production team had created the web site (www.bahubali.com) to promote the film by selling the merchandise for men and women printed with film stills, poster, logos, graphics, etc.,

The “Baahubali” Mobile games was also developed and made available through Google Play Store as part of digital marketing strategy.

Release of Film

The film Baahubali was primarily released in Telugu, Tamil, Hindi and Malayalam. The film was distributed by the Arka Media Works in the southern part of India such as Andhra Pradesh and Telangana.

The film was dubbed in Hindi and released through M/s. Dharma Production in Northern India and in Kollywood (Tamil Nadu) M/s. Studio Green released the film, Global United Media had released the film in Kerala and the US Based Blue Sky Cinemas had marketed the film in overseas.

The film analysts felt that never before had so many leading production houses come together to endorse the film in such larger scale.

Impact

Baahubali was released worldwide on July 10, 2015 in Telugu, Hindi, Tamil, and Malayalam in nearly 4,000 screens to packed theaters and collected US\$31million in a span of four days.

It collected US\$9.0 million worldwide on the first day of its release, which was the highest opening ever for an Indian film.

The film collected US\$2.2 million in the United States alone on its first day. The film’s first weekend collections stood at US\$24 million worldwide from all its versions, the third

biggest ever for an Indian film.

Conclusion

General opinion was that the Baahubali Team had used the Digital Social Media platform to endorse the film in admirable way to promote the film.

Few experts also opined that the team believed in what they were making and executed what they had planned despite the roadblocks.

According to connoisseur, Baahubali had set a new trend in the sense that regional Indian movies could now break into the national commercial movie scene by the support of Digital Social Medium.

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