

## **STRATEGIES USED IN FILM MARKETING, CASE STUDIES IN HOLLYWOOD FILM INDUSTRY**

**Nipuni Shehani Dompaga and Nalin Galkanda Arachchi**

Department of Film and Television Production Technology, University of Vocational Technology, Sri Lanka  
mapt21b145@uovt.ac.lk

**Abstract:** Film marketing teams use different marketing strategies to promote the film, marketing strategies are important to make a film successful. In Sri Lanka some of the films had to be pulled from the theaters due to the lack of audience. The reason for that is the inadequacy of the marketing strategies used by the marketer and the appropriate marketing strategies have not been used. The purpose of this study is to find out the marketing strategies that is used in Hollywood film industry to successfully take a movie to the audience. A low level of audience engagement and possible loss of money result from movie marketers' ignorance or lack of marketing understanding. The aim is to identify and analyze the main marketing strategies used by the Hollywood film industry as well as identify a good marketing strategy for successfully marketing a film. This research based on qualitative mode. Desk studies and case studies were used for data collection. Case study was done by selecting five best box office movies earned in the lifetime and appropriate marketing strategies mentioned in secondary data. These studies show that for a movie to be successful, paid media, owned media, earned media are important part of then whole and all contribute to a complete marketing strategy.

**Keywords:** Film Industry, Marketing Strategies, Audience, Hollywood