

Social Media and Bollywood: A Platform for Film Marketing

Ravinder Singh

PhD (UGC NET /JRF), Department of Journalism and mass communication, MDU, Rohtak (Haryana), India
Email - sahu.ravi10@gmail.com

Abstract: Social media which we call a medium, joint us together as a society. It is computer mediated technology that allows us different creations and sharing of ideas, thoughts, information, career interest and many other things in the form of expression via computer network. It is a Web 2.0 internet based application and facilitates the development of online social networks by connecting user's profile. Facebook, Twitter and other mobile apps are playing an important role in film marketing. It is a platform where clearly definite group are available. Years ago, marketing a film was like to take a significant market research where to market and how to market the product and word of mouth was the medium of promotion. But now through social media it is possible to make everything possible just in one click and it will reach to the right target audience. Hashtag, social media groups, categories allow you to target a particular demographic with similar interest. Social media emerges as an important part of engaging target (film going) audience. The business has always been about who you have knowledge of and who you can get stretched, and grouping things by which something is done gets wider(greater) your capabilities to do make connections.

Key Words: Social Media, Bollywood, Social Media Marketing, Promotion, Bollywood Films.

1. INTRODUCTION:

Social media is a term used for online communication via different social sites. It is the collective of online channels that allows users to share different type of media such as picture, video, audios etc. most of these sites allow to comment and sharing of pictures, videos, and comment on it. Social media is becoming an integral part of living on –line as grouping places in the internet and applications rapidly increases. Most of the traditional online media cover grouping part, such as makes clear fields for users. In business, social media is used to market products, promote trademarks, make connection to current customers and encourage the new one.

2. TYPES OF SOCIAL MEDIA:

There are many examples available of social sites but we will discuss few of them.

- **Facebook-** it is a pleasing to all free grouping networking site that allows listed users to make come into existence to make profiles, upload pictures and videos, send messages to friends and keep in touch with friends, family, colleagues who are far from them.
 - **Twitter-** it is a free microblogging site that allows listed users to post and share short post called tweet. The member of the twitter can post short messages and follow other users.
 - **LinkedIn-** it is a social networking platform specially designs for the business professionals. The goal of this site is to get people registered and upload their documents and also make people trust professionally.
 - **Reedit-** it is a social news site and forum where stories are social curate and promoted by the site members.
- JESS3 and Brain Solis recently deputed the version 4.0 and 4.1 of the Conversation Prism. Earlier they share the evolution of the popular info graphic along with the transformation of the social landscape over all.

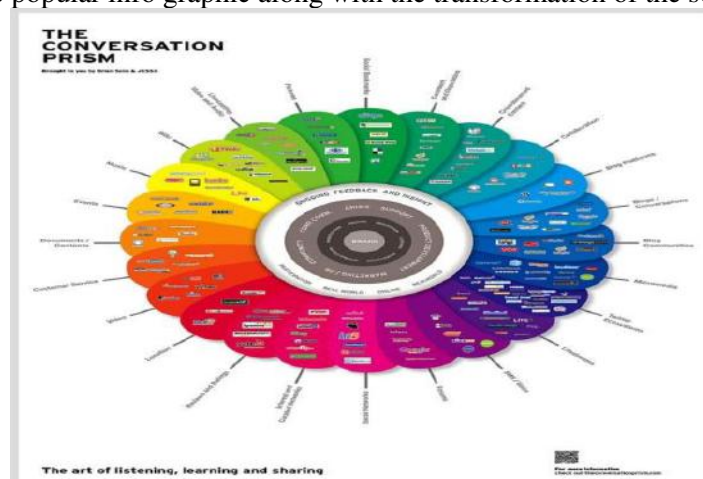


Fig.1 The conversion prism

3. ENTERTAINMENT INDUSTRY:

Media and Entertainment Industry consists many different segments into its folds like television, Radio, Print and Films. It also includes small segments like Radio, animation, music, games, and internet advertising. Entertainment industry in India has recorded, listed an explosive growth in last two decades. From a single national channel Doordarshan to now India has around 400 active channels in the country. Worldwide, 2010 saw the global economy begin to recover from a steep decline in 2009. Improved economic conditions in 2010 played a major role in a rebound in customer spend.

- **Television:** television is an audio-visual medium. It is also one of the major medium which has thousands of programmes in all the state. Today India has become the third largest television market in the world. Previously, television came in India in the form of Doordarshan in 15 September 1959. Apart from the state run Doordarshan, there are six DTH players with 54.52 million DTH users in India with the present prediction; it is likely to overtake the US in terms of the largest DTH market in the world.
- **Print:** over the period of time Indian print industry is expected to grow about 9.6%. The print industry is a combination of newspaper, community newsletters, wire service, magazines and other publications. In this publication there are two main divisions one is Reporting and other is editing. Reporters are the professionals who collect news and write for the newspaper, investigate events and interesting stories. Editors assign stories to the reporter, edit stories and decide which story should publish.
- **Radio:** broadcasting in India began about 13 years ago AIR came into existence. In 1923 Radio Club of Bombay made it possible to broadcast in India. On June 8, 1936, the Indian State Broadcasting Service became All India Radio. The phenomenal growth achieved by All India Radio has made it one of the largest media organizations in the world. With a network of 262 radio stations, AIR today is accessible to almost the entire population of the country and nearly 92% of the total area. Broadcasting giant, AIR today broadcasts in 23 languages and 146 dialects catering to a vast spectrum of socio-economically and culturally diverse populace. In keeping with the Government decision for transition to the digital mode of transmission, AIR is switching from analog to digital in a phased manner. The technology adopted is the Digital Radio Mondiale or DRM. With the target of complete digitization by 2017, the listeners can look forward to highly enhanced transmission quality in the near future.
- **Social Media:** this is a phrase that we know today, this is what we described as a post, video, chats post online. It contains app like Facebook, Twitter, Instagram etc. The term is used so vaguely that it can basically be used to describe almost any website on the internet today or maybe not. Some people have more of a restricted view of social media, often equating it to mean the same as social networking (a.k.a. Facebook, Twitter, etc.). Other people don't consider blogs to fall under the social media category.

4. SOCIAL MEDIA MARKETING:

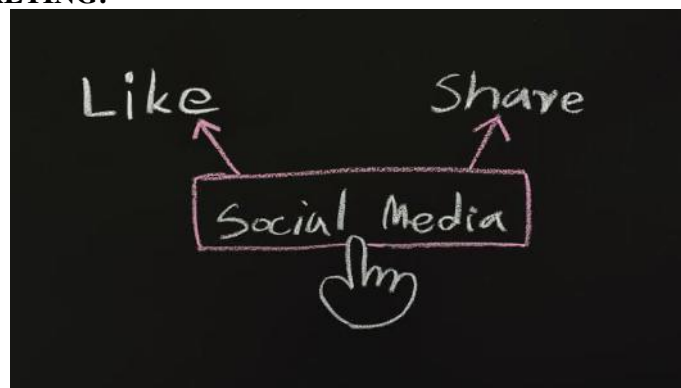


Fig.2 Social Media

The first question raised here is what is Social Media Marketing? Before starting to understand the concept of how film makers use social media as a platform for film marketing, we need to understand the above question first. Social media marketing is a process of doing marketing through social media like facebook, twitter. It is a process of gaining attention through different social sites. For instance, facebook is a social site where anyone can share, like and comment on photos, videos whereas twitter is like where short messages are published. In contemporary time many businessman, filmmakers and advertising agencies are using the different social sites for the grand promotion of their product. For the same purpose contemporary films are going to use these social sites to promote their films in fast pace. An author Christina Warren in her article called 'how social media changing the way movies are promoted' said that in the world of million dollar multiplex and theater, it is easy to forget that not every film comes to every theatre. Even films that make ultimate money at the box office often start out in only a few cities. Contemporary marketing strategies for these movies are to explore more and more market through word of mouth, press and publicity the films

forward. In the age of Social Media even studios are exploring the sites to promote and figure out the interest of the audience.

4.1 Why social media matters for marketing?

Movie makers in every corner are using social media for promoting their films. Marketers may use this data for their further finding target audience on social sites. Many people simply uploaded movies on YouTube, instead of simply doing this they can post video on Facebook, Instagram. They can also post behind the scenes of the movie. The best thing about this strategy is that it lets people a sense of ownership of the film and also creates a level of awareness and connection that they might not get just with running radio and television.

Marketers first check the fast growing social network platform to promote their product. Every marketer has limited time for social media marketing, so which social network should you focus your efforts on? This compilation from Statista on the growth of Twitter shows how it compares to Facebook, WhatsApp and China's WeChat - it's clearly losing ground - sad since we love it!

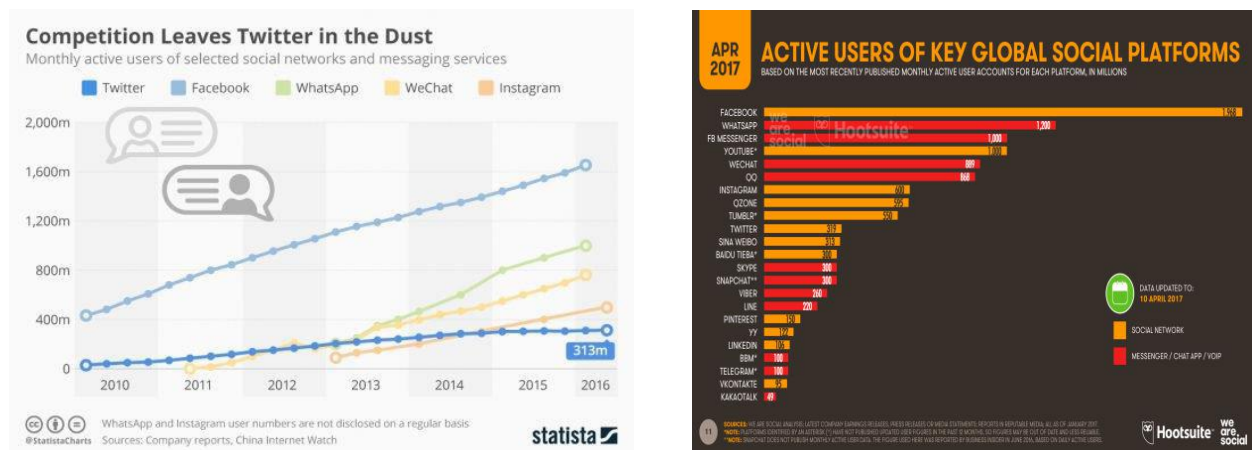


Fig.3 Users

Social media is profitable for film marketers as it appeals to many in a particular time: it has ability to communicate with the audience, interact and measure the target audience. If you can convince your audience or viewers, movie fans, on social media than your audience expands.

There are few examples of movie campaign through social media discuss below:

- Chennai Express:** it is a blockbuster movie won many social media recognition worldwide. Its social media strategy is well planned combination of right timing, buzz and effective management. They divide strategies in phases like began work before its actual release date and even after post release. Innovative hashtags were pivotal to the Twitter strategy. Upcoming public holidays like Eid, India's Independence Day and Raksha Bandhan, movie based buzzwords, including viral content like the Lungi Dance; the success of international releases and box office numbers were all used in creating hash tags (#). The actionable team team insight was played a vital role in keeping fresh paradigms to the social media buzz. For instance, during the opening weekend, the team quickly realized that people like talking about box office numbers, so the hash tag (#) #CE100crin3Days was designed to celebrate the box office numbers being reported. Facebook is one of the platforms where word of mouth advises work better. Chennai Express' campaigns were designed in such a way that users of one social network were often asked to go to another one for the next stimulus. For instance, Chennai Express' campaigns were designed in such a way that users of one social network were often asked to go to another one for the next stimulus.
- Sultan:** the main reason to promote this film was to beat the business of last film of the superstar. First they choose the release date during festive season as it works as a peak time for the movie release. A teaser of the film was released in April 2015 on YouTube and gathered a million of views in first seven days. It became most viewed Bollywood teaser on YouTube till now. To keep the audience aware about their Social media page they start sharing about wrestling theme of the film by giving more and more information about this game, association with main lead and its history in India. Birth days of lead actors were used to launch contests to keep the spirit alive. On December 27 Salman's birth day they launched the Twitter contest titled, #HappyBirthdaySultan where they called out fans to wish their idol in the unique manner and stand a chance to win Salman Khan signed poster of the film. *Pre release activities:* As the music was launched each song

was introduced with specific hashtags like #SultanMusicOutNow, #BabyKoBassPasandHai and it was followed by contest where people were asked 'Apke baby ko kya pasand hai to keep them involved.

4.2 Bollywood :

Bollywood is an Indian Hindi film Industry located in the city of Mumbai. It is the largest film producer in india, representing 43 percent of the Box office revenue. Bollywood is the largest film production centre in the world. Bollywood starts its future fin the beginning of the 1913 when most prominent director made a movie called Raja Harishchandra. It is known as the first silent film of india. The first Indian sound film was Alam Ara(1931) directed by Ardesh Irani. There was clearly a huge market for talkies and musicals; Bollywood and all the regional film industries quickly switched to sound filming. In 1937, Ardeshir Irani, of Alam Ara fame, made the first color film in Hindi, Kisan Kanya. The next year, he made another colour film, a version of Mother India. However, color did not become a popular feature until the late 1950s. At this time, lavish romantic musicals and melodramas were the staple fare at the cinema.

5. ANALYSIS OF FILM PROMOTION THROUGH SOCIAL MEDIA:

There was a time when only the script and outstanding performances ensured a hit in the cinema world or earning at box office. Now time has changed there is a need of idea and errorless secret design to be on top in Bollywood in addition, the timing of the motion picture give out fields of interest. The idea of this fact is to create curiosity and interest among the views so that they can come to watch movie after spending 400 Rs as well. In contemporary time we see that actors and filmmakers are promoting their films in social media platform before its releasing date and start continuing its campaigning after the released date as well. They uploaded the official trailers on you tube which gets a millions of views and likes in couple of days. Bollywood celebrities are now moving towards social media platform for promoting their films. They post about their upcoming movies from their personal Facbook or Twitter account in order to get more and larger audience. For example, Sanjay Leela Bhansali for his movie **Bajirao Mastani** (2015) and his team has done a creative work for promoting film. They launched eight parts animated web series with the title 'Blazing Bajirao' around two and half month before the film release. The purpose was to educate audience about the Bajirao and let them know about his true story. Another was with movie Dilwale, where they came out with the idea of selfies. The idea was about Half Selfies, in which the cast of the film posted their group photo with half faces. **Prem Ratan Dhan Payo** used Dubsmash Video as promotion technique on Instagram and Twitter.



This is above an example where the cast of the movie called **2 States** Alia Bhat tweeted her Engagement Ceremony Invitation card. In the card she mentioned movie promo launch as engagement ceremony and movie released as wedding date. This was the most interesting way of movie promotion on social media. Result comes out as high ticket sales.

➤ **Bollywood Movie Masala:**

Other than writers, producers and crew members, there is another interest holder that keenly drives crowd to the multiplex and there is Social Media Manager. The big digital boom of the recent times has ensured that makers and the marketers of the Indian Film Industry keep pace with it. Bollywood is using Social Media extensively and SM has now become an integral part of marketing budget of any Bollywood Movie. The true 'Bollywood Social Media Masala!' Actors, producers, writers – everyone who's anyone – is thronging to virtual venues like Twitter, Facebook, Orkut and Blogging sites to voice their opinions and actions. This day, in age when we've all seen, followed and interacted with individuals like Anurag Kashyap, Amitabh Bacchan and Priyanka Chopra digitally, how could movies be so far behind? (Indian Social Media, (29th may, 2012), "How Bollywood id Using Social Media", published at Social Samosa.)

Conversation post responsible for leading the movies demand these days:



Teri Meri Kahani- the Conversation on social Media

Social Media by which something is done is now being seen easily swish- swooshing along with the other marketing campaigns of bollywood. Taking forward the persona with special qualities of a motion picture on channels having the strongest audience connect has become imperative. This platform allows movies, creators, audience and actors to come together at one single platform called social media.

6. Conclusion:

Social media is now effectively and increasingly used for the marketing bollywood films. We already discussed the examples above by which we can come to the conclusion of being social with the help of social media is a need for contemporary filmmakers and actors. In previous time production house started marketing 6 weeks before but now everything has changed. Bollywood movie producers thought it would enough to advertise on billboards, television and print media. But with the emergence of multiplexes, movies run in theaters for hardly two to three weeks. This means that the 'word of mouth' recommendation has become imperative for the movie to become a box office hit. Thus marketing Bollywood movies through social media has assumed importance.

This platform is also helpful to make promotion more attractive without spending too much on it, this also the fact why filmmakers rely on social media platform to market their film. They create social media content just the way a film running in the movie theatre. Social media marketing professionals draw out an online movie marketing plan that objectively define what you actually want. Directors and producers also share their movie making experiences and challenges they had to encounter through social media platform; they uploaded behind the scene of the movie. Blogging and twitter is another example of promoting films by lead actors by Hashtag (#) something what they write on their wall. The flashed messages over Blog and Twitter make people excited to come to theatre to watch the movie.

REFERENCES:

1. Chaffey Dave, (27th April 2017), "Global Social Media Research Summary", published at Smart Insights. <http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>
2. Chandra Sekhar pulugurta, (2014), "New Media the Virtual Media, Volume-II, Delhi, BR. Publishing Corporation.
3. Dr.Saxena Ambrish, (2014), " Social Media and New Technologies", New Delhi, kanishka publishers, distributors.
4. Gupta Shailja, "Chennai Express", published at honoring the best of social media.
5. M Kirby David, (21st June, 2017), "the role of social media in film marketing", published at Huffpost.
6. Meenal,(27th june 2016), " How Bollywood is Promoting Movies Using Social Media", published at Intelliaassist.
7. Rouse Margaret, "Social Media", published at - <http://whatis.techtarget.com/definition/social-media>
8. singh Deepak, (15th July 2016), "Bollywood Film Sultan Succesfully Leveraged Social Media & Earned RS. 105 Crorein 3 Days", published at Digital Vidya. <http://www.digitalvidya.com/blog/role-of-social-media-in-success-of-bollywood-film-sultan/>
9. Soil Brain, (16th july 2013), "you are at the centre of the Conservation Prism", published at @BRAIN SOLIS, <http://www.briansolis.com/2013/07/you-are-at-the-center-of-the-conversation-prism/>
10. Mehta Malti and Sharma S.R, (2013), "Media and Social Problems", New Delhi, Sarup Book publishers pvt.ltd.
11. Nations Daniel,(30th may,2017), "What is Social Media?Explaning the big trend", published at Lifewire, <https://www.lifewire.com/what-is-social-media-explaining-the-big-trend-3486616>
12. Warren Christina, (29th November 2010),"How Social Media is changing the way Movies are Prompted", published at MashableIndia. <http://mashable.com/2010/11/29/social-media-movie-marketing/#v03iwUX7sqjJ>

WEB REFERENCES:

- <http://shortyawards.com/category/6th/film>
- <https://en.wikipedia.org/wiki/Bollywood>
- https://en.wikipedia.org/wiki/Entertainment_industry_in_India
- Indian Social Media, (29th may, 2012), “How Bollywood id Using Social Media”, published at Social Samosa. <https://www.socialsamosa.com/2012/05/how-bollywood-is-using-social-media/>
- <http://intelliassist.co.in/how-bollywood-is-promoting-movies-using-social-media/>
- Neely Caitlin, (3rd June 2015), “Movies and Social Media: Marketing films with new Media published at Tint. <https://www.tintup.com/blog/movies-and-social-media-marketing-films-with-new-media/>
- Social media marketing for Indian Bollywood Movies, published at Virtual Social Media, <http://www.virtualsocialmedia.com/social-media-marketing-indian-bollywood-movies/>
- WAPTAC,” working with the print media”,<http://www.waptac.org/How-Do-I-Start-a-PIC003F/Print-Media.aspx>
- “What is Social Media Marketing”, published at search Engine Land, <http://searchengineland.com/guide/what-is-social-media-marketing>
- All India Radio, <http://allindiaradio.gov.in/Default.aspx>



Ravinder Singh
PhD (UGC NET /JRF)
Department of Journalism and mass communication
MDU, Rohtak (Haryana)
Email id: sahu.ravi10@gmail.com