

Reverse Marketing Strategies (Review Rating, Paid Critics, And Peer Pressure) For Content Delivery In Modern Movie Making: A Comparative Analysis Of Past And Present Practices

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ABSTRACT

The landscape of content delivery in the realm of movie making has undergone a remarkable transformation over the decades, driven by advancements in technology, shifts audience behaviour, and the proliferation of digital platforms. The current study aims to provide a comprehensive comparative analysis of content delivery practices in the movie industry, examining how methods have evolved from traditional distribution models to the contemporary digital age.

Historically, movie content delivery relied heavily on physical formats such as celluloid film reels, which were transported to theatres for public exhibition. The distribution process involved logistical challenges and limited release capabilities, often leading to delayed access for audiences. The emergence of home video, in the form of VHS tapes and DVDs, revolutionised content delivery, enabling consumers to access films for personal viewing. The advent of cable and satellite television further broadened distribution channels, offering a more varied viewing experience. In recent years, the digital era has fundamentally reshaped content delivery. The proliferation of high-speed internet and the rise of streaming platforms have democratised access to movies, offering instant gratification to global audiences. The research project delves into the impact of streaming services on content delivery, analysing how subscription-based platforms have disrupted traditional revenue models, reshaped audience preferences, and necessitated new production strategies. Through an in-depth analysis of industry reports, historical records, and case studies, this research project offers insights into the evolving landscape of content delivery in movie making. By understanding the transition from physical distribution to digital platforms, stakeholders in the industry can gain valuable insights into consumer behaviour, economic implications, and the future trajectory of movie content delivery.

Key words: Hashtag Marketing, Influencer Collaboration, AR & VR, Paid Critics, Viral Marketing, Buzz Marketing, Content Marketing, Reverse Marketing, content milestones, Hashtag marketing, performance marketing, content acceptance.

I. INTRODUCTION

In today's fast-paced digital era, the landscape of movie promotion has undergone a seismic shift, propelled by cutting-edge technology and evolving audience behaviour. Modern movie promotional techniques have transcended traditional advertising approaches, leveraging a diverse array of platforms and strategies to captivate audiences and generate buzz. With the advent of social media, immersive experiences, influencer marketing, and data-driven analytics, filmmakers and studios now navigate a dynamic and multifaceted landscape to engage viewers in unprecedented ways. This paradigm shift has reshaped how movies are marketed, emphasising not only the film itself but also the creation of immersive narratives and interactive campaigns that extend far beyond the confines of the silver screen. Understanding and harnessing these contemporary promotional techniques are pivotal in creating the necessary excitement and anticipation for a film's release in today's highly competitive entertainment industry. Modern movie promotional techniques

encompass a diverse range of strategies and technologies aimed at captivating audiences and maximising a film's visibility in a crowded entertainment landscape.

Modern movie promotional techniques encompass a diverse range of strategies and technologies aimed at captivating audiences and maximising a film's visibility in a crowded entertainment landscape. The following are key facets that further illuminate this evolving approach: (i) **social media Dominance:** Platforms like Facebook, Instagram, Twitter, TikTok, and YouTube have become indispensable tools for movie marketing. Studios leverage these channels to release teasers, trailers, behind-the-scenes footage, and exclusive content. Engaging with fans through live Q&A sessions, interactive challenges, and fan-generated content creates a sense of community and excitement (Nanda et al., 2018). (ii) **Immersive Experiences and AR/VR:** Movie promotions have transcended mere trailers and posters. Studios are increasingly using augmented reality (AR) and virtual reality (VR) experiences to immerse audiences in the movie's world. These experiences can range from interactive websites, mobile apps, to VR games that deepen engagement and anticipation. (iii) **Influencer Collaborations:** Partnering with social media influencers, YouTubers, and content creators has become a powerful way to reach niche audiences. Authentic endorsements from influencers can significantly impact a film's visibility, especially when these collaborations align with the influencers' interests and audience demographics. (iv) **Data-Driven Marketing:** The use of data analytics and targeted marketing has revolutionised how studios reach their audiences. Through sophisticated algorithms and audience insights, they can tailor advertisements, trailers, and promotional materials to specific demographics, increasing the chances of connecting with potential moviegoers. (v) **Event Marketing and Exclusivity:** Premieres, exclusive screenings, and fan events create buzz and exclusivity around a movie release. These events allow fans to interact with cast members, directors, and behind-the-scenes talent, generating organic excitement and word-of-mouth promotion. (vi) **Content Diversification:** Movie marketing isn't limited to traditional mediums. It extends to podcasts, web series, interactive websites, and even merchandise tie-ins. This multi-platform approach ensures a continuous stream of content that keeps audiences engaged leading up to a film's release. (vi) **User-Generated Content and Contests:** Encouraging fans to create their own content related to the movie—fan art, videos, memes—helps build a dedicated community. Contests and challenges based on the film inspire creativity and foster a sense of ownership among fans. (vii) **Post-Release Engagement:** Movie promotions no longer end after the release date. Studios continue engaging audiences through social media discussions, post-release content, and interactive experiences, prolonging the film's lifespan and potentially boosting home entertainment sales.

The amalgamation of these techniques and the ability to adapt to ever-changing audience preferences have become essential for movie marketers striving to break through the noise and make a lasting impact in today's hyper-connected and media-rich environment.

The evolution of movie marketing strategies has traversed a fascinating trajectory, from traditional promotional techniques to the contemporary landscape where reverse marketing strategies wield significant influence in content delivery. This comparative analysis explores the nuanced dynamics of three pivotal elements review ratings, paid critics, and peer pressure within the realm of modern movie making. Digging into historical practices and contrasting them with current methodologies, this exploration aims to dissect the transformative impact of these strategies on audience perception, film reception, and the broader cinematic landscape.

In the past, the movie industry primarily relied on conventional marketing paradigms, including advertising campaigns, trailers, and promotional events, to garner audience attention. However, the advent of reverse marketing strategies has revolutionised this landscape, reshaping how movies are perceived, critiqued, and ultimately embraced by audiences. This comparative analysis seeks to delineate the historical precedents of these strategies while illuminating their present-day manifestations, shedding light on their evolution, effectiveness, and ethical considerations within the context of modern filmmaking.

By scrutinising the historical reliance on review ratings, the emergence of paid critics, and the enduring influence of peer pressure in shaping audience perceptions, this comparative analysis endeavours to unravel the intricate interplay between these practices. It aims to unearth how these strategies have evolved over time, their impact on audience behaviour, and the ethical implications they pose in the contemporary cinematic landscape. Ultimately, this examination seeks to discern the transformative effects of these reverse marketing strategies on content delivery in the modern movie-making sphere.

This research paper endeavours to comprehensively explore the multifaceted aspects surrounding reverse marketing strategies within the realm of content delivery in contemporary movie production. Focusing on three key elements review ratings, paid critics, and peer pressure the paper delves into the intricate dynamics and implications associated with these strategies. By scrutinising the utilisation and impact of review ratings, the influence of paid critics, and the role of peer pressure within modern moviemaking, this study aims to offer insights into the complexities and effects of these practices. Through an in-depth analysis, this paper seeks to contribute to a better understanding of the nuances surrounding reverse marketing strategies employed in the movie industry, shedding light on their significance and potential ramifications in the context of content dissemination. The remainder of the paper in this paper has been structured as follows: part two deals with the Literature Review, critically examines existing scholarly works to establish the context and identify gaps in knowledge, chapter three covers design and methodology employed for the purpose of the study. Chapter four,

explores into analysis of the subject matter of the study, presenting and interpreting the collected data in relation to the research questions, finally, in chapter five, a brief discussion has been made.

II. LITERATURE REVIEW

A film, known by various names like movie, motion picture, or flick, is a visual creation that replicates experiences and conveys concepts, narratives, emotions, aesthetics, or moods through the utilisation of dynamic visuals (Severny, (2013). Typically, these visuals are complemented by sound and occasionally supplemented by additional sensory inputs. The term “cinema,” derived from cinematography, frequently denotes the process of filmmaking, the industry itself, and the artistic expression resulting from it. Marketing involves a strategic procedure that commences with the examination and comprehension of consumer desires and requirements (Askegaard, 1999). Like other products or services, movies also require marketing and distribution strategies to entice audiences to watch them, ultimately enabling producers to generate revenue (Malik & Guptha, 2014).

In contrast, movie marketing involves the strategic planning and execution of promotional activities aimed at creating awareness, generating interest, and enticing audiences to engage with a film. It encompasses a range of advertising, publicity, and promotional strategies across various media platforms to attract viewers, drive ticket sales, and enhance the overall success of a movie. Movie marketing efforts typically include advertising campaigns, trailers, posters, press releases, social media engagement, premieres, screenings, and other tactics designed to captivate audiences and encourage them to watch the film. The goal of movie marketing is to maximise audience reach, create anticipation, and ultimately drive box office revenue or viewership across various distribution channels (Jockel & Dobler, 2006). Therefore, conventional marketing strategies typically focus on selling tangible products or services, emphasising functional benefits, target demographics, and market positioning (Chong, 2008). In contrast, movie marketing strategies are more experiential, aiming to evoke emotions, build anticipation, and create immersive narratives to attract audiences, often leveraging storytelling, trailers, and celebrity endorsements to engage viewers and drive ticket sales. As a segment of the creative sector, cinema has been an integral part of human existence for over a century. It draws inspiration from the intricacies of life, serving as an artistic medium that mirrors these dynamics (Silvia and Berg, 2011). According to Monaco, (2013) in contemporary times, cinema has evolved into a big industry, nurturing various subdomains that have emerged over the course of its history. It operates within a social and technological framework, linking with diverse facets of everyday life.

Contemporary movies extensively employ various marketing concepts, such as STPD (Segmentation, Targeting, Positioning, and Differentiating) and the 4P's (Product, Price, Place, Promotion) of marketing, with meticulous attention. The evolution of technology has significantly transformed marketing strategies, implemented across three distinct phases: (i) before the movie's release, (ii) during its release, and (iii) after its release (Rao & Kannan, 2008). In a study conducted by Fetscherin, (2010) found a significant relationship between the investment in marketing and the financial outcomes at the box office. Several movies have achieved substantial profits primarily due to their pre-release marketing efforts, while others have underperformed in theatres because of insufficient post-release promotional activities. Therefore, several factors contribute to the failure of movies, including weak storylines that lead to flops, even with an impressive ensemble of actors. However, the inability to recover production costs often stems from insufficient promotional efforts. Some movies with promising casts have failed to leave a mark or make an impact due to this shortfall in promotion (Rao & Kannan, 2008).

Therefore, in today's dynamic motion picture industry, a notable shift has occurred in the marketing strategies employed to promote movies. This transformation involves a departure from conventional methods and a strong embrace of non-traditional tools that resonate more effectively with contemporary audiences. Buzz marketing stands out prominently as a strategy, emphasizing the creation of anticipation and excitement ahead of a film's release. This approach revolves around generating conversations, sneak peeks, and teasers that captivate audiences and stimulate word-of-mouth promotion. Moreover, social media platforms have become pivotal in movie promotion, serving as direct engagement hubs with audiences. Platforms such as Facebook, Twitter, Instagram, and YouTube are utilised for sharing trailers, behind-the-scenes content, interactive Q&A sessions with the cast and crew, and running engaging promotional campaigns. Leveraging peer pressure and word-of-mouth remains a significant aspect, with early screenings, influencer engagement, and endorsements contributing to building anticipation among potential viewers. Additionally, the landscape now includes the incorporation of paid critics and influencers. Movie studios collaborate with social media influencers or content creators to influence audience opinions and foster buzz around their films. These unconventional techniques adapt to changing audience behaviours, preferences, and the evolving media landscape. With the immediacy and interconnectedness of social media, coupled with the potential for creating viral content, movies aim to reach broader audiences and create an immersive pre-release experience. By embracing these non-conventional tools, the motion picture sector seeks to actively engage audiences, build anticipation, and generate a buzz that extends far beyond traditional marketing methods, ultimately impacting a movie's success at the box office.

Creating buzz before a movie release is a strategic approach that revolves around generating anticipation and excitement among consumers. This pre-release buzz serves as a catalyst, igniting conversations and engaging

audiences in discussions about the upcoming film. Buzz marketing is heralded as a contemporary and highly popular marketing trend that has surfaced in the last few years (Dye (2000), Khermouch & Green (2001), Thomas Jr & Greg, (2004), and Walker (2004)). The definition of “buzz” in marketing literature is not uniform (Freeman & Chapman, 2008) and it is often considered challenging to precisely define and quantify (Ahuja et al., 2007). Buzz tends to serve as a representation of the accumulation of word-of-mouth (WOM) recommendations among potential consumers regarding a new product (Thomson Jr & Greg, 2004; Freeman & Chapman, 2008). Consequently, many conceptualisations of buzz in marketing are associated with or derived from the concept of WOM (word-of-mouth). Scholars like Liu (2006), Carl (2006) either directly link buzz with WOM influenced by brands, consider it as all interpersonal communication, or view it as an outcome resulting from WOM (Duan et al., 2008). The influence of online word-of-mouth (WOM) through user reviews on the offline purchasing behaviour, especially concerning the box-office performance of movies, is generally studied in three ways (i) the quantity of reviews (Liu 2006; Duan et al. 2008), the sentiment or overall positivity/negativity of reviews, often represented by the average user rating (Chevalier and Mayzlin 2006; Liu 2006, Duan et al. 2008; Nam et al., 2009), however, Sun (2008) advocates for the incorporation of relationships between the average rating and the variability in ratings within the context of movie evaluations, and the diversity or range of opinions present in the reviews (Godes and Mayzlin 2004). In a study conducted by Dellarocas et al., (2007) found that the quantity, positivity, and diversity of user ratings during the initial weekend strongly influence the future box-office success of a film on a national scale. Similar findings were documented by (Chintagunta et al., 2010). Shugan (1998) examines the relationship between a movie’s box-office success and the contribution of its creative team (writers, directors, actors). By analysing the past box-office outcomes of films associated with the production team, Shugan (1998) achieves opening day box office predictions with an R-squared value of 0.59 and total box office predictions with an R-squared value of 0.34. In another study by Ainslie et al., (2005) actors exert a direct influence, while directors exert an indirect influence, on the decisions made by consumers when choosing movies. In a study conducted by Duan et al., (2008) revealed that both the financial success of a movie at the box office and the sentiment expressed in word-of-mouth (WOM) significantly impact the volume of WOM. Therefore, word-of-mouth (WOM) has been acknowledged as a most powerful means of transmitting information, recognised for its influential role in disseminating information within human societies (Godes & Mayzlin, 2004; Reynolds & Beatty, 1999). Yet, traditional face-to-face word-of-mouth (WOM) communication remains effective only within restricted social circles, losing its impact rapidly as time passes or distance increases (Bhatnagar & Ghose, 2004; Ellison & Fudenberg, 1995). However, the evolution of information technology and the rise of online social networking platforms have fundamentally transformed the dynamics of information transmission, surpassing the conventional constraints associated with WOM (Laroche et al., 2005). Different studies have identified various factors influencing product sales through word-of-mouth (WOM). For instance, Godes & Mayzlin (2006) noted the impact of WOM dispersion, along with Chevalier & Mayzlin, (2006); Forman et al., (2008) highlighting the significance of WOM valence. Conversely, Chen et al., (2004) and Liu (2006) emphasised that the volume of WOM plays a pivotal role as the primary driver of product sales. However, research examining the impact of word-of-mouth (WOM) in the movie industry has presented a parallel array of contradictory findings. Neelamegham and Chintagunta (1999) conducted an empirical evaluation of the relationship between WOM and weekly revenue in movies, yet their study did not yield any statistically significant outcomes. However, studies conducted by Elberse & Eliashberg, (2003); Basuroy et al., (2003); Liu, (2006); Dellarocas et al., (2007) contracted this view and found a significant relationship between valence of user ratings and movie box office revenue.

Viral marketing is a marketing strategy that leverages existing social networks or platforms to promote a product or service through word-of-mouth or sharing. The term “viral” refers to the idea of content spreading rapidly and widely, like the spread of a virus. In this strategy, companies aim to create content that is intriguing, entertaining, or valuable enough for people to share with others, thereby increasing its reach organically (Jurveston, 2000). Viral marketing often utilises social media platforms, email, video sharing websites, and other online channels to disseminate content (Rosen, 2001). The key aspect is the creation of content that encourages individuals to share it voluntarily, leading to exponential growth in its exposure. This approach can be highly effective as it relies on the enthusiasm of consumers to share content within their networks, amplifying the message far beyond what traditional advertising might achieve. Further, it is important to note that unlike the traditional ‘high concept’ filmmaking and marketing approach identified by Justin Wyatt in 1994, these campaigns, as seen in movies like *The Blair Witch Project*, *Cloverfield*, *A.I.: Artificial Intelligence*, and *The Dark Knight*, signify a departure from the conventional producer-consumer relationship. They urge consumers to actively participate by concealing information about upcoming films, prompting audiences to navigate online clues to discover details. This deliberate push for viewer agency contrasts with typical industry practices, raising questions about the intentions behind such elaborate online campaigns. The chapter contends that these efforts position viewers as investigators, extending the film’s world beyond its narrative and creating an immersive experience. This immersion sometimes translates into the film’s aesthetics and has the potential to transform promotional material into a standalone entertainment experience.

After examining the literature thorough, the researchers crafted specific research questions for a comprehensive analysis.

To what extent do social media platforms and online user-generated content impact the efficacy of reverse marketing strategies for content delivery in the modern film industry compared to traditional advertising methods?

How do the success metrics and benchmarks for evaluating the impact of reverse marketing strategies on audience reception and box office performance differ between different eras in film production?

How have reverse marketing strategies, such as leveraging review ratings, influenced the success and audience reception of modern movies compared to historical practices?

What are the discernible differences in the impact of paid critics on audience perception and box office performance between contemporary and past movie-making eras?

How does peer pressure, as an influential factor in movie content delivery, differ between traditional and present-day cinema, and what role does it play in shaping audience preferences?

In what ways have reverse marketing strategies evolved over time in response to changing technological advancements and the emergence of digital media platforms in the film industry?

These research questions aim to explore the multifaceted aspects of reverse marketing strategies in the context of modern movie-making, comparing them with historical practices to discern evolving trends, influences, and impacts on audience behaviour and movie success.

III. RESEARCH METHODOLOGY

PROBLEM STATEMENT

The evolution of modern movie making has witnessed a paradigm shift in content delivery strategies, with a notable emphasis on reverse marketing tactics such as review ratings, paid critics, and leveraging peer pressure. This transformation has ushered in a complex landscape where the evaluation and promotion of films often rely on these unconventional methods, altering audience perceptions and impacting box office success. However, the problem lies in understanding the implications of these practices through a comparative analysis of past and present strategies. While historically, movies relied on traditional marketing approaches and word-of-mouth to gauge audience reception, the contemporary era witnesses a dominance of reverse marketing tactics that potentially manipulate viewer opinions. The challenge lies in comprehensively assessing the ethical, artistic, and commercial consequences of these strategies, exploring how they shape audience expectations, influence critical acclaim, and ultimately affect the quality and diversity of cinematic content. Hence, there is an urgent need to delve deeper into the impact and implications of these reverse marketing techniques in contemporary movie making, to elucidate their effects on artistic integrity, audience reception, and the film industry's overall landscape.

The current study aims to explore into the qualitative analysis of reverse marketing strategies employed in the movie industry, specifically examining the historical and contemporary impact of review ratings, paid critics, and peer pressure on audience perceptions and content delivery. This research aims to scrutinise observed data, tracing the evolution of these strategies and understanding their influence from past practices to present trends. To address the research inquiries identified through the literature review, the researchers have utilised the subsequent research methodology to answer those questions:

RESEARCH OBJECTIVES

To analyse historical data encompassing archived sources from past decades, focusing on the utilisation and impact of review ratings, paid critics, and peer pressure on audience perceptions in the movie industry.

To compare the contemporary landscape by collecting and analysing present-day data from online platforms, social media, contemporary reviews, and industry reports, evaluating the current effectiveness of reverse marketing strategies.

DATA COLLECTION

Historical Data Collection: The study gathered historical data from archived sources such as old reviews, industry reports, and academic literature spanning different eras. Information related to review ratings, the role of paid critics, and peer pressure was scrutinized to understand their historical significance.

Contemporary Data Collection: Present-day data was acquired from online platforms, social media, contemporary reviews, and industry reports. The analysis involved examining user-generated content, social media discussions, and audience interactions to comprehend the current impact of these strategies.

Data Analysis: A qualitative content analysis was conducted, examining both historical and contemporary data. Trends, patterns, and shifts in the utilisation and influence of reverse marketing strategies were identified and compared over time. Thematic analysis was employed to explore changes in audience perceptions and the effectiveness of these strategies from the past to the present.

PRESENTATIONS OF RESEARCH FINDINGS

The study presented a comparative analysis delineating the evolution of reverse marketing strategies in the movie industry. Conclusions were drawn regarding the transformations in influence and effectiveness of these strategies from the past to the present landscape. Discussions revolved around implications and potential future directions for movie marketing strategies based on the observed trends and changes.

IV. IN DEAPTH ANALYSIS

Certain concepts or products and trends have a tendency to spread and gain more traction among consumers compared to others (Fog,1999; Berger, 2008; Houston et al., 2008). Among these phenomena, buzz is considered a critical catalyst. It is believed to breathe vitality into a new product, invigorating its acceptance within a network of consumers.

Buzz marketing, also known as word-of-mouth marketing or viral marketing, is a strategic approach that relies on creating a buzz or excitement around a product, service, or brand. It aims to generate conversations, interest, and anticipation among consumers, often through unconventional or innovative means. This type of marketing capitalises on the power of consumer conversations and interactions to amplify brand messaging (Mohr, 2007; Allsop et al., 2007). In the film industry, the excitement and anticipation generated around a movie before and during its screening in theatres are perceived as influential factors shaping its success during the theatrical run. This success during the theatrical exhibition phase is considered pivotal as it significantly impacts the movie's performance in subsequent release windows (Zufryden, 1996; Eliashberg et al., 2006). According to Khermouch & Green (2001) buzz has the potential to turn the introduction of a new product, like a movie, into a widespread phenomenon among the masses. Berger (2008, p.181) argues that specific products have the ability to rapidly gain popularity and spread extensively among consumers, akin to a rapidly spreading wildfire. Creating buzz before a movie release is a strategic approach that revolves around generating anticipation and excitement among consumers. This pre-release buzz serves as a catalyst, igniting conversations and engaging audiences in discussions about the upcoming film. This engagement is vital as it triggers curiosity, builds anticipation, and encourages audiences to participate actively in conversations about the movie. By strategically releasing teasers, trailers, behind-the-scenes glimpses, or exclusive content, movie marketers aim to capture the attention of potential viewers, spark their interest, and stimulate conversations across various platforms. Engaging consumers in discussions about the movie prior to its release cultivates a sense of involvement and anticipation. It encourages people to share their thoughts, expectations, and speculations about the storyline, cast, and overall movie experience (Carl, 2006; Ahuja et al., 2007). This interaction not only generates excitement but also helps in building a community around the film, where enthusiasts eagerly await its release. Additionally, it allows filmmakers and studios to gauge audience reactions, adapt marketing strategies if necessary, and potentially modify aspects of the campaign based on early feedback. The goal is to make the movie a part of people's conversations and social interactions even before it hits the theatres. This buzz helps in creating a buzzworthy aura around the film, drawing attention, piquing curiosity, and increasing the likelihood of a successful theatrical performance. Ultimately, engaging audience before the release establishes a foundation of interest and excitement that can translate into ticket sales and positive word-of-mouth, setting the stage for a successful launch and subsequent performance of the movie. Hollywood studio executives and experts in the industry assert that movies like 'Gone with the Wind,' 'Jaws', 'Star Wars', 'Titanic', 'The Blair Witch Project', 'The Dark Knight', and 'Avatar' have effectively generated substantial buzz. This buzz is notably reflected in the reactions of audiences and the remarkable box office success these films achieved (Time, 1940; Silver, 1999; McClintock, 2008; Whipp, 2009). Therefore, primary goal of buzz marketing is to generate positive word-of-mouth, creating a buzz that spreads rapidly among consumers, leading to increased brand awareness, engagement, and ultimately, sales. It relies heavily on creating a memorable and shareable experience that encourages people to talk about and share the brand or product within their social circles, both online and offline.

It can be initiated by a company through unique advertising campaigns, creating memorable experiences, or leveraging influential individuals or platforms to spark conversations. Alternatively, buzz marketing can occur organically when consumers are highly engaged or excited about a product or service, sharing their experiences with others. Buzz marketing, a powerful strategy utilised in both general marketing and specifically within movie promotion, shares fundamental similarities but diverges in its targeted approach and objectives. In its general application, buzz marketing aims to create fervour and engagement surrounding a product or brand, leveraging unconventional tactics like guerrilla campaigns or influencer collaborations to spark conversations and ignite interest among diverse consumer demographics. Conversely, within the realm of movie marketing, buzz strategies are meticulously tailored to stir anticipation and excitement exclusively for upcoming film releases. Employing tactics like teaser trailers, behind-the-scenes exclusives, interactive social media campaigns, and star-studded premieres, movie marketers strive to captivate movie enthusiasts and genre-specific audiences, building anticipation for the cinematic experience. While general buzz marketing sustains efforts over time, movie marketing intensifies its buzz creation particularly before, during, and after a film's release to ensure maximum visibility and audience engagement. Successful general buzz campaigns result in increased brand visibility and sales, whereas effective movie marketing buzz generates heightened ticket sales, positive audience reviews, and sustained discussions that significantly contribute to a film's box office success. Both variants harness the power of consumer conversation and engagement, but movie marketing's tailored approach ensures a focused strategy to drive excitement and success within the unique landscape of the film industry.

PRE-LAUNCH ADVERTISING COMMUNICATIONS: YOUTUBE TRAILERS

The success of any movie launch greatly relies on the pre-launch advertisement strategy employed, especially on platforms like YouTube. Therefore, this part of the study explores the dynamic space of pre-launch advertising communications, specifically focusing on the impactful medium of YouTube trailers for heralding the release of movie. Much like the anticipation-building trailers preceding a cinematic release, these advertising glimpses serve as the harbinger, setting the stage and heightening anticipation for what is to come. The main intention of YouTube trailers is generating buzz, inciting curiosity, and cultivating a sense of anticipation among target audiences. The following are the main benefits associated with movie Pre-launch advertising communications:

Teaser Trailers and Sneak Peeks: Short, captivating teaser trailers and sneak peeks will serve as the cornerstone of our pre-launch strategy. These snippets should tease the storyline, highlight key characters, and evoke curiosity without revealing too much. A “sneak peek” refers to a brief, often exclusive preview or glimpse offered to the audience before the official release of the film. These sneak peeks are designed to generate interest, excitement, and anticipation among potential viewers (Cambridge dictionary). They typically involve showing selected scenes, teasers, or trailers from the movie, providing audiences with a taste of what to expect.

Engaging Content Series: Creating a series of behind-the-scenes content, interviews with the cast and crew, and exclusive footage will add depth to the audience’s understanding of the movie. This content can be released periodically to sustain interest leading up to the launch.

Interactive Campaigns: Engaging the audience through interactive campaigns such as polls, Q&A sessions, or contests can create a sense of involvement. This could include asking fans to predict plot twists or engage in discussions related to the movie’s themes.

Influencer Collaborations: Partnering with YouTube influencers or content creators relevant to our target demographic can amplify our reach. Engaging influencers to create reaction videos, reviews, or endorsements will help in spreading awareness organically.

Optimized SEO and Keywords: Leveraging SEO strategies and relevant keywords in video titles, descriptions, and tags will enhance the discoverability of our content. This will ensure that our trailers and related videos appear prominently in search results.

Community Engagement and Response Management: Promptly responding to comments, feedback, and queries on YouTube will foster a sense of community. Engaging with the audience’s reactions and addressing their inquiries will build a stronger connection and anticipation.

Cross-Promotion and Paid Advertisements: Utilising YouTube’s advertising platform for targeted paid advertisements can effectively reach specific demographics. Additionally, cross-promotion across other social media platforms and relevant websites will reinforce our campaign.

Countdown and Premiere Events: A countdown campaign leading to the movie premiere, coupled with live premiere events on YouTube, can create a shared experience among fans and drive excitement as the launch date approaches.

Therefore, a well-crafted Pre-launch advertising communications allow filmmakers to create buzz, engage audiences, and build excitement leading up to a film’s release. As a versatile platform, YouTube continues to play a pivotal role in shaping audience perceptions, fostering anticipation, and contributing to the success of movies in the digital age.

AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR)

The use of augmented reality (AR) and virtual reality (VR) has revolutionised movie promotions, offering immersive experiences that extend far beyond traditional trailers and posters. Here are a few examples illustrating how AR/VR has been employed to engage audiences and heighten anticipation for movies:

“Jurassic World Alive” AR Game: To coincide with the release of “Jurassic World: Fallen Kingdom,” Universal Pictures partnered with Ludia Inc. to create an AR mobile game called “Jurassic World Alive.” The game allowed players to explore their surroundings, collect dinosaurs, and engage in battles. This immersive experience tapped into AR technology, merging the real world with the Jurassic World universe, thereby intensifying the excitement for the movie.

“IT: FLOAT - A Cinematic VR Experience”: Warner Bros. utilized VR to promote the horror movie “IT” by creating an immersive VR experience called “IT: FLOAT.” This allowed users to enter the eerie world of Pennywise the Clown and experience terrifying scenes from the film. By immersing users in the unsettling atmosphere of the movie, this VR experience effectively heightened anticipation among horror fans.

Disney’s “Frozen 2” AR Activation: Disney employed AR technology for the promotion of “Frozen 2” by launching an AR experience in collaboration with various retailers. Fans could use their smartphones in stores to discover hidden elements related to the movie, interact with characters like Olaf, and unlock exclusive content. This interactive AR experience served as a creative way to engage audiences and create buzz around the film.

“Blade Runner 2049: Memory Lab” VR Experience: To complement the release of “Blade Runner 2049,” a VR experience titled “Blade Runner 2049: Memory Lab” was developed. This VR game allowed players to step into the futuristic world of the film, exploring environments and solving mysteries related to the movie’s narrative. By offering a deeper dive into the movie’s universe, it provided an immersive extension to the film’s promotion. These examples demonstrate how movie studios have harnessed AR and VR technologies to create interactive experiences that transport audiences into the worlds of their films. These

immersive tactics not only generate excitement and anticipation for the movie but also offer fans an engaging and memorable way to connect with the film's content before its release.

INFLUENCER COLLABORATIONS

Collaborating with social media influencers, YouTubers, and content creators has indeed become a significant strategy in promoting films, leveraging the influencers' reach and authenticity to connect with specific audience segments. Here are some live examples illustrating successful influencer collaborations in the film industry: **Marvel Studios' "Black Panther" Campaign:** For the release of "Black Panther," Marvel engaged in strategic influencer partnerships. They collaborated with prominent African American influencers and content creators, such as YouTubers and social media personalities who focused on black culture, empowerment, and representation. These influencers shared their excitement for the movie and its cultural significance, effectively reaching and resonating with diverse audiences. **"To All the Boys I've Loved Before" and Netflix's Influencer Marketing:** Netflix employed influencer marketing for its romantic comedy film "To All the Boys I've Loved Before." The streaming giant collaborated with popular YouTubers and social media influencers known for their content in the romance, young adult, and lifestyle genres. These influencers created sponsored content, including reviews, challenges, and discussions around the film, which generated buzz among their followers and drove engagement. **Warner Bros. and "Wonder Woman" Partnership with Influencers:** To promote "Wonder Woman," Warner Bros. partnered with various female influencers and content creators. These collaborations aimed to celebrate female empowerment, superhero themes, and the movie's strong female protagonist. Influencers shared their admiration for the character, discussed themes of empowerment, and encouraged their audiences to watch the film, effectively expanding its visibility among targeted demographics. **Disney's "Cruella" Influencer Campaign:** For the release of "Cruella," Disney collaborated with fashion and beauty influencers who resonated with the movie's themes of style, creativity, and boldness. Influencers created content showcasing fashion inspired by the film's protagonist, generating excitement within their fashion-forward audiences and driving interest in the movie's unique aesthetic. These examples highlight how movie studios strategically partner with influencers whose interests align with the themes, values, or target demographics of the films they are promoting. Authentic endorsements from these influencers can significantly amplify a film's visibility, engage niche audiences, and create genuine excitement and anticipation leading up to the movie's release.

DATA-DRIVEN MARKETING

The integration of data-driven marketing strategies in the film industry has transformed how movie studios target and engage audiences. Here are examples demonstrating how studios leverage data analytics and targeted marketing to customise promotional efforts: **Netflix's Personalised Recommendations:** Netflix is renowned for its data-driven approach to content promotion. The streaming platform analyses user data, including viewing history, preferences, and interactions, to provide personalised recommendations. By employing sophisticated algorithms, Netflix tailors its movie suggestions and promotional trailers to individual users, increasing the likelihood of viewers discovering and engaging with content tailored to their tastes. **Disney's "Pirates of the Caribbean: Dead Men Tell No Tales" Campaign:** Disney utilised data analytics to refine its marketing strategy for the "Pirates of the Caribbean" franchise. By leveraging audience insights, they identified specific demographics most engaged with the franchise. Disney then targeted advertising campaigns, including trailers and online promotions, to these demographics, maximising the impact of their marketing efforts by reaching the most receptive audience segments. **Warner Bros. and Facebook Custom Audiences:** Warner Bros. employed data-driven marketing tactics for "The LEGO Batman Movie." They utilised Facebook's Custom Audiences feature, which allowed them to target ads specifically to individuals who had shown interest in similar animated movies or LEGO-related content. This targeted approach increased the relevance of their advertisements and trailers, capturing the attention of audiences predisposed to enjoy the film. **Paramount Pictures' "Mission: Impossible - Fallout" Campaign:** Paramount utilised data analytics to identify and target action movie enthusiasts and fans of the "Mission: Impossible" franchise. Through insights derived from previous moviegoer behaviour and engagement patterns, Paramount tailored trailers, teasers, and online advertisements to resonate with this specific audience segment, maximising the film's appeal among action movie aficionados. These examples showcase how studios leverage data analytics and targeted marketing to optimise their promotional efforts. By harnessing audience insights and employing sophisticated algorithms, movie studios can craft highly personalised marketing campaigns, ensuring that promotional materials resonate with specific demographics and increasing the likelihood of connecting with potential moviegoers on a more personal and engaging level.

CONTENT DIVERSIFICATION

The evolution of movie marketing has expanded beyond traditional mediums to encompass a diverse array of platforms, ensuring a continuous flow of content that engages audiences in various ways before a film's release. Here are some live examples showcasing content diversification in movie marketing: **Marvel Cinematic Universe (MCU) - Web Series and Podcasts:** Marvel Studios effectively utilises content diversification to engage fans between movie releases. They launched several web series on Disney+ like "WandaVision," "The Falcon and The Winter Soldier," and "Loki," providing episodic content that expands on the narratives of MCU

characters. Additionally, Marvel introduced podcasts like “Marvel’s Wolverine: The Long Night” and “Marvels,” offering immersive audio storytelling and further exploring the universe’s intricacies, keeping fans connected and eager for upcoming movies. “The Matrix Resurrections.” Interactive Website: Warner Bros. employed an interactive website for the release of “The Matrix Resurrections.” The website featured a range of content, including trailers, behind-the-scenes footage, and interactive elements that allowed visitors to explore the movie’s world and discover hidden details. This immersive online experience kept fans engaged and intrigued, offering a deeper dive into the film’s universe before its release. “Stranger Things” - Merchandise Tie-ins: Netflix’s “Stranger Things” series leveraged merchandise tie-ins as part of its marketing strategy. The show collaborated with various brands to create merchandise, including apparel, toys, and collectibles inspired by the series’ characters and themes. This diversified approach not only generated additional revenue but also sustained fan engagement between seasons by offering tangible connections to the show’s universe. “The Mandalorian” - Expanded Universe through Books and Comics: Disney’s “The Mandalorian” expanded its universe beyond the screen by releasing tie-in books and comics. These publications delved deeper into the characters’ backstories, explored new narratives, and provided additional lore, enriching the overall experience for fans, and keeping the excitement alive between seasons. These examples illustrate how movie marketing campaigns extend across multiple platforms, such as podcasts, web series, interactive websites, and merchandise tie-ins, offering audiences a continuous stream of content related to the film or series. This diverse approach not only sustains audience engagement leading up to a release but also fosters a deeper connection with the narrative, characters, and themes, creating a more immersive and interactive experience for fans.

EVENT MARKETING AND EXCLUSIVITY

Event marketing and exclusivity play a pivotal role in generating excitement and anticipation for movie releases by offering unique experiences to fans. Here are live examples showcasing the impact of premieres, exclusive screenings, and fan events: Marvel Cinematic Universe (MCU) Fan Events: Marvel Studios is known for organising exclusive fan events and premieres for their movies. They host elaborate red carpet premieres attended by cast members, directors, and other key figures involved in the film. These events not only generate media coverage but also offer fans the opportunity to interact with their favourite stars, creating memorable experiences and fostering a sense of exclusivity around the movie. “Star Wars” Celebration Events: Lucasfilm organises “Star Wars” Celebration events, offering fans exclusive access to panels, screenings, merchandise, and meet-and-greet opportunities with actors, filmmakers, and other creatives involved in the “Star Wars” franchise. These events serve as a platform to unveil trailers, teasers, and exclusive content, generating immense excitement and engagement among the dedicated fan base. Film Festival Premieres: Major film festivals such as Cannes Film Festival, Sundance Film Festival, and Toronto International Film Festival often host exclusive screenings and premieres for highly anticipated movies. These events attract industry professionals, critics, and devoted fans, creating a buzz around the film’s quality and generating early word-of-mouth promotion based on initial reactions and reviews. Exclusive Screenings and Q&A Sessions: Studios and filmmakers occasionally organise exclusive screenings in select cities or venues, followed by Q&A sessions with the cast or crew. These events provide a unique opportunity for fans to watch the movie before its release date and engage directly with the creators, fostering a deeper connection and generating positive buzz. For instance, exclusive events like the “Avengers: Endgame” premiere brought together the entire cast, generating immense excitement and media coverage. Similarly, film festivals like Sundance and Cannes regularly showcase exclusive screenings, creating a sense of anticipation and elevating the movie’s visibility. Therefore, premieres, exclusive screenings, fan events, and Q&A sessions serve as powerful tools in movie marketing, allowing fans to engage directly with the film’s talent and generating organic excitement and word-of-mouth promotion that significantly contributes to a movie’s success.

USER-GENERATED CONTENT AND CONTESTS

User-generated content and contests have become instrumental in fostering fan engagement and building dedicated communities around movies. Here are live examples showcasing how encouraging fans to create content and participate in contests has been utilised: “The Hunger Games” Fan Art Contests: Lionsgate, the studio behind “The Hunger Games” franchise, organised fan art contests that encouraged fans to create and submit their artwork inspired by the movies. They leveraged social media platforms to collect submissions, allowing fans to showcase their creativity and passion for the franchise. Winners received recognition, prizes, and their art featured on official channels, fostering a sense of pride and engagement within the fan community. “Deadpool” Marketing Campaigns: For the release of “Deadpool” and its sequel, the marketing team actively encouraged fan-generated content, including memes, fan art, and viral videos. The studio created official challenges and hashtags, inviting fans to participate by creating their own humorous and irreverent content inspired by the character. This approach not only engaged fans but also aligned with the character’s tone and humour, strengthening the bond between the film and its audience. “Star Wars” #MyStarWars Story Contest: Lucasfilm launched the #MyStarWars Story contest, inviting fans to share their personal stories and experiences with the “Star Wars” franchise. Fans were encouraged to submit videos, photos, or written narratives expressing their deep connection to the saga. This initiative celebrated the diverse and passionate fanbase, highlighting individual stories and reinforcing the emotional connection fans have with the franchise.

“The Lion King” Singing Challenge: Disney’s live-action adaptation of “The Lion King” prompted a singing challenge where fans were encouraged to record themselves singing iconic songs from the movie. Disney utilised social media platforms to collect and share these performances, fostering a sense of community and shared enthusiasm for the beloved film. These examples demonstrate how studios leverage user-generated content and contests to encourage fans to actively participate and express their creativity. By providing platforms for fan engagement and recognising their contributions, movie studios not only empower their fan communities but also amplify the buzz and anticipation surrounding a film’s release.

#HASHTAG MARKETING

Hashtag marketing in movie marketing has evolved into a powerful tool for enhancing audience engagement, fostering discussions, and amplifying a film’s visibility across various online platforms. By incorporating specific, catchy hashtags related to a movie’s title, theme, characters, or promotional campaigns, film marketers create a unified online presence that encourages audience participation. These hashtags serve as digital signposts, guiding audiences to join conversations, share content, and contribute user-generated material, thus fostering a sense of community and anticipation surrounding the film. Moreover, hashtag campaigns enable movie studios to track and analyse user-generated content, measure audience sentiment, and gauge the overall buzz and excitement surrounding the movie release. The strategic use of hashtags has become integral in creating a dynamic and interactive relationship between filmmakers, marketers, and audiences, effectively shaping the narrative, and building momentum for a film’s success in today’s digital landscape.

#BlackPanther: The marketing campaign for Marvel’s “Black Panther” extensively utilised the hashtag #BlackPanther to create buzz and engage audiences. Fans and the film’s team used this hashtag to share trailers, behind-the-scenes footage, character insights, and discussions about the movie’s impact on representation in the superhero genre. The hashtag became a rallying point for fans to express excitement, share their anticipation for the film, and engage in conversations about its cultural significance.

#StarWars: The Star Wars franchise has consistently employed hashtags like #StarWars, #MayThe4thBeWithYou, and specific film titles like #TheForceAwakens or #TheLastJedi to create year-round engagement. These hashtags are used not only during movie releases but also for merchandise launches, fan events, and discussions about the extensive Star Wars universe. It encourages fans to share their experiences, theories, and excitement, thereby keeping the franchise alive and generating continuous buzz.

#JokerMovie: During the marketing campaign for the film “Joker,” the hashtag #JokerMovie was prominent across social media platforms. Fans and the studio shared teasers, trailers, and character insights, fostering discussions about the portrayal of the iconic comic book character. This hashtag served as a central hub for fans to engage in debates, share their thoughts on the movie’s themes, and discuss Joaquin Phoenix’s performance, ultimately generating significant online buzz before the film’s release.

#AvengersEndgame: Marvel’s “Avengers: Endgame” utilised hashtags like #AvengersEndgame and #DontSpoilTheEndgame to promote the movie while urging fans to avoid sharing spoilers. The campaign encouraged fans to share their excitement, fan theories, and emotional reactions after watching the film without revealing plot details, thus maintaining the suspense, and protecting the movie experience for others.

#LipstickUnderMyBurkha: The film “Lipstick Under My Burkha” used the hashtag #LipstickUnderMyBurkha as a central element of its marketing strategy. The hashtag served as a platform for discussions around women’s empowerment, freedom, and societal taboos. It encouraged audiences to share their thoughts on the film’s themes of women’s desires and struggles against societal norms. The hashtag created a buzz on social media, engaging audiences in conversations about the film’s bold narrative and its relevance in contemporary society.

#PadMan Challenge: The “PadMan Challenge” was a social media initiative associated with the film “PadMan.” The campaign urged celebrities, influencers, and the public to pose with a sanitary pad as a way to break the stigma surrounding menstrual hygiene. Participants were encouraged to share their pictures on social media using the hashtag #PadManChallenge, thereby raising awareness about menstrual health and promoting the film’s message. The campaign successfully engaged a wide audience in discussing a crucial social issue, using the film’s theme to drive a larger societal conversation.

These examples demonstrate how movie marketing campaigns leverage specific hashtags to engage audiences, generate excitement, encourage discussions, and create a sense of community among fans, ultimately contributing to the success of the films.

POST-RELEASE ENGAGEMENT

Post-release engagement has become a critical aspect of movie marketing, allowing studios to sustain audience interest and extend the lifespan of a film beyond its theatrical release. Here are examples illustrating how studios engage audiences after a movie’s release: **Marvel Studios’ Post-Release Content and Discussions:** Marvel Studios excels in post-release engagement through social media and online discussions. After a movie’s theatrical run, Marvel continues to engage fans through behind-the-scenes content, interviews, and interactive experiences on social media platforms. For instance, they release deleted scenes, bloopers, and additional content on Blu-ray releases, encouraging fans to revisit the film and generating ongoing buzz and discussion online. **“Game of Thrones” Interactive Experiences:** HBO’s “Game of Thrones” engaged fans even after the series concluded by launching interactive experiences. They introduced virtual tours of iconic locations from

the show, allowing fans to explore Westeros digitally. Additionally, they released interactive apps and online games that extended the show's narrative, fostering continued engagement and keeping the fan community active. Disney's "Frozen" Franchise Extended Content: Disney's "Frozen" franchise is an example of how post-release engagement contributes to a film's longevity. Even after the initial release of the movies, Disney continued to engage audiences through merchandise, theme park attractions, short films, and musical releases. These extended content offerings kept the franchise relevant, maintaining fan interest and contributing to ongoing sales of related merchandise and home entertainment. Director's Cuts and Special Editions: Studios often release director's cuts or special editions of films after their theatrical run. These versions contain additional scenes, extended storylines, or director's commentary, enticing fans to revisit the movie and explore new elements. This post-release strategy not only reinvigorates interest in the film but also boosts sales of home entertainment versions. These examples highlight how studios leverage post-release engagement strategies such as behind-the-scenes content, interactive experiences, extended narratives, and merchandise to prolong a movie or series' lifespan. By keeping audiences engaged and invested beyond the initial release, studios can continue to capitalise on a film's success and maintain a dedicated fanbase, potentially leading to increased home entertainment sales and ongoing franchise support.

V. DISCUSSION AND CONCLUSION

The evolution of modern movie marketing has been a fascinating journey, marked by unprecedented innovation, creativity, and technology. From traditional methods like trailers, posters, and promotional events, the landscape has expanded exponentially into the digital arena. Social media platforms, viral campaigns, interactive experiences, and influencer collaborations have become integral in engaging audiences and building anticipation for films. Personalisation and data-driven strategies have empowered marketers to target specific demographics with tailored content, maximising the impact of advertising efforts. Moreover, the rise of streaming services has reshaped distribution channels, prompting a shift in promotional tactics to cater to both theatrical releases and online platforms. The fusion of artistry and technology continues to redefine movie marketing, offering immersive experiences that transcend traditional boundaries. As the industry evolves, the challenge lies in maintaining a delicate balance between innovation and audience connection while respecting the authenticity and essence of storytelling. In essence, the future of movie marketing appears to be deeply intertwined with advancements in technology, data analytics, and audience engagement strategies. However, amidst these transformations, the fundamental goal remains unchanged: to captivate, excite, and enthrall audiences, making the cinematic experience a truly unforgettable journey. The utilisation of reverse marketing strategies, such as review ratings, paid critics, and peer pressure, in content delivery for modern movie making has evolved significantly over time. In the past, these strategies held considerable sway over audience perception and film success. However, in the present landscape, their impact has undergone a transformation due to shifts in consumer behaviour, technological advancements, and changing cultural dynamics. Historically, review ratings from established critics were pivotal in shaping audience opinions about a movie. A high rating from respected critics could significantly influence box office performance. Paid critics and their reviews, sometimes influenced by external factors, could heavily impact a film's success or failure. Moreover, peer pressure played a significant role in the past, where word-of-mouth recommendations from friends, family, and social circles could heavily sway an individual's decision to watch a movie. In contrast, the present-day scenario has witnessed a democratisation of opinions and information dissemination. The rise of social media, user-generated reviews on platforms like Rotten Tomatoes, IMDb, and Letterboxd, along with the advent of influencers and online communities, has diversified the sources of movie critiques and recommendations. This decentralisation has somewhat diluted the influence of traditional paid critics and centralised review ratings. Additionally, the accessibility of diverse content through streaming platforms has expanded choices for viewers, reducing the impact of peer pressure and allowing individuals to make more independent decisions about what to watch. The comparative analysis reveals a shift from centralised, authority-driven opinions to a more decentralised, user-centric model in modern movie marketing. While traditional strategies still hold some sway, their influence has been diluted by the rise of social media, user-generated content, and the proliferation of streaming services. The evolution of marketing strategies within the movie industry has been a dynamic journey, marked by shifts in consumer behaviour, technological advancements, and changes in cultural dynamics. This study delves into the comparison between past and present reverse marketing strategies employed in the movie industry. Specifically, it examines the impact of review ratings, paid critics, and peer pressure on audience perceptions and content delivery. Through analysing these areas, this study aims to shed light on the evolving landscape of movie marketing, highlighting key differences and similarities between past practices and the current scenario.

Review Ratings and Critical Influence

Past: In the past, the influence of established film critics and review ratings from renowned sources like Roger Ebert's reviews or Rotten Tomatoes' Tomatometer held substantial power in shaping audience perception. For instance, a high rating from critics could significantly boost a film's success.

Present: Today, while professional critics' reviews still matter, there is a broader range of opinions available. For instance, a film like "The Irishman" directed by Martin Scorsese received critical acclaim but also faced divergent opinions from general audiences on social media platforms. The user reviews and discussions on platforms like Twitter, Reddit, or YouTube have influenced audience perspectives beyond traditional critic reviews.

Paid Critics and Authenticity

Past: There have been instances where paid critics or sponsored reviews could sway opinions. For example, the controversy around the film "The Emoji Movie" revealed that some positive early reviews were potentially influenced by paid promotions.

Present: With social media and platforms like YouTube, where influencers and creators offer honest reviews, the authenticity and reliability of paid critics have diminished. Audiences are more skeptical and tend to trust user-generated content or independent reviewers who are transparent about sponsorships.

Peer Pressure and Audience Recommendations

Past: Word-of-mouth recommendations played a significant role in a film's success. Movies like "Titanic" benefitted immensely from positive buzz generated through social circles.

Present: While personal recommendations are still impactful, the advent of streaming services and diverse content choices has reduced the influence of peer pressure. Audiences now have the autonomy to explore a wide array of content based on personal preferences and algorithms suggesting tailored recommendations. For example, a series like "Squid Game" gained immense popularity through online discussions and user-generated content on social media platforms, driving its success independently of traditional peer pressure. These live examples illustrate the evolving landscape of movie marketing. While traditional methods still have their place, modern audiences rely on a diverse range of sources and platforms to inform their decisions. Social media, user-generated content, and a wider array of voices have decentralised the influence of traditional marketing strategies, emphasising the importance of authenticity, diverse opinions, and individual choice in shaping the success of movies in today's cinematic landscape. In conclusion, while reverse marketing strategies like review ratings, paid critics, and peer pressure continue to play a role in content delivery for modern movie making, their impact has evolved. Today's landscape is characterised by a more diverse and democratised ecosystem where individual opinions, social media discussions, and user-generated content hold significant influence alongside traditional strategies, ultimately reshaping how audiences discover and engage with films.

LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

Examining the dynamics of reverse marketing strategies within the modern movie industry necessitates a comprehensive understanding of their evolution, impact, and ethical considerations. However, this exploration encounters certain research limitations and prompts the need for specific directions to further unravel the complexities surrounding these strategies. Conducting a comparative analysis of past and present reverse marketing strategies in movie making might be hindered by the availability and accessibility of historical data, especially regarding older marketing practices and their effectiveness. Accessing comprehensive and accurate data from past campaigns could pose challenges, impacting the depth and scope of the comparative analysis. Assessing the actual impact and effectiveness of reverse marketing strategies, such as review ratings, paid critics, and peer pressure, involves subjective interpretation. Differentiating between the influence of these strategies on audience perceptions and the quality of cinematic content might pose challenges due to diverse individual preferences and evolving audience behaviours. The film industry often guards proprietary marketing strategies, making it challenging to access detailed information on specific tactics, collaborations with critics, or peer pressure techniques employed in campaigns. This could lead to potential biases in the available data and hinder a comprehensive understanding of the strategies implemented.

Therefore, the future research could benefit from longitudinal studies that track the evolution of reverse marketing strategies in movie making over an extended period. Examining trends, shifts, and the impact of these strategies across different eras could provide a more comprehensive understanding of their effectiveness and influence on audience behaviour. Conducting in-depth qualitative studies involving audience perceptions, behaviours, and responses to reverse marketing strategies could offer valuable insights. Focus group discussions, interviews, and surveys with moviegoers from different demographics and cultural backgrounds can help uncover nuanced perspectives on the impact of these strategies on movie preferences and decision-making. Exploring reverse marketing strategies employed in other entertainment industries or consumer markets and comparing them with the movie industry could provide a broader perspective. Analysing similarities, differences, and the effectiveness of strategies across industries might offer innovative insights and adaptable practices for the movie-making domain. By addressing these limitations and pursuing these future research directions, a more comprehensive understanding of the evolution, impact, and ethical considerations of reverse marketing strategies in modern movie making can be achieved.

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