

## Abstract

Title: Hollywood film industry marketing analysis

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 Using the previous marketing methods for film marketing has become outdated.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

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

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

**Keywords: organic fruits and vegetables, consumers, consuming behavior**

## 摘要

题目: 好莱坞电影产业营销分析

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

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

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

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

关键词：电影营销；好莱坞电影；整合营销；4C