

# **RSVP Movies Case Study**

## **Executive Summary**

### **1. Genre Insights**

- a. 'Drama' as potentially the best genre for RSVP movies to expand globally.
- b. **Top worldwide grossing movies support the 'Drama' genre, with 3 of the top 3 and 4 of the top 5 movies falling into this category.**

### **2. Collaboration Insights**

- a. Dream Warrior Pictures and National Theatre Live emerge as the production companies with the highest number of hit movies, making them potential partners for RSVP's new project.
- b. Directors such as James Mangold, Joe Russo, and Anthony Russo are recommended for their success in delivering popular movies.

### **3. Project Duration:** Ideal duration for high rated movie based on data set is between 105-110 mins.

### **4. Movie Release Month:** Number of movies released in March are most and least in December. Decision can be taken based on exclusivity of release.

### **5. Casting Insights**

- a. For local audience appeal in India, casting Vijay Sethupathi as the Indian actor and Tapsee Pannu as the Indian actress is suggested based on their high charting positions.
- b. To increase diversity of cast and maintain quality at same time, RSVP may cast Parvathy Thiruvothu, Susan Brown, or Amanda Lawrence in supporting role.

### **6. Language Insight:** It is recommended that the global project is multi-lingual to appeal more to the global audience.