

EXECUTIVE SUMMARY
OF
RSVP MOVIES CASE STUDY

BY-

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Based on the provided insights, here's a strategic roadmap for RSVP Movies to ensure their next project has maximum impact:

1. Focus on Drama and Thriller Genres

- **Genre Selection:** Drama and thriller can be an ideal genre for RSVP's next project.

2. Leverage Top Markets and Strategic Partnerships

- **Market Focus:** India and the USA are the largest producers of films, particularly in 2019.
- **Production Collaborations:** Partnering **Dream Warrior Pictures** and **National Theatre Live** can help RSVP Movies reach these regions.

3. Talent Acquisition for Quality Productions

- **Director Selection:** Directors like **James Mangold** can be hired for next Project.
- **Actor Choices:**
 - Based on the median rating, **Mammootty (Ranked 1st)** or **Mohanlal (Ranked 2nd)** can be hired for next project.
 - Based on the total votes and also for the regional feel, **Vijay Sethupathi** can be hired as the additional actor for their next Project.
 - For actresses, **Taapsee Pannu** and involvement of **Sangeetha Bhat, Fatmire Sahiti and Adriana Matoshi** can help appeal to a wider demographic.

4. Multilingual Productions

- **Multilingual Appeal:** RSVP Movies should consider releasing films in multiple languages (e.g., Telugu, Kannada, Tamil, Hindi, English) to cater to both local and global markets.
- **Collaborating with Global Production Houses:** **Star Cinema** and **Twentieth Century Fox** can be chosen for global partnership.

5. Optimize Movie Duration

- The ideal movie duration for Drama films is around **107 minutes**. RSVP can consider this for next project.