

Executive Summary – RSVP Movie Case Study

Introduction

In order to understand the best way to release a movie for their global audience, we like answer below mentioned questions:

- 1) Which time of the year the movie should be launched? Holidays, summer breaks, festival breaks are always good time to launch a movie
- 2) Which are the most preferred genres?
- 3) In which all languages should movie be released?
- 4) Which production house should the company partner with?
- 5) Which actors have global popularity and who among the global actors can be considered?
- 6) Which director should be partnered with?

The Analysis

Month with highest movies – March. 824 movies were released in March

Drama leads the race in the top genre. 4285 movies were released in the drama genre. Hence the launch movie should in drama category.

The average duration of the drama movies is 106.77 mins which is lesser than other genres. Hence the investment is expected to be lesser.

The Dream Warrior Pictures is the most popular production house with when it comes to most number of hit movies. Hence RSVP should partner with Dream Warrior Pictures.

When it comes to global languages, the movie can be released in English and German to reach out to maximum audience

The company should try to work with James Mangold as director since he has given maximum number of hit movies

The actors to be hired should be Vijay Sethupati and Tapsee Pannu since they have the highest rating for their movies