

INFLUENCE OF SOCIAL MEDIA ON PROMOTION OF MOVIES: A CASE STUDY OF ‘ORU ADAAR LOVE’

Christena Stephen

Independent Researcher, Bangalore

ABSTRACT

The days of buying billboards and print ads for promotion are quickly fading in the movie industry. Viral social media campaigns is becoming the most important marketing strategy for the movie biz and massive buzz. One of the best tactics the filmmakers and producers have nailed down is creating anticipation and hype of a movie nearly a year in advance. Social media also drastically cuts the cost of advertising and fuels constant communication. In the case of Oru Adar Love , the director of the movie convinced a crowd to talk about the movie on social media which resulted in audience expansion into four different languages, particularly through a video of the heroine winking that went viral and became an overnight sensation. The questions this research will answer are the role of social media in this particular movie and how the social media decides the script of the film. The primary objective of the study is to understand the role of social media in promoting film. The second objective of the study is to examine how social media played role in changing the script of the movie. And the third objective is to decode that if director went for a change in the script of the movie for a mass appeal. The methodology of the study includes both quantitative and qualitative, I.e, content analysis and survey. Data collection techniques of the study are interview with the director by a journalist on Kairali TV and In order to gain more insight the researcher will examine the comments that the interview video on Youtube received as well as articles and reviews about the movie. The main aim of the research paper is to understand the power of social media in film promotion.

Key words: *Social media, You tube, Movie script, Mass Appeal, Audience Response*

1. INTRODUCTION

Social media is a term that has only started being used in recent years with the invention of some of the World Wide Webs most popular platforms such as Facebook, Twitter, and Youtube. In its barest form, social media is a technology in the online world (the internet) which allows individuals from all over to contribute by sharing content, ideas, opinions, as well as allowing them to rate, comment, tag, and discuss different ideas and information. The days of buying billboards and print ads for promotion are quickly fading in the movie industry. Viral social media campaigns is becoming the most important marketing strategy for the movie biz and massive buzz. One of the best tactics the filmmakers and producers have nailed down is creating anticipation and hype of a movie nearly a year in advance. Social media also drastically cuts the cost of advertising and fuels constant communication.

Social media has created a system where anyone with an internet connection is able to constantly provide feedback, in real time, on content that is created and helps in making a two way conversation. For independent filmmakers, social media is proving to be a great way to promote their films due to the simple fact that there is a lot of potential for outreach. In addition to this, independent filmmakers are able to receive constant feedback in real time from their fans, which is a great way to help the filmmaker advance both technically and creatively.

OruAdaar Love (lit. A fantastic love) is a 2019 Indian Malayalam-language romantic comedy film directed by Omar Lulu. In the case of Oru Adar Love, the director of the movie convinced a crowd to talk about the movie on social media which resulted in audience expansion into four different languages, particularly through a video of the heroine winking that went viral and became an overnight sensation. The winking video of PriyaWarrier went viral and fetched one million views and 50k likes within 24 hours. Earlier, PriyaWarrier wasn't the female lead in this particular film OruAdaarLove ,but after her wink video went viral on the internet, the producers of the film asked director Omar Lulu to make her the leading lady. Thus the director had to change the script 5 or 6 times because of the external forces. Oruadaar love wasn't only gone through hype but also multiple controversies.

2. REVIEW OF LITERATURE

The following review of literature focuses on the existing literature on the topic of social media marketing use in the promotion of films including the importance of social media in marketing, using social media to create a marketing campaign and effective platforms used for the promotion of the movies.

The Importance of Social Media in Promotion

According to Evans and Bratton (2012), social media is crucial to the success of any marketing campaign nowadays because of an idea known as network value (p. 52). Network value is "the power or value of the network from a member's perspective" (Evans and Bratton, 2012, p. 52). In other words, the ability to reach anyone at anytime with a specific and personalized message is potentially more valuable from both a marketer's and consumer's perspective than reaching the entire network with a single message (pg. 52). Social media, according to Evans and Bratton (2012), "is an individualized media, an idea key to understanding how to translate this potential into reality" (Evans and Bratton, 2012, p. 52).

Social media can be used in many different ways within a single marketing campaign; that is what makes it the most versatile platform to structure a campaign on. Paid advertising is one aspect of a campaign that is highly rewarded by using social media. According to The Economist (2015), "social networks like Facebook, Twitter and LinkedIn have cultivated vast audiences: 2 billion people worldwide use them" (The Economist, 2015, para. 3). Social media platforms are becoming bigger and better for advertising not only because of the extreme reach potential, but also because social sites "gather all sorts of data on each user's age, consumption patterns, interests and so on" (The Economist, 2015, para. 4). This gives advertisers information that they wouldn't necessarily be able to get on any other platform as well as giving them the ability to aim their ads with "an accuracy that is unthinkable with analogue media" (The Economist, 2015, para. 4).

Platforms used for promotion of movies

Facebook: According to the Pew Research Center, “Facebook remains the most-used social networking platform, as two-thirds of online adults say that they are Facebook users” (Duggan and Brenner, 2012, para. 6). With this in mind, Facebook is a platform that a marketing team should expect to spend the most of their social media marketing budget on. Facebook, however, tends to have an older demographic, with the highest percent of users in the 30-49 year old age range. This means that ads that are purchased on

Facebook or any Facebook driven social content should be aimed at an older demographic in order to be successful. Looking further into the demographic statistics of Facebook, the site tends to have a more female-heavy audience, with 72% of users being female (Duggan and Brenner, 2012). With just these two statistics, it can be concluded that Facebook is best used to advertise to an older, female audience. In regards to content, Facebook is best used to advertise visual posts, events, or audience interaction and engagement (Grabowski, 2015).

Instagram

Since founded in 2010, “Instagram has obtained 100 million active monthly users. 40 million pictures are being uploaded daily and there are 8500 likes generated per second” (Bergstrom and Backman, 2013, p. 11). According to the Pew Research Center, Instagram is used mostly by 18-29 year old women (Duggan and Brenner, 2012). With that being said, it is best to target that audience when advertising on Instagram. “For companies, Instagram can be used as a tool to connect and communicate with customers and potential customers. The company can present a more personal picture of their brand, and by doing so the company conveys a more honest picture of itself” (Bergstrom and Backman, 2013, p. 12). Instagram is used best to portray a more transparent view of the company through photos. Video has also proved to be successful content on Instagram because it is short and keeps the audiences’ attention.

Twitter

Since November 2010, the percentage of Twitter users has doubled. It is easily becoming the most popular social platform for users aged 18-29 (Duggan and Brenner, 2012). For marketing purposes, Twitter is best used for audience engagement. It is the best platform for that because of its informality and how it’s a platform that is made for user response. According to Patel, images perform better than videos and text outperforms images (Patel, 2014).

Snapchat

Like Instagram, Snapchat is another platform where companies can capitalize on transparency and creative personalization. Snapchat is the “trendiest new thing” for advertisers and therefore is where most advertisers are spending a lot of their marketing budgets (Benner and de la Merced, 2016, para. 3). Snapchat is attractive to advertisers because it has multiple outlets for creating ads. An advertiser can do video, photos, and even filters and geotags. Snapchat is best for marketing campaigns that desire more of a creative flare.

3. METHODOLOGY

This chapter presents the methods used to collect data for the study including theory used in this study, objectives, data sources, collection and presentation.

3.1. Objectives

1. To understand the role of social media in promoting film.
2. To examine how social media played role in changing the script of the movie.
3. To figure out whether director of the movie compromised his freedom and creativity for mass appeal.

3.2. Theory

The inductive approach to social science research known as grounded theory represents a bottom-up method in which theory emerges from a process of data collection, coding and analysis. Rather than the top-down hypothesis testing approach used in most scientific inquiry, grounded theory assumes that theory is contained within the data collected.

3.3. Secondary Data

Secondary data is the collection and analyzing of other peoples information. With secondary data, the researcher can collect a large variety of information from books, journals, articles, and websites from many different sources. For this dissertation, secondary data was gathered by finding books related to the chosen topic. The Internet was a main source for the researcher to gather information due to the fact that there is not a lot of published works out there about the chosen topic. The data collected from the World Wide Web was informative and up to date.

3.4. Primary Data

Primary data is usually the collection of data for specific criteria by conducting interviews, creating questionnaires, and analyzing certain information, etc.. For this dissertation, Interview with filmmaker wastaken from Youtube and analyzed that. This is in order to try and further understand the topic question, as well as to see examine how much the filmmaker was forced to alter the script of the film

.Methods of Data Collection

The contents of this research are meant to cover three main areas. Firstly most important, role of social media in promotion of movies. Second, how media played in altering the script of the movie and last has the director compromised his freedom and creativity for mass appeal.

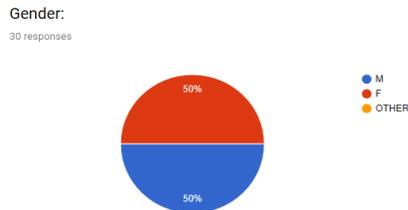
The methodology of the study includes both quantitative and quantitative, I.e, content analysis and survey. In the study a survey will be conducted by distributing questionnaire equally among people who have watched this movie. Hence, Purposive sampling has been used. Among the people who have watched the movie, equal number of males and females have been selected. The questionnaire will have 10 questions.

Other data collection techniques of the study is through analyzing the interview with the Director Omar lulu by a Journalist, John Brittas on Kairali TV which was broadcast in the program named 'JB Junction'.

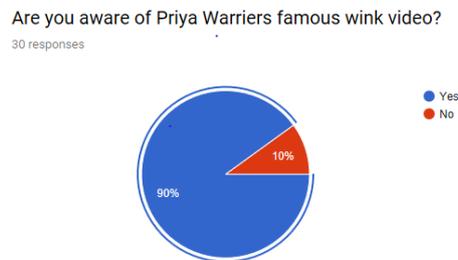
4. DATA ANALYSIS

This chapter will provide descriptions of the each of the questions asked in the questionnaire and studied content in the interview and summarize the respondants answers and analyze it. The answers will be analyzed and compared to original research questions.

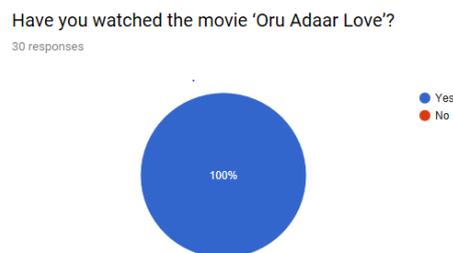
4.1. Data Analysis(Quantitative Analysis)



Researcher equally distributed the questionnaire among 25 Male and 25 Female who use social media to know their take on the influence of social media on performance of movies.



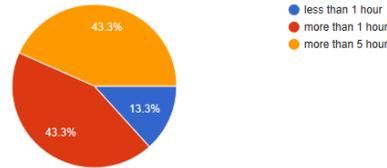
90% of the participants in the research said that they are aware of the famous wink video of PriyaWarrier where 10 % of the participants said they are not aware of that video.



The researcher has only taken people who has watched this particular movie because they are the ones who would be able to understand better about the content and quality of the film and able to relate the question based on their observation.

How many hours a day do you use social media?

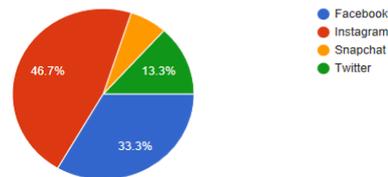
30 responses



Among all the participants ,43.3% of the participants who has watched this movie use social media more than five hour in a day, 43.3% of the participants use social media less than one hour and 13.3% use social media more than one hour.

Which platform do you use most?

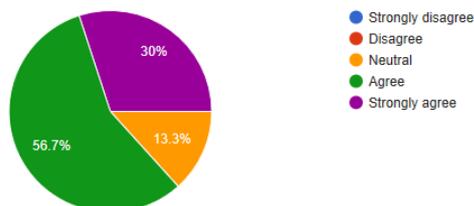
30 responses



46.7% of the participants said that they use Instagram most in a day, 33.3% of the participants said that they use Facebook most, 13.3% use Twitter and 6.7% said that they use Snapchat most in a day. Majority of the participants use social media most in a day.

Social Media is a powerful tool for promoting a film.

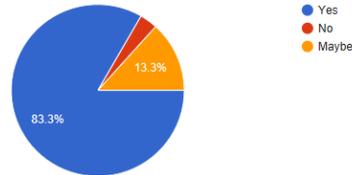
30 responses



30% of the participants strongly agree that social media is a powerful tool for promoting a film, 56.7% of the participants agree that social media is a powerful tool for promoting a film and 13.3% of the participants has a neutral opinion on this. None of the participants has disagree that social media is a powerful tool for promoting a film. 86.7% has agreed to this opinion.

Did Instagram fuel the hype of this movie, Oru Adaar Love?

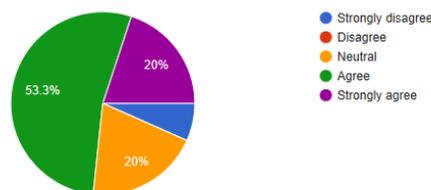
30 responses



83.3% of the participants said that Instagram fuels up the hype of this movie and 3.4% of the participants said that Instagram had no role in the hype of this movie and 13.3% of the participants doesnot want to take a stand on this .

Will the cloud of hype lead to deterioration in the quality of the content in the movie?

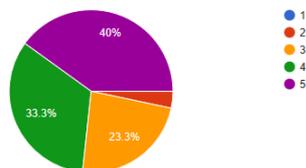
30 responses



20% of the participants strongly agree and 53.3% of the participants agree that this kinda cloud of hype leads to deterioration in the quality of the content in the movie and 20% of the participants 6.7% of the participants do not want to take a stand on this. No one has disagreed to the point that social media hypes lead to deterioration of quality of content in the movie.

On a scale of 5, how will you rate the involvement of social media in the movie? (5 being the highest)

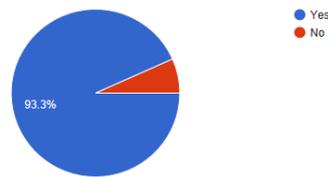
30 responses



40% of the participants rated that involvement of social media in the movie is 5 out of 5 and 33.3% of the participants rated that it is 4 out of 5 and 23.3% of the participants rated that involvement of social media is 3 out of 5. Majority of the people said that involvement of social media in promoting films are large.

Do you think director of this film compromised his freedom and creativity for mass appeal?

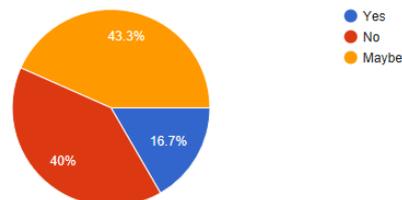
30 responses



93% of the participants said that director of this film compromised his freedom and creativity for mass appeal where as only 6.7% of the participants said that the director has not compromised his freedom and creativity for mass appeal.

Do you think it was apt to change the script of movie based on viral wink video?

30 responses



43.3% of the participants is not taking any sides about changed script in movie based on the viral wink video, but 40% said it was not apt to change the script and 16.7% of the participants said that it was apt to change the script of the movie based on the viral wink video.

- ◆ 90% of the participants in the research said that they are aware of the famous wink video of PriyaWarrier.
- 43.3% of the participants who have watched this movie use social media more than five hour in a day.
- 46.7% of the participants said that they use Instagram most in a day, 33.3% of the participants said that they use Facebook most, 13.3% use Twitter and 6.7% said that they use Snapchat most in a day.
- 30% of the participants agree that social media is a powerful tool for promoting a film.
- 83.3% of the participants said that Instagram fuels up the hype of this movie.
- 20% of the participants strongly agree and 53.3% of the participants agree that this kinda cloud of hype leads to deterioration in the quality of the content in the movie.
- 40% of the participants rated that involvement of social media in the movie is 5 out of 5.
- 93% of the participants said that director of this film compromised his freedom and creativity for mass appeal.
- 40% said it was not apt to change the script in movie based on the viral wink video.

Majority of the participants are aware of the viral wink video by PriyaWarrier and majority of the participants use Instagram where the wink video became viral. Majority of the participants has agreed that social media is a powerful tool to promote a film. I.e, Role of social media in promoting a film is large. Participants use Instagram most then they use Facebook then Twitter and Snapchat in their daily life. Majority of the participants said that Instagram fuels the hype of the movie. Majority of the participants also agreed that such clod of hype leads to deterioration of the content of the movie. 40% said that involvement of social media is 4 out of 5 and it wasn't apt to change the script of the movie because of the viral wink video I.e, the role of media in changing the script of the movie. Majority of the participants said that director of this film compromised his freedom and creativity for mass appeal, thus we can say that the influence of social media on promotion of films are large.

Qualitative Analysis

Description of participants in the study

Interviewer: John Brittas is a journalist, managing director of Kairali TV (Malayalam Communications, Ltd.) and former Business Head of Asianet Communications. He got the Journalism Educational Award from the Goenka Foundation for his research on 'The Impact of Globalization in Print Media'.

Director: Omar Lulu, Indian film director who works in Malayalam cinema.

Actress: NoorinShereef , Actress in the movie 'OruAadar Love'

Audience Response	Promotion & Script	Director creativity	Character
I: malayalis are discussing about 'OruAadarLove'since many month.	D:cinema has released in 4 different languages,4 different audience from 4 states will watch this cinema, there will not be much change in character, will add Priya's screen space	D: After the wink video became famous in Instagram , producers demanded priyawarrier to be the heroine. Producers from other industries came because of Priya, when shoot has started, script was changing at that time,Telugu directors insisted Priya has to be the heroine, I wasn't agreeing initially because the plot will be too plain.	N: I was initially sad when I was replaced by PriyaWarrier, later film is released in 4 languages thus more people got to know about me.
D:The hero and heroine	I: As the hype	D: There is difference	

will be killed by local people in a place was the first climax of the film, and that is the best climax too, but people couldnot accept that and I had to agree to the difference	increased, controversies increased, thus the conflict also increased, the director, producer and three main leads in the movie demolished this film.	between second and first climax. As a filmmaker I like the first one more.	
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Content Analysis of Interview with director

- Since many months people started discussing about ‘OruAadar Love’, because of the viral wink video.
- Since the people could not accept the first climax the director had to change the climax.
- After PriyaWarrier got famous, the director added more screen space to PriyaWarrier who is infact the second heroine in the movie also he changed the script 4-5 times.
- As the hype increased controversies and conflicts also increased.
- After the wink video became famous in Instagram , producers demanded priyawarrier to be the heroine because she created all this hype.
- As a filmmaker, the director liked the first climax.
- The reach was more and thus film is made in 4 languages.

People saw the wink video through social networking sites and they started discussing about it. Social media plays a vital role in creating hype and promoting a film. This particular movie was made in 4 different languages because of the reach among different audience. People who has watched the first climax could not accept it , this leads to changing script of the movie and building a new climax. Also after PriyaWarrier got famous, the director added more screen space to PriyaWarrier who is in fact the second heroine in the movie also he changed the script 4-5 times. Here we can see the director has compromised his freedom and creativity for the mass appeal and role of social media in changing the script of the movie. Even though it is directors freedom to decide a film, here we can see the director is forced to alter script just because of the audience appeal. Influence of social media on promotion of film is high.

5. CONCLUSION

This study was conducted to understand the role of social media in performance of movies. The role of Social Media in promoting a film is indispensable. When videos or trailers of movie goes viral it helps in reaching more audience and making the particular movie famous. Majority of the participants said Instagram played a vital role in making the Wink video viral. So role of social media in promoting film is large.

Recommendations for practice

After the completion of the study, enough information and substantial data has been collected and analyzed on the topic of the role of social media on promotion of movies in order to provide recommendations for practice.

Director should get a creative freedom in his work. Changing the script based on the taste of people who use social media is not a good action because all the art makers have the freedom to express themselves through their work.

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