

BLACKWIDOW



Released: 7th July 2021

Starring: Scarlett Johansson
 Florence Pugh
 Rachel Weisz
 David Harbour
 Ray Winstone

Directed by: Cate Shortland

Production company: Marvel Studios

Budget: \$200 million
Box Office: nearly \$400 million

Rating: 12A

Distribution: Walt Disney Studios Motion Pictures

Exhibition: Cinema and Disney Plus

Marketing: 360 Degree/ Star Power/ Intertextuality

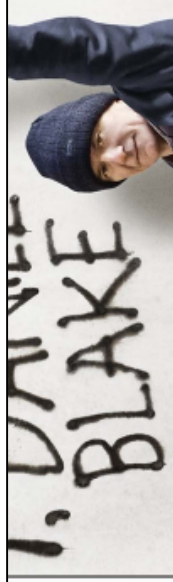
Target audience: Life-long audiences / female audiences

- First film from the Marvel Cinematic Universe to open simultaneously in cinemas and on Disney Plus
- Subscribers could rent “Black Widow” for an extra \$30.
- Disney reported that Black Widow generated more than \$60 million in Disney Plus Premier Access consumer spend, globally

Key questions:

- Why and how might the production and distribution of Black Widow be different to previous MCU movies?
- Which potential audiences were identified in by the film’s marketing campaign and how were they targeted?
- What is ‘Star Power’ and what was its role in the production and marketing of Black Widow?
- How might Black Widow exemplify accusations of cultural imperialism aimed at the Hollywood film industry?

I, DANIEL BLAKE



Released: 21st October 2016

Starring: Dave Johns
 Hayley Squires

Directed by: Ken Loach

Production company: Sixteen Films, Why Not Productions, Wild Bunch, BFI, BBC Production

Budget: \$2 million (made up of smaller contributions from different producers)

Box Office: \$15.8 million

Rating: 15

Distribution: British Film Institute

Exhibition: Cinema, Home viewing (streaming services and DVD)

Marketing: Director power, critical praise and press, social media, film festivals, guerrilla marketing.

Target audience: Middle-class, well-educated, local audiences, working-class audiences

Association	Date	Award
British Academy Awards (BAFTA)	12-Feb-17	Best British Film
		Best Actor Dave Johns
		Most Promising Newcomer Hayley Squires
Cannes Film Festival	22-May-16	Palme d’Or Ken Loach
César Awards	24-Feb-17	Best Foreign Film Ken Loach
Denver Film Festival	14-Nov-16	Special Jury Prize: Hayley Squires
Empire Awards	19-Mar-17	Best British Film Best Male Newcomer Dave Johns
		Best Film I, Daniel Blake
Evening Standard British Film Awards	08-Dec-16	Best Supporting Actress Hayley Squires
		Most Powerful Scene Award I, Daniel Blake
Locarno International Film Festival	13-Aug-16	Prix du public Ken Loach
New York Film Critics Online	11-Dec-16	British/Irish Film of the Year I, Daniel Blake
San Sebastian International Film Festival	24-Sep-16	Top 12 Films I, Daniel Blake
Stockholm International Film Festival	20-Nov-16	Audience Award: Best Film Ken Loach
Vancouver International Film Festival	14-Oct-16	Audience Award: Best Film Ken Loach
		Most Popular International Feature Ken Loach

Key questions:

- How were audiences targeted?
- What effect does the domination of Hollywood have on national cinema production worldwide?
- How does the making of a film reflect the social and cultural contexts in which it was produced?

Context	
Americanisation	the domination of Hollywood films in the global film market.
Austerity	a set of economic policies implemented by a government to control public sector debt include a reduction in government spending.
Auteur	a filmmaker whose personal influence and artistic control over a movie are so great that the filmmaker is regarded as the author of the movie.
Blockbuster	<i>major studio</i> movies that are designed to be extremely popular and make a lot of money with a mass audience .
British Film Institute (BFI)	a charitable organisation to promote British cinema, funded by the national lottery and supported by the government.
Cultural Imperialism	Domination of one particular set of cultural values and traditions over another less dominant culture. E.g. Hollywood films over foreign film industries.
Franchise	<i>a collection of related films that share the same fictional universe, or are marketed as a series</i>
Hollywood Majors	The most dominant and the most successful and profitable studios in Hollywood. They own the most famous franchises .
Independent film	a feature film or short film that is produced outside the major film studio system
Marvel Cinematic Universe (MCU)	the most successful film franchise ever made. It now has 30 related films beginning with 2008's Iron Man, that share the 'cinematic universe'. This means that there is a consistent world and cast of characters between the movies that fans can follow if they want to
The #MeToo Movement	highlighted abuses in Hollywood and there have been large pushes to change the overall demographics both on-screen and behind the scenes to better represent the society.

Ownership & Funding	
British Film Institute (BFI)	a charitable organisation to promote British cinema, funded by the national lottery and supported by the government.
Conglomerate	a corporation that is made up of a number of different, sometimes unrelated businesses
Horizontal Integration	the parent company owns multiple companies at the <u>same stage of the film industry</u> .
Parent Company	a single company that owns another company or companies
Sister Company	Companies that are owned by the same parent company, and do the same job
Subsidiary	A company owned by a parent company/ conglomerate
Vertical Integration	the parent company owns multiple companies across different stages of the film industry
Marketing & Regulation	
360 Degree Marketing	Companies like Disney will advertise everywhere and to everyone using a variety of avenues.
Cannes	One of the most prestigious film festivals in the world
Director Power	The ability of a director to bring in an audience based on their own success.
Guerrilla Marketing	An advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or service.
Palme d'Or	The award for best film which gives the awarding film a powerful reputation.
Star Power	Highly paid actors who are used to draw in mass audiences.
BBFC	The regulator in charge of deciding the age ratings for film and video in the UK.
Digital distribution	Methods like digital projections in cinemas and streaming services have transformed this process. Its faster, cheaper and easily shared globally.
Traditional distribution	A physical process of printing film and physically sending it to cinemas to screen. The process was expensive, slow and required the power of major studios to do it successfully.