

# RSVP Case Study Executive Summary

By

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## Insights And Recommendations:

1. Since the number of releases are less in December month, they can release their movie in December in order to avoid heavy competition.
2. RSVP can focus on producing a movie belonging to Drama, Comedy or Thriller genres
3. They can plan for a movie with a duration of 107 minutes.
4. RSVP can hire James Mangold as their Film director.
5. RSVP can rope Mammotty and Mohan Lal in their film.
6. RSVP can consider hiring Vijay Sethupathi and Tapsee Pannu to attract regional audience.
7. RSVP has following production house choices to partner with:
  - a. Dream Warrior Pictures or National Theatre Live for its movie as they have more hit movies.
  - b. 'Warner Bros' based on total votes received.
  - c. In multilingual languages Star Cinema top the list with highest number of hits.

Since it is an international film, Warner Bros would be a better option among the above choices based on votes.

8. Parvathy Thiruvothu can be hired in the film as she has highest number of super hits under her name in drama genre.