

RSVP Case Study: Executive summary and Recommendations

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1. **Declining Trend in Movie Production:** RSVP movies should research factors driving the decline in movie production to adapt its strategy and target promising genres.
2. **Leveraging the Drama Genre:** As the most popular genre, RSVP movies should allocate more resources to produce compelling drama films, benefiting from audiences' receptiveness to longer storytelling.
3. **Diversifying with Comedy and Thriller Genres:** Expanding genre selection can attract diverse audience segments and enhance the movie lineup's appeal.
4. **Collaborating with Successful Production Houses:** Partnering with successful houses like Dream Warrior Pictures and National Theatre Live can expand audience reach and ensure commercially successful films.
5. **Global Partnerships with Renowned Studios:** Collaborating with studios like Marvel, Twentieth Century Fox, and Warner Bros can enhance international reach and success.
6. **Targeting Multilingual Audiences:** Collaborating with Star Cinema and Twentieth Century Fox can cater to diverse language markets and international film distribution.
7. **Optimizing Director Selection:** Considering James Mangold as director aligns well with his track record in preferred genres.
8. **Strategic Casting of Lead Actors and Actresses:** Casting Mammooty, Mohanlal, and Parvathy Thiruvothu can enhance movie appeal to audiences.
9. **Catering to Indian Audiences:** Vijay Sethupathi and Taapsee Pannu can appeal to Indian viewers, boosting market presence.

Focus on successful genres, partnering with renowned production houses, strategically selecting directors and actors can ensure success for the planned project for a global audience by RSVP Studios.