

Factors Affecting the Success of Movies- A Case Study of Twin Movies

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Abstract:-Twin films are nothing but a pair of films which deliver a same or a very similar story or plot to the audience. The movies are generally released close to each other. In an industry like Hollywood/Bollywood which offer a plethora of movies every now and then, the study of crucial factor in determining if the movie will be a hit on the box office is of utmost importance. Especially when it comes to the case of twin movies it plays a vital role as one really needs to grab the maximum attention of the audience towards their movie, against the other. In the following paper we will be discussing about these crucial factors based on the two case studies of the twin movies.

Keywords:-Twin Movies, Success of Movie, Factors Affecting Success, Box Office.

I. INTRODUCTION

We live in the 21st century where things no more work on the conventional basis. With the changing lifestyles of the people and their increasing spending capacities, the youth of today tends to spend a lot on materialistic things, one of them being- movies. Now with such an increasing demand for movies, the film industry which is investing a massive amount in creating them demands for equally good profits. Thus, the success of a movie as project and the factors affecting the same become an inevitable part of the study before one starts on this project or invests in the same.

The following sections in the paper would cover the following- Twin movies, case studies, factors affecting the success of a movie, observations and conclusion.

II. TWIN MOVIES

Twin movies, as the name suggests are two distinct movies released almost around the same time with completely/partially identical scripts. This can happen when two or more production houses invest on the same plot, at the same time, which results in a competition of attracting more audience. The twin films are sometimes attributed to as industrial spying, and that of sending the same script to

several directors before being accepted.

It often happens that only one among the twin films is successful. The obvious reason being that audience doesn't appreciate much if there are two movies with the same story. Thus, the one which has kept all the factors affecting the success of a film in a proper proportion wins the battle.

III. FACTORS AFFECTING THE SUCCESS OF A MOVIE

A. Classical Factors[2]

The classical factors include producer, production house, director, cast, runtime of the movie, the genre, the script, time of release and last but not the least the marketing. All these factors play a very vital role in determining whether a film will be successful. How popular the cast is, how trusted a director is, how good the cinematography is all these combined together boost the worldwide gross of a movie, if chosen wisely.

B. Social Factors[2]

Apart from the classical factors, there are a lot of social ones too. To name a few- the IMDb ratings, the viewer and critic reviews, the ongoing social, cultural, political and economic trends also are a major deciding factor in the success of a film.

These two factors together help the entire project team of the film to choose all the factors wisely and put all the required efforts to make a movie a success on the big screen and a hit on the box office.

IV. CASE STUDY

We have carried out a case study of two pairs of twin movies and compared the two based on the classical and social factors. Also, their budget is to box office performance was considered as the major parameter in deciding if the film was successful or not.

A. Mission to Mars v/s Red Planet

Mission to Mars and Red Planet are both based on the planet Mars. Both being a scientific fiction delivered a very similar plot. They feature a team of astronauts going to Mars to investigate the failure of the previous mission, encountering deadly dangers and discovering life.

Among the above two movies none performed very well on the big screen. But talking relatively, Mission to Mars did better on the box office.

Following the details of the two Movies.

Factors	Mission to Mars	Red Planet
Releasedate	20 th October 2000	10 th November 2000
Director	Brian De Palma	Antony Hoffman
Studio	Walt Disney	Warner Bros.
Budget	\$90 Million	\$80 Million
Worldwide Gross	\$111.5 Million	\$33.5 Million
IMDb ratings	6.7/10	5.2/10
Viewers Like	70%	58%

Table 1: Mission to Mars v/s Red Planet

Graphical representation of the box office collections v/s time for the two movies [1]:

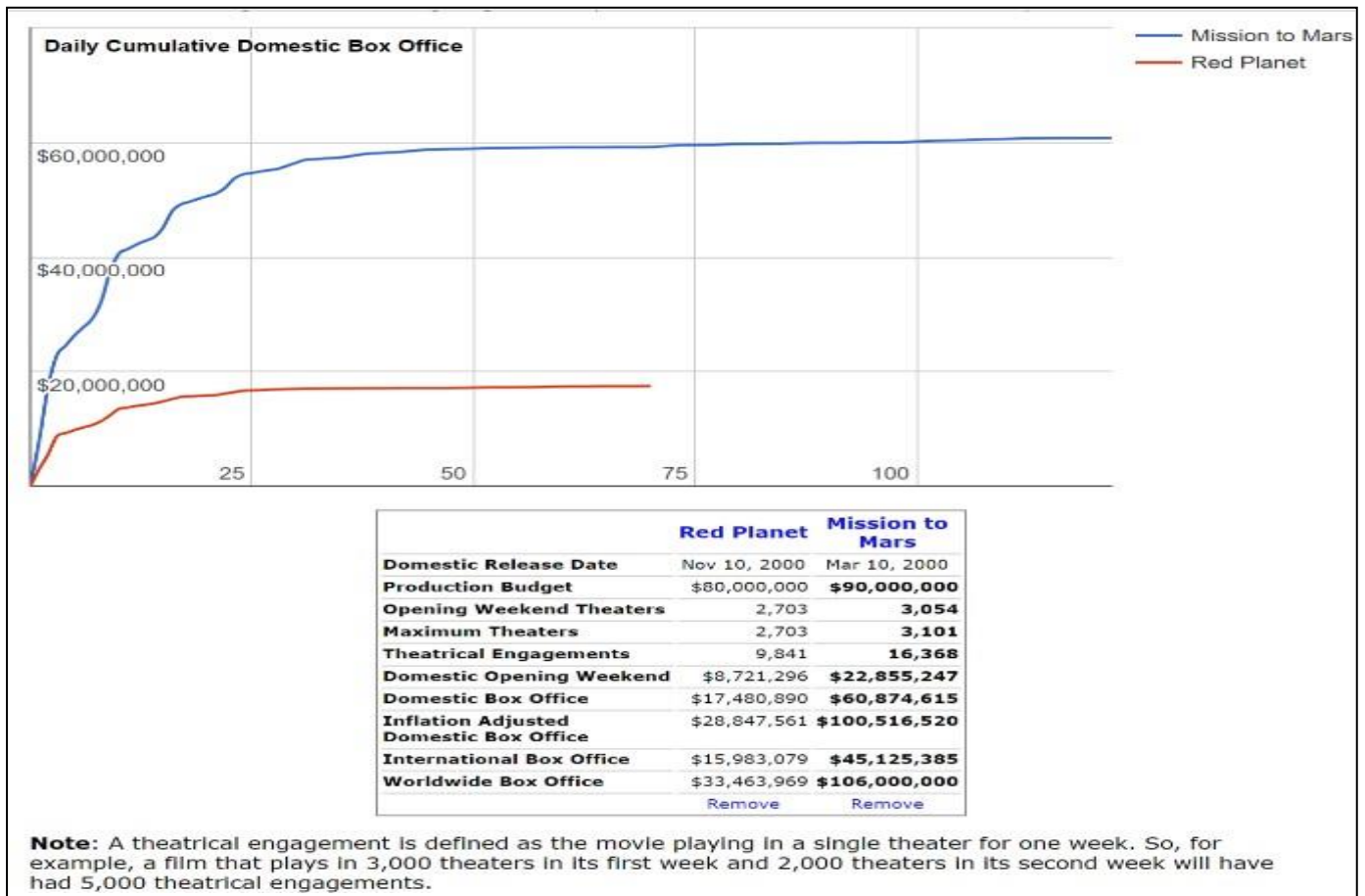


Fig.1: Graphical Representation of the Box Office Collections V/S Time for the Two Movies

B. Finding Dory v/s The Good Dinosaur

Finding Dory and The Good Dinosaur are animated movies by Pixar. Both the movies showcase an adventurous tale about how the lost Dory/Dinosaur makes it back home. Even though the two movies were created by Pixar, Finding Dory was declared Pixar’s biggest hit and the other was the worst failure.

Following are the details of the two movies:

Details	The Good Dinosaur	Finding Dory
Releasedate	25 th November 2015	17 th June 2000
Director	Peter Sohn	Andrew, Angus
Studio	Walt Disney	Walt Disney
Budget	\$300 Million	\$200 Million
Worldwide Gross	\$367.3 Million	\$1029.5 Million
IMDb ratings	6.8/10	7.4/10
Viewers Like	72%	89%

Table 2: Finding Dory v/s The Good Dinosaur

Graphical representation of the box office collections for the two movies [1]:

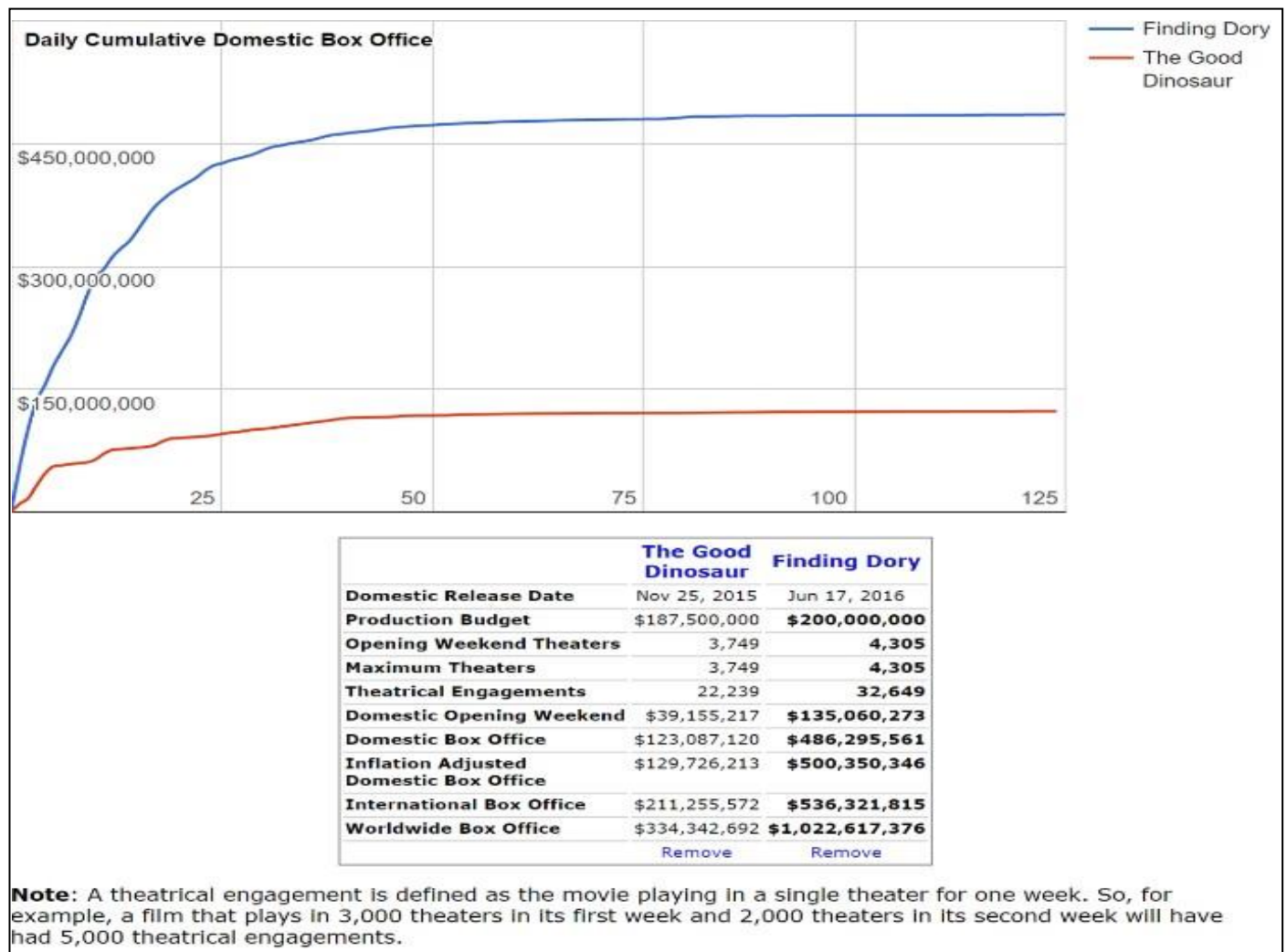


Fig.2: Graphical Representation of the Box Office Collections for the Two Movies

V. OBSERVATIONS

Consider the case of the Red Planet. We found the following factors to be the major factors resulting in the film's failure:

1. **PoorExecution:**
It lacked the pacing, and many plotlines were being experimented with which did not converge in the end. Simplified characterizations were evident in the opening credits voice-over, short-cutting the process of providing actual dramatization.
2. **ReleaseTiming:**
The team did not strategically release this movie. It was released one month after the Mission to Mars and hence could not create a buzz due to weak marketing strategies.

Now in case of Finding Dory and The Good Dinosaur following were the factors which made the later one Pixar's worst flop:

1. **Lack ofPlanning:**
The directors were changed twice, writer 5 times during the tenure of the project and they even went ahead to change the entire cast 5 months before the release date evoking a lot of criticism about the film.
2. **Improper Budgeting and Scheduling:**
The creative heads didn't have a proper budget and schedule prepared. The film was released 1 year after the scheduled date and the budget ballooned to \$350 milliondollars.
3. **Lack of Scope Statement:**
The Pixar studio's head described The Good Dinosaur as "a boy and his dog" story, trailers touted the movie to be about the world where the asteroid which killedthe dinosaurs never hit, while watching the movie the audiences felt that it was more about how the dinosaur tries to overcome his fear and finally the movie also showed obvious similarity to Zootopia.

Now let us consider the success of Finding Dory. The factors which led to this movie's huge box office collectionare:

1. **ProperBudgeting:**
Set at \$200 million dollar the project was monetarily efficient and at the same time making twice the amount was quiteeasy.
2. **Scheduling of the release date:** Known as the *wave effect* Pixar studio believes that Finding Dory's predecessors, Toy Story 3 and Inside out set the mood right for theaudience.
3. **ProperCasting:**
The characters connected well with the audience, the female lead Dory was admired by the female

audience. This led to what is famously known as the titanic effect, in simple terms a girl can convince more boys as compared to the other wayaround.

VI. CONCLUSION

The factors affecting the success, or the failure of the movie were effectively studied. Considering the fact that this study was based on the comparison of twin films, there was no pros and cons of factors such as the plot, story line and the theme of the movie, as the given pair of movies attracted the same set of audiences.

Thus, concluding my studies and observations from a project manager's point of view, i.e. considering all the project management principles, we can say that the scheduling, scope statement, objective and budgeting go hand in hand and play a vital role in the success of a movie.

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