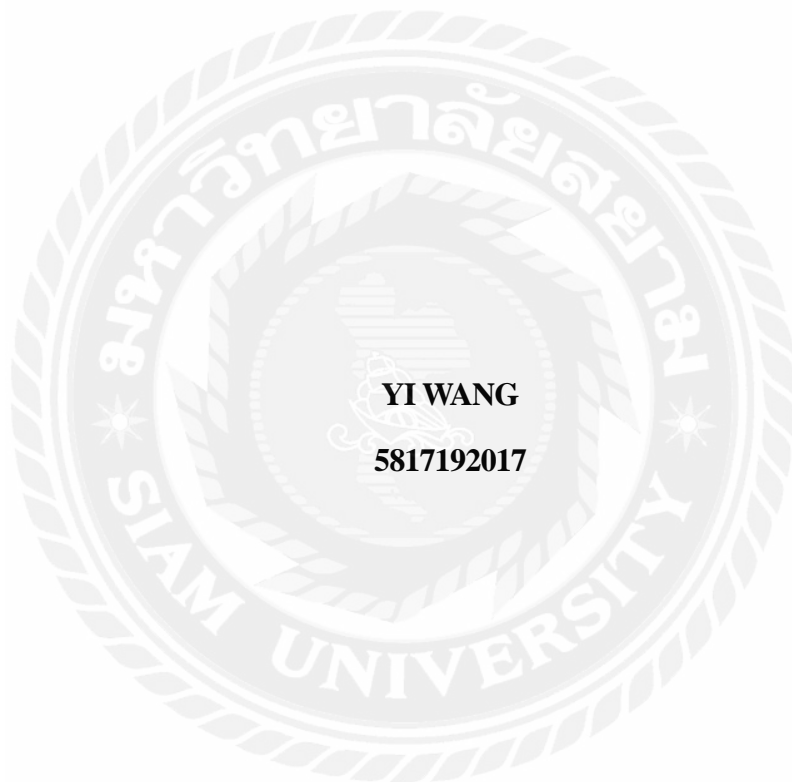




**MARKETING RESEARCH: HOLLYWOODFILM INDUSTRY MARKETING
ANALYSIS**



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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
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ANALYSIS**

Thematic Certificate

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Abstract

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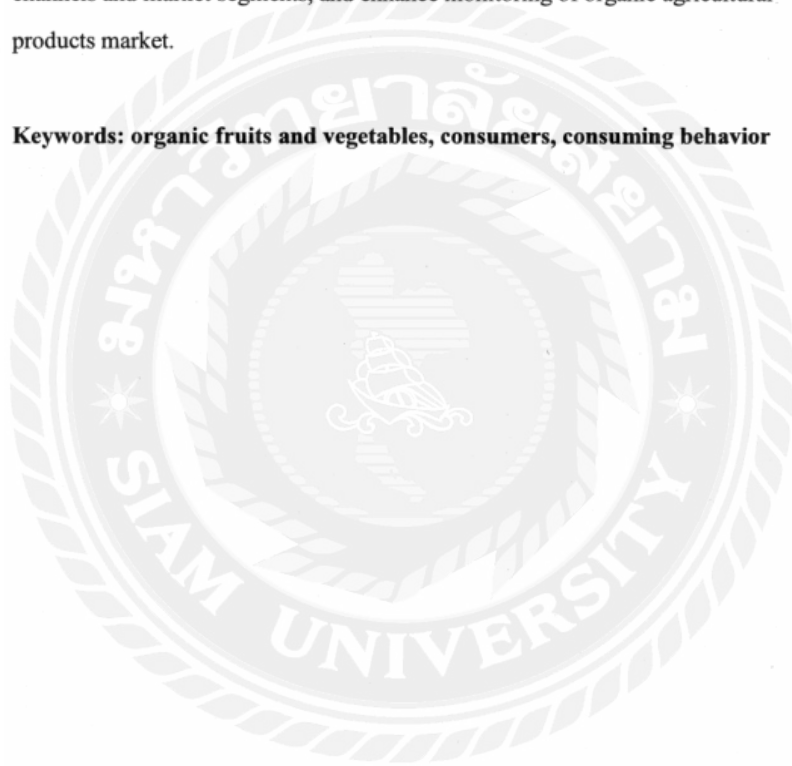
27 / 02 / 2017

Today in the market, film is a special kind of commodity which has different characteristics from other products: The price performance of the film is not stable and the value shows uncertainty and nonconsumable character. Along with the continuous development of the modern market economy, consumption custom and consumption direction of customer are constantly changing. Using the previous marketing methods for film marketing has become outdated. Therefore, combining with the development trend of modern society, it is necessary to adopt integrated marketing communication (IMC). We need to learn from Hollywood experience which has implemented IMC successfully.

4C is the most representative film IMC in Hollywood. The actual operation of this theory not only improved the market competitiveness of Hollywood films, but also promotes the Hollywood film towards development direction that is more refined, professional, focusing on market exploitation and relationship marketing, and showing their unique in the film industry. At present, more and more countries are following the Hollywood film marketing methods to improve their ability of film marketing and market competitiveness. But all they learned is fur. Analyzing from the essence, it is because that in

influential on consumption; the second one is personal and family factors of consumers, and among these factors, income level is most representative; price, purchase ways, purchase status and purchase purpose are not significant related on consuming behaviors. Thus, in the expansion of organic fruits and vegetables as representative of the market share of organic agricultural products, it is necessary to do more delicate promotions, increase consumers' purchase ability, expand sales channels and market segments, and enhance monitoring of organic agricultural products market.

Keywords: organic fruits and vegetables, consumers, consuming behavior



摘要

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电影是当今市场中存在的一类特殊的商品, 而其具有和其他产品不同的特征表现: 电影的价格表现具有不稳定性、价值表现出不确定性以及非消耗性等, 而且伴随着现代市场经济的不断发展繁荣, 消费者的消费习惯和消费方向也在不断的发生变化, 还采用以前的营销手段进行电影营销已经显得不合时宜, 因此, 结合现代社会发展潮流采取整合营销传播是必然发展的趋势, 这点我们需要向成功实施电影整合营销传播好莱坞来学习和借鉴他们的经验。

好莱坞中的最具代表性的电影整合营销传播是以 4C, 经过这种理论的实际操作提高了好莱坞电影市场的竞争力, 更是促进好莱坞电影朝向更加精细化、专业化以及注重市场开拓和关系营销的方向发展, 表现出自身在电影行业中的独特性。当前也是呈现出越来越多国家在效仿好莱坞这种电影营销方法来提高自身电影营销的能力和市场竞争能力, 但是学到的都只是形式而没有学到其精髓, 从本质上分析来看, 还是因为我们在借鉴和学习的过程中没能深入的去了解好莱坞电影整合营销模

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式的特点和机制, 仅仅是对其外在形式和运作方式的简单复制, 很显然这种做法是不可能取得真正的成功。这种现象在我国当前的电影产业发展中也很明显, 另外, 现在的电影市场充斥着商业化元素, 剧本荒也是亟待解决的问题, 再加上还存在档期调整

以及市场规范工作的开展等问题。所以，我们要透过现象看本质去学习好莱坞电影产业的营销模式，并且结合本地特色和实际进行调整，促进我国电影产业的持续发展。

关键词：电影营销；好莱坞电影；整合营销；4C



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Siam university is my new journey of life,It's been a year and a half since I came here,Here I to Bangkok by unfamiliar to the familiar,Constantly learning new knowledge and improve myself.Thanks to my family and friends to support me to study abroad,Thanks to the learning platform provided by Siam University.There are my teachers and classmates of concern and encouragement make me benefit a lot from it.

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CHAPTER 1

INTRODUCTION

Since it began to emerge, the Hollywood film has got the attention from many scholars in academia and industry. The importance of its research value is self-evident, especially when it plays an important role as a cultural soft power in the national economy, politics, culture and other aspects. The success of Hollywood film marketing model is closely related to its unique advantages, and it also can not be separated from the actual mode of operation and the full use of resources. This is exactly the point what we need to learn in the development of the local film industry: looking for factors conducive to their own actively to achieve maximum development and progress, and promote the successful development of the film industry.

1.1 Research Background and Purpose

Hollywood undoubtedly is the highest level representative of the world's film industry and set up a set of perfect film industry value development chain. In addition, since film is a special product with propaganda force, many countries are constantly strengthening the control of the film and accelerating the development of the film to enhance their own voice and status in the world. With the help of Hollywood film, the United States exported their values and culture to other countries, hoping to strengthen the control of the world through spreading cultural values. So, many countries also have a sense of oppression and crisis, and worry about that the film market of their country will be occupied by the United States and become a symbol of Hollywood. Thus it can be seen that the film is a kind of cultural soft power that has been paid more and more attention to in the development of each country. And many countries have introduced a lot of policies to improve the healthy and lasting development of national film industry.

Since 1990s, the Chinese film has already began and constantly improved the contacts with Hollywood film. On the one hand, Hollywood films enter into the Chinese market on a large scale through official channels or the way making pirated DVDS with Chinese subtitles after someone seeing Hollywood films on the internet. On the other hand, since the development of China's film industry is in a bottleneck period of promotion and transformation, we should not only pay attention to the management of internal development, but also actively develop overseas market. So, how to draw lessons from the successful experience of the Hollywood film marketing and cultural communication to make Chinese film industry has a broader space has become an important issue that Chinese film makers to face and consider.

1.2 Research Significance

Through the study of the relevant literature, this paper summarizes the marketing status of Hollywood market and analyzes the achievements and problems of the Hollywood film industry. Besides, by using IMC theory in China which is used in development of Hollywood film and depth analyzing to improve the Chinese film marketing system, the practice of the theory is enriched. It can provide reference for the tangible and intangible assets of the Chinese film industry, and combined with market conditions, adjust the marketing strategy in time.

CHAPTER 2

LITERATURE REVIEW

First, we must establish the concept of the film industry. What is film? Famous film historian George Sadoul once wrote in his *General history of cinema*, “Until the early last century, the development of film art is quite slow. And at that time, film basically existed as a popular entertainment role which is business and can be used to make money...In other words, both producers and consumers simply see it as a kind of relatively cheap consumer goods.” Thus it can be seen that the film is a product with both artistic features and commodity attributes.

Standing on the level of modern economics, we can see the film as a commodity. But film is different from the general product: Film has its own unique business operation mode and development rules, but it is not restricted by the rules of modern market economy and has a relatively free space for development. Therefore, it is necessary to change the traditional concept of the film, set up the industrial consciousness of the film and establish the modern film integrated marketing communication and commercial operation mode, of which the consumer is the main concept.

2.1 Cultural Attribute and Commercial Attribute of Film Products

Talking about the nature of film, first of all, the film is a kind of cultural product. So it has the cultural attribute. Cultural products, in fact, is relative to the modern cultural undertakings which gradually forms along with the development of cultural industry. But in the United States, in fact, does not exist this name of cultural industry. They define cultural industry as the copyright industry from the perspective of intellectual property. The concept of the cultural industry given by UNESCO is explained as follows: cultural industry is a process that actually is based on industrial standards, to achieve the production, processing

and storage of cultural products and related services. It is clear that the definition given by UNESCO is an emphasis to follow the most basic program such as the production, flow and consumption. But no matter how the expression of cultural industry is replaced, its characteristics and dual attributes won't be changed. So, it can well explain why a country strictly supervises and inspects foreign cultural products, and carries out strict management and establishes relevant system on it.

Since film has commercial attribute, the inspection and testing before the input is actually the embodiment of its commercial attribute. Details of the film industry chain is shown in the following figure 2.1.



2.1 The film industry chain (source: homemade)

The contact among film producers, publishers, and all the theaters is indirect which demands intermediary business communicate with each other as a bridge. According to the difference of the cooperative industry status, we can divide the integration mode of film industry into three categories: Horizontal integration, vertical integration and hybrid integration. The early Hollywood used the vertical integration which actually is the

extension development of film industry chain. This pattern strictly manages and controls filming, production and distribution of film, to maximize the range of film and increase the added value. Horizontal integration more focuses on integration between different industries. Especially under the condition of development of modern Internet economy and media technology, there is no longer obvious differences between different industries. On the contrary, the connection between various industries becomes more closely. Realizing industrial integration, especially carrying out cross regional and cross-border industrial integration is the general trend. So, there is possibility to concentrate the exertion of the resources advantages and efficiency and form large-scale production and development, to promote the realization of the industry maximum benefit. The film industry chain has great development space. For example, games, toys, food, tourism derived from the film and so on, all of which are relying on the creation of the film itself, are new economic growth points which can maximize the advantages of the film resources. The last mode is hybrid integration: Mix the horizontal and vertical management of integration, form scale economy, exert efficiency of capital combination, fully explore and develop the brand value, to enhance the competitive strength.

2.1.1 The Characteristics of the Film Industry

1.Regional and seasonal. Regional characteristic mainly refers to the nationality that the film industry shows in the border and the definition of the region. Seasonality is mainly affects film schedule.

2.High risk, difficult to evaluate. Value ratio reflected by film products is not single. Because of the existence of a large number of derivatives, the price of film is determined by supply-demand relationship between the value of their own and value in use. In addition, experiences and feelings about the derivative of film from different people are different, and the effect may be difficult to control, even a serious monopoly situation will be formed. So, after the "Paramount case" although the producers in Hollywood have done

some control over the film production and distribution, the control over capital and other factors are limited. Producers choose to intervene in the management of capital to achieve the control of the film screenings and other activities, to ensure that the film can be issued and screened and avoid damage to their own interests. Only film investment is guaranteed can attract those financial groups among Wall Street and capitalists to invest.

3. Huge publicity expenses. In 2001 Walker Valenti, chairman of MPAA (The Motion Picture Association of America), in Showest Film Festival mentioned that the cost of Hollywood film publicity and promotion is increasing and the share to each film rose by 14% to \$31 million. The production cost of Avatar, which is shown in 2009, is 350 million yuan and the promotion cost was \$150 million, which almost accounted for fifty percent of the cost.

Through the analysis above, we can see that besides cultural value, cultural products also have commercial value. The two values mutually cooperate and promote, and interact with each other in the operation and the promotion of EVA. The cultural attributes can ensure the film products complete cultural heritage and development, avoid blindly pursuit of material benefits and income. Commercial value emphasizes that the products can maximum exerts their own exchange value to stimulate the development of the whole industry and promote the development of creativity. Cultural product is a special kind of commodity. We should make good use of its added value and the function of cultural communication to improve the satisfaction of consumers and the market share of products.

2.2 The Domestic Research Status of the Relationship between Hollywood Film Industry and Chinese Film Industry

Chinese film has a long history. Film was an important tool of Chinese government to carry out propaganda and ideological control of people, and shew political consciousness more than entertainment, which led to the lack of a real objective

understanding of film industrialization and commercialization development for a long time. Until entering into the new century, cultural and artistic nature of film is gradually valued, but still cannot be separated from the constraints of ideology control. Many limitations and deficiencies of film openness, diversity and exploratory still existed. In recent years, with the acceleration of globalization, as well as the in-depth study of Chinese film history, the research of Hollywood's impact on China has been appearing new achievements.

Searching theme "Hollywood-China" on CNKI, from 1994 to 2012, there are 836 articles published in core journals, 95 books about Hollywood collected in National Library and more without Hollywood in title. I analyzed the research of China - Hollywood relationship and related materials, then summed up following stages.

The first stage of development is the preliminary development period of China's film industry, which is also the period from implementation of reform and opening policies to accession to WTO. At this stage, China's film industry focused on three aspects to study from Hollywood: art study, case analysis and specific film marketing. But in actual research the content of marketing seldom focused on the analysis of the artistic nature and specific cases. In *Hollywood movie backstage* (1995) Juan Zi referred to that the marketing work is critical to the success of a film and also pointed out that relevant marketing staffs must promote and generalize film well after completion of film production. *China Culture Daily* reporter Jiang Jilan in *Hollywood film marketing* (2001) clearly analyzed the development of Hollywood film industrial chain and put forward that in the actual marketing Hollywood carries out investigation and tracking research mainly based on the market choice. Scholar Yang Ze also studied and analyzed the film production and marketing cost of Hollywood in *The Light of Hollywood Film Cost* (2001).

The second stage is the period since China's accession to the world trade organization. After becoming a member of WTO, China must abide by the rules and requirements of this organization, one of which is to open the market. Hollywood film of

United States took this opportunity to open Chinese market. And China also felt the diversity and advancement of Hollywood film market.

Generally speaking, the study, analysis and criticism of film culture in China has been gradually rising and flourishing since 1990s. In fact, after the Hollywood entering into China, the impact to Chinese film culture is not lack of bright spots, but general care.

2.3 The Research of the Present Situation on the Relationship between Hollywood

Film Industry and Chinese Film Industry

Research on Hollywood films abroad, is an immense number of books. However, research on the relationship between Hollywood and China only happened in recent 20 years, participants are overseas Chinese and people of some domestic and foreign film University Institute of media, and thus began the research and analysis of China film development, to promote industrial development and long-term progress Chinese film played an important role.

The Hollywood movie Chinese and overseas research and domestic Chinese on the relationship between the two studies showed a significantly different, domestic research is undoubtedly the most mature, Hollywood film culture industry culture system and the production mode of the China. The China national film from the production, distribution and projection of marketing to have a large number of detailed research, and the foreign study on film Chinese, the beginning of the establishment in cross cultural perspective, quote the theory western movie review of cultural, economic, political Chinese film on film criticism theory, these scholars at the same time China film in the West spread and acceptance of. The main representative and representative works are: the main representative works of Bailey (Chris Berry), Clark (Paul Clark) Co edited by New York, University of Cambridge Press published in 1987 "China film: culture and politics" after 1949, in addition to the famous scholar Nick Brown in 1994 with Qiu Jingmei and other

scholars with the preparation of the new film "Chinese: form." a Book of political identity.

The above representative and representative works, respectively, are concerned with the following issues:

First, the performance of the Chinese modern intellectuals in the face of the western world, when the subject of self recognition, while the performance of the resistance to Western cultural hegemony. Part of the foreign Chinese scholars do not agree with the European centralism, but affected by it, the criticism of the Western European centralism, often in the modern western society as a standard measure of the ultimate yardstick. Of course, this is not to say that there is no critical value.

Second, the acceptance of Chinese film in the west. Because the author is based on the context of the west, and can accept the situation to a certain extent, the practice of research, so most of the conclusions have shown sufficient academic significance and value. The scholar Zhang Yingjin written "Chinese" series of images of the film can be seen in our academic research more and more attention, and gradually from the perspective of analyzing the domestic and foreign travel to places of the three film and television works, its focus lies in how the west through the film to look at Chinese. The study of Zhang Yingjin in the new millennium, and China's accession to the WTO after the film culture, there is no mention.

Thirdly, the research on the cultural industry and audience acceptance. For example, Pei Kairui will focus on the study of the film contains the political and cultural performance, the film industry development and transformation and upgrading of the key significance and role.

Fourth, the China film cultural identity, race, gender issues and so on. In the overseas Chinese research groups, such as the colonial theory emphasizes that the paradox of these scholars in conflict conflict, the edge and center of the eastern culture, therefore, many scholars are concerned about the issue of cultural identity.

Fifth, to study film history. Scholars on film history and spread ways of in-depth analysis and research, mainly in the movie audience and consumers as the analysis object, the Hollywood film integrated marketing communication theory to a new level.

After the above to domestic and foreign in the analysis and Research on the development of Hollywood movies, I still think that these studies is still confined to the surface, no in-depth comprehensive analysis of the fundamental factors affecting the development and marketing of the Hollywood film market development, management issues such as derivatives. Therefore, study the development model of Hollywood movies can not blindly copy, but to develop and innovate, to create our Chinese characteristics of "Chinese shadow", improve China's film industry in the world influence and competitiveness.

2.4 The Promotion and Promotion of Integrated Marketing

Facing the film industry in the present social type of consumption problem is the most complicated, because the market is very unstable: the market is relatively saturated; the audience demand level enhancement; diversified product value; foreign protectionism setting policy barriers; multiple evaluation of the social benefits of film. It is precisely because of the existence of these complex relations that the application of 4P strategy can not play a very good role, but the emergence and development of integrated marketing for the film industry development and progress has laid a solid foundation.

The concept of integrated marketing communication is the last century in 80s by the American famous marketing management guru Schulz Te out, and gives the definition of integrated marketing communication: integrated marketing communication refers to all points of contact in the process of product and brand communication as information transmission methods and means, and ultimately affect the consumer awareness guide the consumer and the purchase of products, is from the consumer point of view of marketing. Thus see the core viewpoint of this definition is that the communication between enterprises

and consumers to obtain the value and behavior of consumers, and the development of enterprise product marketing strategy and adjustment, effectively play the role and value of communication, to maximize reduce the cost of enterprises and realize the value goal.

2.5 Characteristics of Integrated Marketing Communication

1, See the consumer as the center. In the market for all kinds of business activities and its essence is to provide services to consumers, but with the development and prosperity of the modern market economy, consumer demand more diversified development, thus providing channels and ways of consumption also need to constantly change and innovation. An important method of integrated marketing communication is a very good response to the consumer market is not stable, consumers will focus on product demand toward 4C direction to consumers as the center, but also to improve the marketing management before using 4Ps theory.

2, Integration. The so-called integration is the use of certain methods and means will not contact each other things together, and to achieve the sharing of resources and the realization of the coordinated development of the work. Integration of the key and the core of the integration of scattered things together, and give full play to maximize the value of each factor to achieve positive results. For the development of enterprise integration is actually the combination of various resources of enterprises together, in order to serve the common values and goals, to handle the relationship between employees and management and various departments, the formation of internal and external cooperation, to maximize the efficient use of resources to achieve the goal and the value of the enterprise.

3, Pay attention to brand maintenance. The composition of the brand from the outside to the inside is: brand image - brand carrier - brand connotation, etc.. The brand is a relatively abstract concept, which is composed of sensory recognition, behavior and cognition. One of the senses that is the name of the product and easy to identify the identity, such as Hollywood, the three word itself is a very good sense of recognition. The cognitive

aspect is mainly reflected in the market price of the product as well as the function, quality and other factors. And the last factor is reflected in the film industry in the market to implement a variety of marketing tools and large-scale advertising, etc.. Usually a film will be released before the launch of a lot of money for publicity and advertising, which is to expand the market influence and competitiveness of the film commonly used means. Hollywood in the film production and publicity of the brand is used to spend large sums of money and high cost, hoping to give the audience the best audio-visual experience to form a consumer dependence on the brand. Analysis of the propagation of the brand connotation also is the unique cultural characteristics, core value and class characteristics, to meet consumer needs and spiritual needs through the development of specific marketing strategies and plans, they bring entertainment and spiritual feelings and experiences. Therefore, the establishment of the brand is a long-term process, it takes time to develop detailed plans and achieve long-term development.

The film industry is a special industry, in order to achieve the long-term development of the first thing to do is to establish a good brand image in the market, develop their own loyal audience, brand and high loyalty consumers is the most powerful weapon to deal with market competition, integrated marketing communication is to follow this idea to meet the requirements of the times method the proposed. Although this kind of method to realize the development of the film industry is not a panacea, but for our innovative marketing methods and selection of open ideas, Hollywood is also by virtue of integrated marketing communication to go step by step to the forefront of world cinema development today.

CHAPTER 3

RESEARCH METHOD

Through the analysis of the literature about the development of the Hollywood film industry and IMC, it can be seen that the research involves many subjects. Therefore, this paper considered marketing science, social science and psychology knowledge in the analysis and study, formed a relatively perfect theory and method, analyzed the successful reason of Hollywood film and factors of brand development in the industry in detail.

1.Literature research method: This method mainly analyzes a variety of literature about successful development of Hollywood film. And on this basis, this paper collects some views and opinions on foreign websites, summaries main marketing theory and method.

2.Description research method: This method is based on the collected data to analyze the successful development of Hollywood film, including descriptive analysis and research of film market environment, derivatives market, construction of the industrial chain and analysis of Hollywood success reasons

3.Interdiscipline research method: Since the operation and development of the film is a complex work, involving marketing science, social science and psychology knowledge, based on these subjects, this paper analyzed the successful factors of Hollywood development.

4.Case method: In the specific analysis of the success factors of Hollywood this paper based on the *Star Wars* series as the main case to analyze and illustrate IMC.

CHAPTER 4

RESULT

4.1 Market: Motivation to Promote the Development of the Hollywood Film Industry

The film is a kind of popular mass media and platform that combines modern technology and art perfectly. The process of film development and perfection is closely related to the development of international art, the perfection of the world film market. In fact, every Hollywood film is based on the local culture, containing special cultural and economic consciousness, plays an important role in the development of US national economy and the transmission of cultural value. In the economic aspect, more concretely, Hollywood film makes great contribution to the development of American Economy. In the cultural aspect, Hollywood film spreads unique cultural attribute and value of America to the world to enhance the cultural soft power of the United States and affect the development trend of the world culture. Hollywood has been regarded as not only the cradle of the world's high-end technologies, but also an iconic brand of the American film industry development. Hollywood affects the development direction and marketing model of the film industry by osmosis in the world.

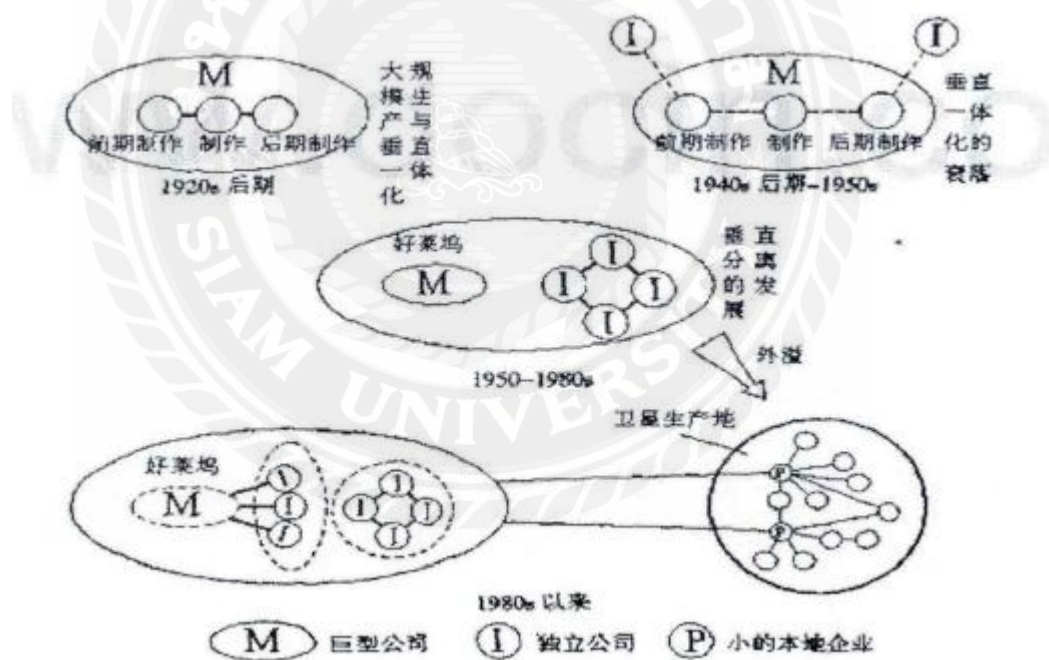
4.2 Overview of Hollywood Film Industry Development

In order to truly analyze and know the development of Hollywood film industry, this paper analyzed it based on the actual status of the industry, mainly including four aspects: film studios, box office income, video tape and DVD market that share the same “cake” with film.

1. Major Film Studios

The first eight film studios of Hollywood are Metro-Goldwyn-Mayer (MGM), Paramount Pictures, 20th Century Fox, Warner Bros., United Artists, Universal Picture, Columbia Pictures and RKO. From the late 1990s to the early twenty-first century, new film industry has been formed by constant differentiation and recombination, and established perfect transnational media groups. For example, Paramount Pictures, 20th Century Fox, Universal Picture, Warner Bros., Walt Disney Pictures and Sony Pictures Entertainment etc are recognized by the industry as a typical representative of the big-budget film studios in the World.

Hollywood has formed a sound development system of film industry after accumulation and development of time. Specific display is shown in figure 4.2:



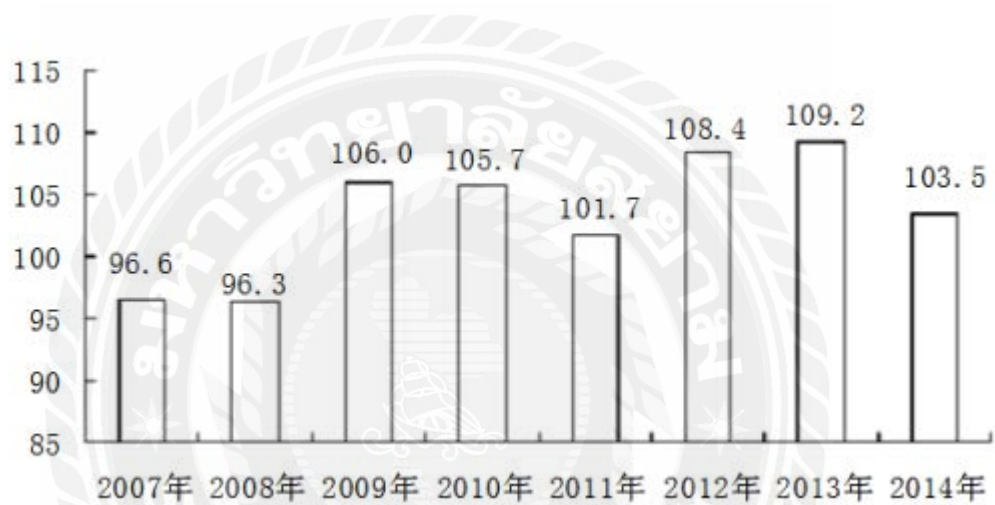
4.2 The evolution of the Hollywood film conglomerate

The figure above is a show of Hollywood's overall development. The focus of Hollywood in 1920s was production and the method was mass production. In the 40s, with the change of consumer demands and the rise of war films, mass production and vertical management were out of time. From 1950s to 1980s, the focus of Hollywood development

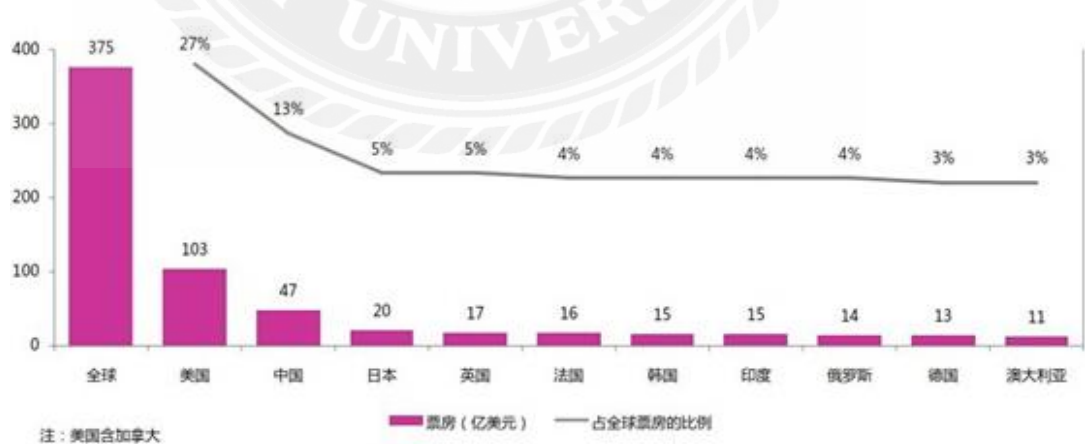
was the film industry chain. The rise of many consulting companies, film production companies, design and sales company of derivatives etc expanded the scale and scope of the Hollywood film development. After 1980s, Hollywood focused on the establishment of the independent film companies and began business subcontracting.

2.Box Office and Quantity of Screen

The following shows the U.S. film industry intuitively by Big Data Analysis:



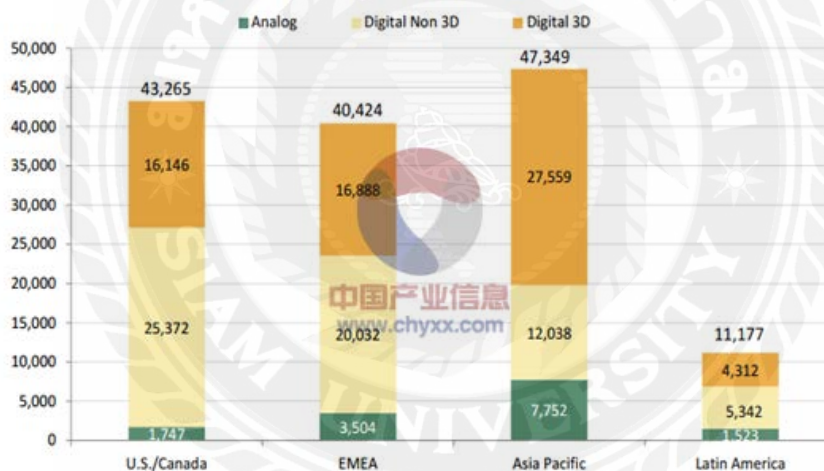
4.2.1 2007—2014 North American box office income (unit: 100 million US\$)



4.2.2 Film accounted in 2014 of the world's main countries

From the above data, local box office of the United States accounted for a large proportion with slow growth, even shows retrogressive trend. But the box office market of

world is huge and the potential is infinite. In addition, the development of the film industry in the United States is also affected by the international box office: Firstly, the consciousness of film production and creation is awakening in the developing countries and more attention is paid to the development and maintenance of domestic film industry. Secondly, support of relevant departments and policies of the state is necessary for promoting better and faster development of the film industry. This support plays an important role in the development of Hollywood film and value output. Thirdly, since the direction of the audience's consumption is changing in the United States, Hollywood film needs to be enriched by foreign elements. The following is a diagram of global film screens and 3D box office quantity.



2015 global film screen quantity distribution: block

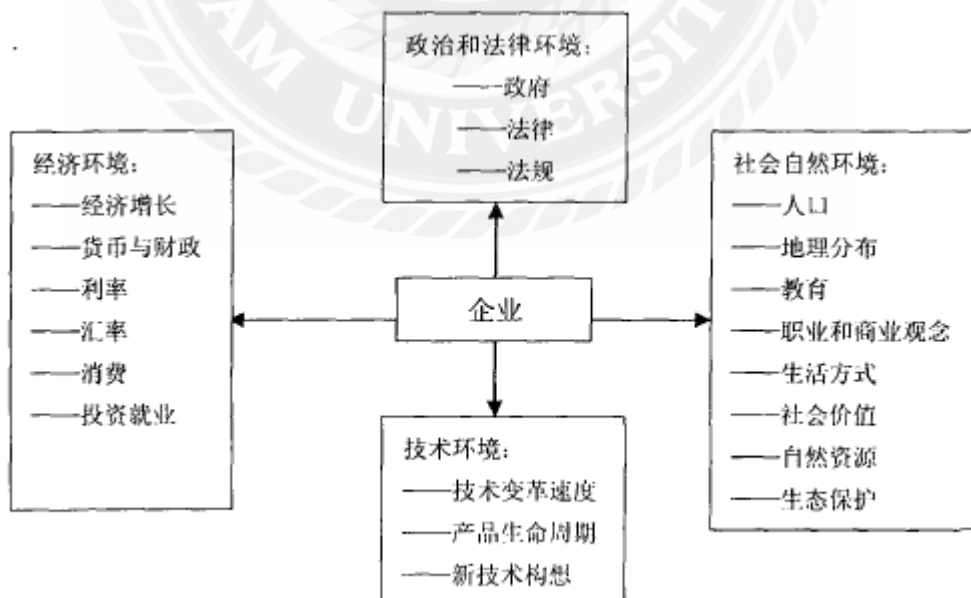


In 2010-2014 global digital film screen quantity statistics: block

Through the above data we can know that there are more than 40000 film screens in American major theaters. This number is quiet a large proportion of the world. Besides, Hollywood is also constantly investing overseas and taking shares of theater building, and furthermore, a lot of foreign capitals are pouring into the US and being involved in the building of local theaters. Through the data of figure above we can see that the market potential is related to the economic development level, the scientific and technological development level of a country.

4.3 PEST Analysis of Hollywood Film Industry Development

The above content is a relatively comprehensive analysis about development of Hollywood film industry. The following is the research that studies the industry development from a macroeconomic level with PEST analysis.



PEST analysis model

1. Political and Legal Factors. No matter what kind of marketing activities are more or less restricted by political and legal factors. And the restraint will affect actual marketing work. Besides, the main impact is from politics. Because politics is the embodiment of national consciousness and the direction of policy development. It is managed by the political environment that whether the development direction of film industry and social culture is identical or not, whether film industry can improve the development of society. So, the political and legal factors have an important influence on the situation and development of the film industry.

2. Economical Factors. The degree of economic development is a key factor affecting the development of Hollywood film industry. The economic factors can be divided into two categories: the national macro economic environment and the national investment environment. Since the macro economic environment involves personal credit, credit investigation and other factors that affects consumption capacity, the macro economic environment has a great effect on the choice of consumption pattern and consumption capacity. The national investment environment is closely related to the economic strength and the open economic environment of the US. In United States, the investment threshold of film is very low. That is what makes a variety of capital give full play to its vitality, guard against risk effectively and enhance competitive power of the industry.

3. Social and cultural Factors. The social and natural factors play a key role in the process of the formation and establishment of the Hollywood film brand that is mainly reflected in the geographical location of the United States, customs of different nationalities and regional culture. The first is geographical location. Hollywood is located in the northwest of L.A. where is a famous tourist place with beautiful scenery, pleasant climate and attracts a lot of film talents and professional film production works. The second is customs of different nationalities. As we all know, the United States is a multinational country, in which a lot of people settle every year. This phenomenon is of great significance

to the process of urbanization and the development of Hollywood film industry. The third is regional culture. Because the United States accepted a large number of immigrants, the culture of the United States is diverse. The diverse culture, such as Confucian education from China and Enlightenment from France etc, provides the source for the creation of Hollywood films.

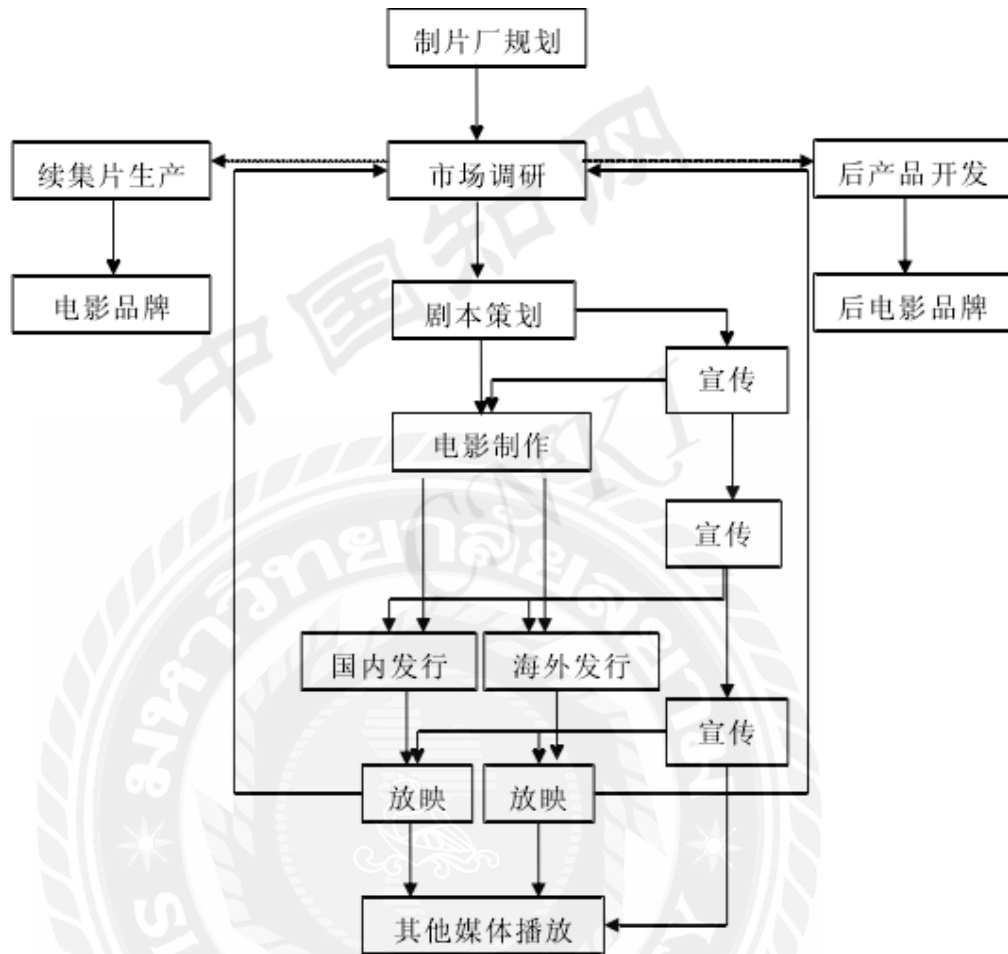
4. Technological Factors. From the silent era to the 3D technology etc, film technology is in the continuous development and improvement. The birth and development of these technologies plays a key role in the success of Hollywood films. Furthermore, when the film industry meets difficulties, which is hard to be solved, the change and emergence of technology is always the important factor to solve the problems. And new technology will also promote the film production and creation to advance the advertisement and marketing work.

Through the PEST analysis of film industry, we can learn that the film industry is not a single individual, but a complex industry which is affected by various factors. This paper regards the Hollywood films *Star Wars* series as the case to analyze in depth.

Marketing Analysis of the *Star Wars* series

Star Wars series lasted 28 years and witnessed the change of Hollywood film marketing. The box office income of the series was 3.5 billion US \$ and the income of its derivatives was more than 9 billion US \$. *Star Wars* is the most profitable film in the history of world cinema and became a model in Hollywood film history. Since this film series used the mode of Hollywood film marketing specifically, I chose *Star Wars* series as the case to analyze the marketing. This case is also of great significance to the development of China's film marketing. The following is the detailed analysis on marketing implementation of the case.

4.4 Marketing System Analysis of the *Star Wars* series



4.4 the *Star Wars* marketing system structure

Figure 4.4 shows us the marketing mode of *Star Wars* series in the market. The following is a detailed analysis and explanation.

Production principle. When George Lucas took the *Star Wars* script and went to talk about cooperation with FOX that is a famous film production company, the company was not optimistic about the future of the script. But George Lucas has capital to negotiate with the company, because he directed a successful film *Once Upon a Time in America*. Finally, He reached an agreement with FOX: he won't take any reward of the film, but he owns the relevant right of all the film products.

Market research. When Lucas directs film , he attaches great importance to the division and recognition of consumer groups. According to the market investigation, he

divided the fans by the standard of the age 25: Consumers over 25 said that they love the old *Star Wars*, and they have a great influence on the media. Consumers under the age of 25 expressed concern about the following *Star Wars* trilogy.

In addition, Lucasfilm Ltd. did a more detailed analysis and market research work before the film *Star Wars: Episode III - Revenge of the Sith*. Also: they investigated *Star Wars* audiences, asked about the *Star Wars* impact on them, asked about the suggestion and so on. What made film more consistent with the needs of consumers is the attention to details of innovation and update. After investigation, *Star Wars* audiences are divided into the following categories:

<i>Star Wars</i> audience	Interest and attitude
Hardcore fans	Definite to watch
Convertible audience	Possible to watch
Potential audience	Not essential
Protester	Refuse to watch

Thanks to the targeted marketing to different fans, Lucasfilm Ltd. achieved twice the result with half the effort and low cost. In order to better improve the audience's satisfaction and view experience, Lucas investigated film market demand, views and opinions of the *Star Wars* in a lot of countries. The specific investigation and analysis mainly focus on three aspects: Media propaganda, Technology marketing and Post-cinema market.

Media propaganda. One of the most effective ways to promote a new product is media exposure or report. Film such as *Star Wars* should do a good job in the media promotion, especially the solution of public relations problems. Under the efforts of Lucasfilm Ltd., six Episodes of *Star Wars* have achieved good results at the box office. The

producers occasionally release some information to lift the appetite of consumers in the process of filming. This method made films, such as *Star Wars: Episode III*, attract a large number of media to report and become famous before it is released. What makes the *Star Wars: Episode III* achieve success of marketing in the film market is that Lucasfilm Ltd. also pays attention to adding creative elements. The success of marketing depends mainly on three aspects: score (box office), profit (benefit), heart (be popular), which is what Lucas caught to make *Star Wars* growing.

Technology marketing. *Star Wars* not only achieved a high box office income, but also supported the establishment of Industrial Light Magic company. This is a company that dedicates to provide a variety of special effects of the film, which later became a top special-effects company. There were too many masterpieces made by ILM, such as *The Terminator II*, *Jurassic Park* and so on. This company played an important role in the late development of *Star Wars* series. ILM have won 14 Best Visual Effects Oscar.

Post-cinema Market. FOX did not intend to cooperate with Lucas at the beginning. But at last, the income of *Star Wars* series was up to 9 billion US\$ which was far higher than the box office revenue. And the derivatives have got a great development in the market.

Derivatives markets of *Star Wars* series is growing vigorously. Derivatives was welcomed by the local people and fans all over the world. It not only is the success of *Star Wars*, but also shows development potential of film industry derivatives market. After the success of *Star Wars Episode IV: A New Hope*, Lucas started to prepare the sequel, which is an important beginning of Hollywood films sequel at that time. Whether in the promotion or marketing, the success of the first episode brought more difficulties, requirements and pressures to the sequel. But the expert analyzed that the box office income of sequel will

occupy at least 50% of the first episode and the risk can be controlled. In a word, the legend of *Star Wars* series is being continued.

4.5 Marketing strategy analysis for *Star Wars* series

There are many cases of *Star Wars* pioneering in the history of Hollywood film marketing, and they also provide support for the modern Hollywood film work and integration for the marketing transmission theory. Meanwhile, the current marketing gradually cross the limitation of screen to achieve a wider range of development and initiate a new era of integrated marketing.

Publicity strategy for *Star Wars*

Before the movie propaganda of *Star Wars*' way, the usual way of marketing for a lot of films is to play preview trailers, the trailers are about a week earlier than official play hit in the cinemas, but most of these trailers are just pieces together, lack of new ideas and patterns are too fixed: The time of trailer is usually within a few minutes and mainly contains some attractive lens of the movies. With the help of this model, a lot of movies promoted and attracted a lot of the audiences to watch and get successful audience promotion. But along with the needs of modern economy development, it is inappropriate for the studio type of movie marketing. The cinemas have more choice of movie type even directors; each producer concerns the question about how to choose the right way to the film publicity to attract more viewers. While Lucas's success lies in his careful investigation and observation combined with the actual need to create a lot of marketing in addition to the wonderful movie preview trailer.

1) Cross promotion to save on publicity,

Star Wars: Episode III has also sparked a boom. In the global world, the Burger King and Pepsi have signed relevant promotion agreements with the Lucas film. Especially in China, the phenomenon for bundling with *Star Wars* is more common, such as Master Kong, AMD and Netease, etc. It is because of the popularity of *Star Wars* that make more

business cost huge expenses for the copyright or cooperation.

2) Efficient propaganda by choosing media

The fundamental purpose of spending a great deal of money on publicity and promotion in the movie is to make the movie visibility and market acceptance, rather than the old way of traditional propaganda. Then it will get half the results with double effort and cause great waste. Lucas determine the specific types of *Star Wars* audience thorough market analysis and investigation and edit movie trailers based on them, then expand the visibility of the movie in the market and reduce the cost. Second, bring a wider audience to *Star Wars*, such as the cooperation with the Netease in China, *Star Wars* choose the young people as the movie publicity to not only attract a large number of people to watch, but also crucially promote the awareness of Netease.

3) Reputation improvement by film awards

The representative of *Star Wars* series has a huge audience, but the most direct propaganda and the function are various awards for *Star Wars*. *Star Wars* I scored seven Oscar Awards after the play and this also laid a foundation for the later series.

The establishment of "Oscar" is actually in order to promote the Hollywood movies and lay the status of the Hollywood film industry in the world. According to relevant information, it is very important whether the movie wins some awards influent the box office. Some relevant professionals in Hollywood also predicted that there is a difference between different Oscar awards the movie won in income. If the movie won the best picture that can increase \$10 million to \$30 million dollars at the box office and the cash value of this award is \$5million to \$30 million; if the movie won the best actor or a best actress can increase \$3 million to \$8 million dollars at the box office. And based on the data analysis for many years, beginning in the 1930s, winning and box office receipts had very close relationship because the appraisal to some extent also attracted the attention of the masses. They are more likely to choose to watch the award-winning works, and it is

unnecessary to watch the movies with awards.

4.6 Analysis the marketing thought for *Star Wars* series

Integrated marketing thought in the audience

There is no other film market of the country in the world that is professional and targeted like Hollywood. Arguably it is Hollywood that plays the function of the theory for integrated marketing transmission incisively and vividly. The core of carrying out the integrated marketing is the consumers as the center of the work, while the status of consumers should be fully considered no matter conduct what tasks or product marketing and because of the existence of the idea that modern filmmakers started to re-examine the film as a creating art based on human beings.

4.6.1 Audience as commodity

Integrated marketing theory points out: there are a variety of ways to analyze the personal consumption value. Besides, each consumer's interest value orientation is different and has multiple standards. Therefore, the film market marketing and the decision of interest are according to the different needs of these different roles, and the needs of the audience are instability. It will change the role stability once the third party involved.

But you need to pay attention to the film audiences are not access to film services freely, because watching films in the cinema also correspond money. And when you enjoy the services of other derivatives, you also need to pay the price. But integrated marketing theory is further perfected and changes the marketing model, and then signs a deal according to the actual situation of the audience as a commodity. Then advertisers sell this commodity to advertising companies for extra income. Especially in this blindly commercial society, more and more audience's attention become and are packaged as a kind of resource, and advertisers mostly attach this resource a lot even say that who handle this resource can get huge profits. It is the truth that the ads often mentioned in the film. And the film industry is a kind of investment that can get a wide variety of returns, although some

films failed to recover the cost and lost a lot of money, there are still a lot of people willing to take the risk and invest in movies.

4.6.2 Audience as the interpretation code

Integrated marketing transmission theory points out those enterprises in product design and production must pay attention to the consideration for the interests of the consumers and meet their needs as much as possible to improve the degree of satisfaction, and collect a variety of information and feedback in the consumer timely to improve the production of the enterprise.

Film audiences are the film's main readers, viewers of the director works, but different audiences due to the education level, gender, age and social status, economic status and other factors will react differently. It is so-called that one thousand readers have one thousand Hamlet is this. There is also need to focus on the following contents when analyze the problems of the audiences:

The first is the choice of acceptance for audiences. Film-reading is different from audience to audience; the audiences will collect all kinds of information through various channels to a film screening before watching movies, especially focus on information of media reports about the film. And through the movie trailer video to see if the movie has the same values and interests of their own, the film's pricing and the choice of ways of transportations, living arrangements, and so on are the key influencing factors of the film to the audiences. As a result, the acceptance of the audiences' selection which is, in fact, the procession of rational selection through information.

The second is the understanding of the audiences. It has been mentioned before different audiences with different education level and knowledge training understand the same film in different ways. Because of the difference in individual personality, understanding and interests of the film received differently, since they have consumption then some comments on experience and feelings must be given, they can undertake all

kinds of comments after viewing and publish their own points of view, this is the unique point of the film consumption.

Lucas, director of *Star Wars*, attached great importance to the investigation and analysis to consumers. Besides, he also paid attention to the movie premiere public praise from the audiences and effect, so after the release of *Star Wars*, he decided to take the film down before the exciting discussion of the audience haven't faded. First is to ensure the public praise and second is to use time to launch derivatives related to the movie and realized the maximization of profits.

4.6.3 Audiences in different individuals

The choice of the audiences. Only the choice of audiences for the film can bring income for film studios and theaters, and the key problem for marketing is how to let the audiences choose to watch the movie, while the fundamental reason a lot of movie posters can attract the audiences is to capture the attention points of audiences' interests. Lucas analyzed the audiences and previous investigation when actually filming the *Star Wars* to ensure the film meet the needs of the different people and attract more audiences to view to increase the income. With the help of difference in audiences, *Star Wars* increased the maximum film earnings and advertising revenue, since the difference promoted the continuous development of film industry, the change of existence and the mature of films.

4.6.4 Summary

Through all sorts of analysis for variance and audience above, you can see that *Star Wars* series integrated marketing transmission theory is actually made up of two parts; Information and Product and the information interaction between the two is bidirectional. And it is critical for promoting the film products. Another, it fully plays to the role of the various resources, to achieve the improvement of the film culture and spread of more long-term. In addition, identity and status is also important factors to influence the audiences to choose and make profits through earnings of the film. (Done)

4.7 4C Analysis and revelation

4.7.1 Consumer; Typed production

The so-called typed production refers to the production and development of the film industry which is based on the market as the core, it focus on the needs of the consumers and the changing of development and adjust the direction to prevent and avoid the box office down as the way of literature and art before. In addition, the implementation of the typed production can ensure the process of integrated marketing in the quality and level of Hollywood film effectively. The following contents about typed production should be aware of.

1. The source of the script. The subject of a Hollywood script is very extensive and source is more representative, it may be from a professional writer, a director or a professional writing company, etc. Therefore, the meaning range of the playwright in the United States is more extensive. Generally, the channel of Hollywood movie script is from two kinds; the external and internal. The external mainly refers to the script from a professional playwright or buy copyright of foreign film and television adaptation, while the internal mainly refers to the script from the director and the producer, etc. Because different commercial potential and value based on different scripts. Then once selected, the writers may live a life with no worries. As a result, there are script writers full of the streets in the United States, they are looking forward to their own scripts can be selected by the film company and made into a film one day.

2. Commercial operation. Hollywood film script is created by the service of box office from the beginning, even for the changing of the imported foreign script should follow this principle, because Hollywood has the status of "Movie Empire " even the worst movie also finally has a great economic benefits as long as following the principles. Film is a visual product, Hollywood studios will conceive the script on the sudden act to present visual effect and to the action of which structure will appeal to viewers, and when reviewing

the script especially the script should have a fascinating beginning and an intriguing ending. They will pay more attention to the movie plot of compiling and writing.

3. "Script doctor". Doctor here is the director, writer and journalist roles in the movie, because these people will have an analysis and discussion according to the survey data and the need for in-depth before shooting a film. They study the expression of the script and plot designs, the shooting problem, repair the script constantly, which is actually playing the role of a doctor. The work time of "Script doctor" is usually in the original script and generally served as main doctor by famous writers, so modifying and adapting to the script will cost a big expense. But the role of the "doctor" script is also not allowed to ignore, such as the film widely spread in film industry "The Godfather" was born in the hand of superior writer named Downey.

Thus it can be seen that no matter to have choice or to modify and to the end of the market marketing work, Hollywood always followed the working principle that consumers are the center of the work and fully mobilized all the resources and conditions used for movies.

4.7.2 Cost: Big production and big box office

Cost (Cost) contains a very wide range, in addition to realize the main cost production that enterprise cost and the cost consumers buying the product. Although Hollywood movie gain very high box office in the last, but the box office and earnings accumulated behind the huge cost. And Hollywood low-cost marketing strategy is applicable to foreign countries only; the purpose is to form more loyal audiences abroad. The following analysis is detailed about the price strategy and cost of production in Hollywood;

(1) "Blockbuster" strategy

Blockbuster refers to the actual process of the marketing strategy of focus on the management of the brand value in Hollywood. After all, Hollywood movies in people's

impression represent big production and also an important way to compete in the world film market. The following specific analysis of the information contains:

1. The bigwigs. Hollywood is a stage for famous directors to show their filming abilities, at the same time there are many famous stars. It is a highlight of the propaganda in the process of film marketing and to ensure the film break even. Hollywood movies seldom adopt new actors/actress whose fame is not high.

2. High cost. Hollywood movies are very willing to invest, the cost of a Hollywood movie is more than the combined input of small films, such as the famous director Cameron in the film "Titanic" and "Avatar" cost \$200 million or more, but the red box office is also high in the world, therefore, Mr. Cameron is also called the big production director with a big box office.

3. The special effects production. We do think of Hollywood consciously at the mention of production effects, actually the shooting time of a Hollywood film is very long, but its post-effects-production work take several times more than the shooting time, this is no wonder Hollywood screen effects all give people shock and admiration.

(2) Compression of cost

Cost compression is actually the field operation with 4c theory as a guide in Hollywood movies, in this way they can not only reduce the cost but also give the biggest discounts to consumers. It is, in fact, to kill two birds with one stone. Generally speaking, there are two categories: online and offline expenses, detailed analysis is as follows:

1. Overseas filming. Hollywood film shooting pays more attention to the choice of location and they often shoot films abroad to achieve suitable plot situation and place, such as Toronto, Vancouver, etc. They are all good places for filming and don't need additional costs that can achieve the effect of film and television need, compared with local film in the United States can save 15 percentage of the cost, such as the Lord of the Rings is completed in New Zealand. With the needs of the development of Hollywood movies,

China has gradually become an important field for its overseas films, like "Kill Bill" in Beijing.

2. The foreign materials. Actually the history of America is not very long, so the film materials are very few and they have to choose materials abroad. One of the most representative elements in Hollywood is Chinese elements, such as the famous virgin Mulan in the Chinese history, Kung Fu Panda, and so on embodied in Hollywood, and box office receives well. No matter west for east use or east for west use are in fact the deductions of materials, and then shoot a movie to earn profits. Therefore they also established a special department responsible for the materials of copyright issues, and cooperation with Hollywood involved in the production of films and in the process of filming at the same time.

3. The new channels. For those films which are sealed by the audiences before, Hollywood will try methods through new channels to obtain income by publishment. A common way is to set up some nostalgic channel to play those classic old movies; selling the copyright of packaged movies not released in the movie theaters; with the help of the modern new media, network platform, to expanding the way of the Hollywood propaganda and influence of Hollywood movies.

4.7.3 Communication: Precise marketing

Precise marketing is actually the concrete application of 4c strategy in Communication. Through accurate positioning it can determine the movie audiences more accurately and formulate marketing strategy then realize the maximum operating goals and interests.

(a) Brand communication

Brand communication is mainly the communication between film makers and the consumers; it is realized through the brand as a link. Actually in order to establish a mature brand of high quality movies, Hollywood paid a lot of effort and suffered many hardships

and strategy, so many famous brands need to have the time of accumulation and precipitation. Hollywood's empire status in the world's film market is the result of accumulated efforts.

(b) Strong market analysis

It is a typical model for Hollywood movie scripts to solve the problem of "all tastes" frequently encountered in the movie, because all the films in Hollywood adjust through practice survey and it is a microcosm of the demands for the masses and circulate smoothly in actual circulation. And Hollywood movies will adjust constantly aimed at the deficiency of consumers' opinions about films, and also made in-depth market research work when outputting. For example, the first report about film market investigation and analysis in China was completed with the help of Americans; thus it can be seen the powerful market analysis force of Hollywood movies.

(3) Differentiation marketing

Differentiated marketing is mainly divided based on the degree of preference about the films in the market, but we need to understand the film market is not static, so you need to adjust the development direction according to the requirements of consumers timely. Hollywood movies can success lies in all the points above, in particular, its marketing mainly displays in the genre, pricing, promotion and marketing aspects.

1. The genre films. Genre films are the most important performance of Hollywood. Therefore, each type has its common characteristics: the story is fixed, visual imagery, and a single form, in recent years with the development of Hollywood films, such as prison, science fiction movies also obtained the development.

2. The flexible pricing strategy. Hollywood formulates the price of the movies considering the different levels; the second is purchasing price for different groups.

3. The differentiation strategy of propaganda and promotion. The first is the propaganda for different types of movies. The second is the propaganda for different people.

The third is for the film markets in different countries.

4.7.4 Convenience: Promotion and Schedule

Convenience (Convenience) refers to the principles that consumers as core either to choose the movie season or market marketing, which popularized in a deep reflect in Hollywood films as well as the choice of the season. In this way they can reduce the risk of the films, second they can also improve the satisfaction of consumers. Along with the development of modern technology, the Hollywood film promotion also issued by new technology, such as network and ads, film publicity and promotion schedule etc, so as to ensure the maximum quality and efficiency of the films and give a best watching experience to customers.

(1) New media drive - Network marketing

The most common method of propaganda and promotion for modern Hollywood movies is the network marketing. This is mainly because the network can reduce the cost of films and spread the films faster, have a wider audience and be interactive. There are three kinds of the common network marketing methods as follows:

1. Viral marketing. The purpose of this way of marketing major qualified brand promotion. Viral marketing, in fact, realize the fame propaganda work from mouth-of-mouth. It is called the viral marketing because the information spreads rapidly through Internet like virus. Because this kind of propaganda is spontaneous of the users and is very efficient so it has a wider application.

2. Website marketing. Website marketing refers to the producers build a film's official website, it mainly used for film propaganda and the information promoted about activities, After all, the Internet has become an important way to obtain information for modern people, so it is of great significance for the work of movie marketing.

3. The diversified cooperation marketing. Network marketing has the support of a big data information platform, but not any single site is qualified for the entire marketing

work. Therefore, Hollywood integrates various websites together during the movie marketing and fully plays the advantages of each web platform to realize the diversified operation. (Done)

(2) Cross Cultural- Overseas distribution

To establish a global network for distribution. The United States reduce the barriers of American films outputting mainly through cooperation with overseas countries. Such as investing cinemas, shooting films and other ways, or promoting the films with the help of overseas websites. The distribution patterns of the American films are mainly divided into two kinds: the first is through the “Distribution Websites for North American Regions”, and the website is specific responsible for the local area and Canada; the second is through the "Overseas Distribution Websites ", and it is mainly responsible for distribution work across continents. As early as the First World War the Hollywood film set up its own distribution channels, and then the publishing company established in South Korea. To expand the scope of film distribution market, Hollywood invest UFA joint-ventured distribution companies in Germany and the next step may also set up companies in China.

(3) The brand marketing- Product Placement

Product Placement is one of the most common integrated marketing methods in Hollywood movies; In fact, it is an important part of the film industry chain to realize profit. Generally the main body of interests for the Product Placement chain mainly consist four parts in the Hollywood movie; the film producers, advertising agency, a research firm, the customer. And the specific division of work procedure or arrangement is: the advertising agents for ads implanted actually serve as a bridge between the producers and customers, and then give the details of the advertisements to advertising agency, and then advertising agency communicate with the specific brands clients and transfer specific information to customers. While the main function of Investigation Company is to guide the consumption

of ads or the role of stimulating consumption for tracking and analysis. Moreover, many advertisements implanted in Hollywood films are not for commercial income as the main purpose, but according to the need for selective implanted, so a lot of product brands tend to build cooperative relationship with them.

1. Careful screening to implant brands. There will be a Hollywood movie marketing personnel to be responsible for review the brands advertising before the determination of many ads implanted in the film, and make in-depth analysis and investigation for the public fame of the product as well as consumer groups and so on. Take the American movie "Mission Impossible 4" for example, the BMW, Apple and other well-known brands ads implanted in the film is in line with the need of audiences and contains the cultural meaning of in-depth investigation.

2. Pay attention to the link between brands and the movie scenarios

It is not arbitrary to implant ads in the Hollywood films, but can be merged to each script, in other words it doesn't implant ads forcibly to the movie, but to achieve a sense of natural for the movie plot and with no impact of expressions. Such as the watches and luxury cars ads in "007" series, but the movies provide us a smooth browsing experience. Because the products and main character perfectly fuse together, and became a symbol of the identity of the main character and do not affect the continuity of the film and schedule.

(4) Schedule marketing

The specific schedule of Hollywood marketing strategy decision and design work are determined by the issuers, but decision to row arrangement of film for each cinema is not in accordance with the issuer's. It is decided according to the quality of the films and the box office appeal, etc. So, sometimes the game between the issuers and the cinemas will also affect the film. Generally, a new Hollywood movie first is released in the national colleges and universities of United States after the shooting work completed then travel overseas film market 2 to 3 months later. The release time for overseas market is 4 to 6

months or so in common, and then for paid view in the websites, DVD copyright
publishment, broadcast on televisions, etc. Moreover, they need to not only look at the
film's directors and actors' effect, but also on the basis of the audience's viewing evaluation
and fame to decide specific row arrangement rates and fields in cinemas.

In addition, the film's massive publicity is also the important factor to influence
the films in the attendance. A prominent trait for Hollywood films is to invest a lot of money
and manpower to propaganda and promotion before release, and it must be a cardiac with
the influence of mass and marketing to theaters.

Hollywood took good application for film marketing and integrated marketing
management, and formed the unique marketing model based on the actual situations. With
its brand effect and characteristic they made their own characteristics in the film industry
and fame. It can be seen from the analysis of film creation to marketing that the process of
integrated marketing transmission theory has been widely used in the movie marketing and
implements the integration of various resources and opportunities. Hollywood plays the
maximum utility of all the factors, even the development of the Hollywood films and the
global spread can't depart from the support of this theory.

CHAPTER 5

CONCLUSION

5.1. China's film industry status quo

In recent years, China's film market shows the tendency of growing prosperity as well as the film production. And the film production develops along innovative direction. Also, the film production level, distribution and marketing achieve the integration of development and progress. It highlights the constant improvement of marketing techniques and concepts of the film industry practitioners, who firmly keep marketing in mind from film making to theaters online. Film is considered as a kind production of special cultural service, which now not only obviously improves its market status, but also influences society more and more. Meanwhile, many cinemas are also trying to constantly make new innovation and reform, improve the cinema service levels and add screen number etc., which is to improve their influence and competitiveness in the film market. What's more, with the booming film investment industry, the number of Film Company is increasing rapidly. In short, the film market is developing prosperously and boomingly.

However, in the development and prosperity, we should be aware of the differences between Chinese film industry and Hollywood film industry. And the film marketing communication in China has just started. So if we want to improve China's film by learning the development model of Hollywood, the first thing is to analyze the development present situation of the movie marketing and the actual need of our country. Compared with Hollywood, there are still some deficiencies in our movie marketing.

First, the marketing concept and means lag behind, which is in the bondage of the old marketing system for a long time. Second, single marketing channel, not according to the actual extension new marketing mode, no movie demand analysis and no consumer division on the basis of the needs of the market. The lack of professional film marketing

talent, and scientific marketing management team. After all, Movie marketing is a complex work, which needs to practice rather than shout slogans. For instance, realizing film industrialization will ultimately depend on the daily operation and management. And this needs to improve the human resource management system and the structure of the film industry, at the same, constantly introduce new movie marketing talent and components of professional, scientific marketing team, as well as speed up the pace of the realization of movie industrialization. In terms of actual current movie marketing market in China, it has not established a perfect marketing and forming system. So in order to achieve the movie industrialization development better, it also needs to explore further from the marketing personnel and management level.

5.2 The necessity of Chinese film integrated marketing

Film is a kind of special products in the market, and is different from other consumer products, which provides consumers with spiritual enjoyment and a good emotional catharsis channel. It makes the audience highly feel the emotion in the process of watching movies. But after the film is over, the feeling and emotional resonance will gradually disappear. Film is a product of commercial exploitation value, because a film can create a highly close to the real virtual world, while the consumer or the viewer can relate the film to the real world through the markers, and progress in the film. Also, this is the reason for the existence of the film industry derivatives development value. Hollywood is undoubtedly the most successful practices in this respect. So, even to Hollywood, the integrated marketing concept and method make Hollywood movies famous and long-term development.

The Enlightenment of Hollywood Integrated Marketing

There are many factors that affect the development of the Hollywood film industry, which mainly concentrated on the quality of the film, the director and the impact of stars, mature marketing mechanism, the operation, and so on. But in fact it is precisely

because Hollywood has a mature film marketing and market mode of operation, which makes the three famous Hollywood film brands integrated marketing communication can play a role, to promote film production as efficient as production lines. In the Hollywood film production and the late stage of development, all follow a common principle, that is marketing is always greater than the film itself, It is based on this principle of guidance and development makes the Hollywood film brand to be established and can be long-term development. In addition, Hollywood also focuses on film production, filming of funds , human input. And strive to ensure the quality and scale of the film, from the fundamental realization of the film brand value maximization.

In addition, We see integrated marketing in Hollywood shine, at the same time, we need to combine the actual film industry market in China to integrate. Summed up the concept of integration for Chinese film development.

1. Content integration.

Communication is actually the transmission of information from one end to the other, however, the information is the main content of the whole process, it is not established which leave the information or leave the spread of the entire activity, therefore, communication is the key instrument and means of marketing and marketing film, it can be the specific film information to the majority of consumers.

2. Brand ideas integration.

Hollywood's integrated management of the brand of thought is the key to the success of Hollywood films and the continuation of the brand. In fact the birth of a film brand is not inevitable, but with a certain contingent nature,because the market is in the process of changing,even if it is done before a very in-depth analysis and market research work,also due to changes in market instability as well as consumer demand and the impact of the film at the box office, it is a great impact of brand building. Therefore, once the impact of consumer response has been successful, it is necessary to pay attention to the

construction of the film brand maintenance work to ensure its influence in the market.

3. Market integration.

As we have analyzed above, the 8 big companies that set up under the current have been moving in the direction of the development of multinational groups, because the global media development is the general trend. This is also China's film industry in the development of transition need to focus on issues. But China's film industry cooperation and win-win awareness is still relatively weak, when they fight at outrance for their own benefit. Hollywood has already begun the film's online and offline two-way layout of the development work, this is where we need to learn.

3. Each product has its own market space and the corresponding consumer groups, Film as a special product also has such a feature. At present, the reason why many well-known brands can Evergreen development, On the one hand is their own products for an accurate market demand and consumer groups positioning, on the other hand is to have their own characteristics and personality. It is precisely with this uniqueness of film products in the market and consumers to establish a long-term contact, to achieve long-term sustainable development of the brand and to achieve the maximum value of the film business.

4. Film industry, visibility and reputation of the integration. Generally, reputation and popularity are mutually reinforcing and inseparable two concepts. One of the well-known refers to a product or a business in the consumer group to be recognized level, this is a high degree of brand awareness to measure a key indicator of comparison. While the reputation is more focused on a product or business in the minds of consumers and the status of satisfaction, however, because the nature and characteristics of different brands is somewhat different, KFC is a good example. KFC and McDonald's are two of the most well-known fast-food brands, but KFC is people's first reaction, this shows that the popularity of KFC much higher than McDonald's in the crowd. Analysis of China's film

industry, its development time is still relatively short, in order to fundamentally improve the domestic film industry's reputation and visibility also need to start from the system and management, more reference and learning the United States Hollywood's overall marketing communication as much as possible, and effectively improve China's film industry's brand value and influence.

The Conformity of Film Marketing

In the film marketing needs to follow such two principles: the first is the difference, the second is the combination. Which refers to the difference is also based on the constant development of modern film market and changes in consumer demand, to play their own advantages to create a feature film. The combination is based on the film industry on the basis of the big market, making different characteristics, forms of product combination to form a new combination of things, play a variety of product value and role adequately, call the joint advantage of each product to play out, and comprehensively improve the competitiveness of the film market.

Analysis conclusion

The birth of a film brand is not achieved overnight, there is a long time the development process, of course, it is this complex and long process of development makes each movie can have their own unique characteristics and personality, at the same time there is a corresponding number of consumers. Film brand and purchase of film services, in fact, consumers have a great deal of uncertainty, cannot accurately predict the time of its occurrence, as part of the film business is an invisible huge assets, to do is to write from the script to the late launch of the derivative and so on, to achieve value and profit maximization as the goal. The use of integrated marketing communication theory can effectively promote the development of the film industry and enhance competitiveness, Thereby enhancing customer satisfaction, but also for film companies to achieve sustainable development and maximize profits to lay the foundation and provide support.

5.3 conclusion

Through the analysis of the film industry. It can be concluded that it is very difficult to achieve the goal of maximizing the value of the film industry by taking a single marketing tool. Because, Film is a kind of special product, So compared with the ordinary products on the market, The audience's values and ideas are more likely to be influenced by the film. Therefore, it is also a good way to promote the development of the film industry, it can be achieved from the global perspective of the film in the market marketing development. In fact, integrated marketing communication plays an important role in promoting the development of the film industry, It also has a very important meaning. In general any can promote the realization of the aim of enterprise marketing marketing can be regulated with the integrated marketing communication. The success of Hollywood film lies in the rational use of integrated marketing communication theory, Consumers as the center of the entire film development, From the writing of the script, shooting to the game, goods and other derivatives are consumer demand oriented, through the film industry chain to maximize value.

It can be seen that the development of the film industry in the world, Different stages of development and development of the inevitable problems, In particular, it is not good to understand the application of integrated marketing communication in the film, Can not achieve the film industry and the development of other industries in the market balance and integration.

China's film development history has been a hundred years, But China's film industry has just started not long, There are still a lot of places to be perfected

So if it is not compared with the development of Hollywood movies, I think it is neither necessary nor realistic. But this is not to say that China's film industry is to Hollywood, It means our film industry also needs to continue to develop and improve in order to have the strength to compete with, This requires us to formalize the current

problems encountered in the early stage of the development of the film industry and the existing problems,Strengthen independent innovation technology and scientific implementation of integrated marketing communication means,In order to achieve the evolution of the theory to the reality we need more efforts to pay.

This paper tries to analyze the marketing development of the film industry from the perspective of Globalization,The integrated marketing communication development model of Hollywood movies,Based on the reality of our country, this paper puts forward the concept of film commercialization、 Integrated marketing theory of market development, And the specific marketing and brand building、 The design and implementation of the scheme are described in detail.The design and implementation of the scheme are described in detail,Therefore, the results of the study and the relevant research need to be further studied and improved.The author also hopes that this study can promote the rapid development of China's film industry and the construction of commercial operation mode.

In general, There are a lot of things we need to learn and learn from the development of the film industry in Hollywood and the development of integrated marketing communications,But,Our study should be combined with the actual needs and in-depth understanding of the characteristics and mechanisms of Hollywood film integrated marketing model,It is not simply a copy and transfer of its external form and operation,In other words, the development of China's film industry marketing is not only to have the whole world in view learning new theory and new method,Also based on their own to explore the best film development model.

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