

High Concept Movies And Marketing In Hollywood Texas Film Studies Series

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High Concept Movies And Marketing

Although popularly thought of as films that can be summarized in one sentence, Wyatt, a former market-research analyst for the film industry, defines high concept as "a product differentiated through the emphasis on style in production and through the integration of the film with its marketing."

High Concept: Movies and Marketing in Hollywood (Texas ...

High Concept: Movies and Marketing in Hollywood (Texas Film and Media Studies) by. Justin Wyatt. 3.42 · Rating details · 31 ratings · 2 reviews This pioneering study explores the development and dominance of the high concept movie within commercial Hollywood filmmaking since the late 1970s.

High Concept: Movies and Marketing in Hollywood by Justin ...

In particular, he shows how high concept films became fully integrated with their marketing, so that a single phrase ("Just when you thought it was safe to go back in the water . . .") could sell the movie to studio executives and provide copy for massive advertising campaigns; a single image or a theme song could instantly remind potential audience members of the movie, and tie-in merchandise could generate millions of dollars in additional income.

High Concept: Movies and Marketing in Hollywood by Justin ...

Along with having well-defined genre and aesthetics, high-concept films have marketing guidelines known as "the look, the hook and the book". The look of the film is simply how visually appealing it is to the public, usually before its release. Jurassic Park would show the world dinosaurs as they had never been seen before.

High-concept - Wikipedia

High Concept: Movies and Marketing in Hollywood - Justin Wyatt. The author's helpful blend of industry expertise and academic discipline shine through in this accessible and significant study. Justin Wyatt, a former film market research analyst and now a film scholar, has also written important articles on film marketing for Sight and Sound, and he is an acknowledged expert in the fledgling research field of film marketing.

High Concept: Movies and Marketing in Hollywood - Justin ...

Following this premise, those films which are high concept could be matched by marketing campaigns that accurately represent their content, while marketing for low concept films would be more problematic, since the marketing, which inevitably operates through a reduction of the film's narrative, misrepresents the film as a whole.

High Concept Movies and Marketing in Hollywood By Justin Wyatt

If a person can tell me the idea in twenty-five words or less, it's going to make a pretty good movie." Spielberg's comment embodies the essence of the high concept film, which can be condensed...

High Concept: Movies and Marketing in Hollywood - Justin ...

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Great High Concept Movies - IMDb

High concept movies are generally regarded as being more idea-driven than character-driven. As such, they're more readily associated with idea-driven genres such as comedy and action/adventure. Rather than, say, coming-of-age dramas. The idea of the high concept film really took off during the heyday of the spec era in the 80s and 90s.

High Concept: What It Is and How to Apply It to Your Story

... you can watch movies! Movies have always been inspiring people with entertainment around the world. Here are some good inspiring movies which will help you to become a better businessman, marketer or salesperson! Even if you're not one, these movies will give you very useful information and help you to work more productively. Enjoy! 1.

Top 13 Movies That All Sales People and ... - marketing

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High Concept: Movies and Marketing in Hollywood (Texas ...

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High Concept: Movies and Marketing in Hollywood - Justin ...

Steven Spielberg once said, 'I like ideas, especially movies ideas, that you can hold in your hand. If a person can tell me the idea in twenty-five words or less, it's going to make a pretty good movie'. Spielberg's comment embodies the essence of the high concept film, which can be condensed into one simple sentence that inspires marketing campaigns, lures audiences and separates success from failure at the box office.

High Concept: Movies and Marketing in Hollywood (Texas ...

A high concept idea is an idea that is high concept. We didn't get very far, clearly. It sounds like the guy who tells you to just tell a good story. Some will claim that a particular idea is high concept, while others dispute it. A look at the box office results of so-called high concept movies will only add to the confusion.

High Concept Movie Ideas [How To Identify And Improve Them ...

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Review: High Concept: Movies and Marketing in Hollywood by ...

"Demon Seed" (1977) High concept premise: A woman is raped by a computer.. How it plays: Horror movies prone to be high concept by default — the specific form of danger is the reason people show up. But "Demon Seed" takes that to a whole new level. An insanely lurid adaptation of a Dean Koontz novel, "Demon Seed" has poor Julie Christie taken hostage by her scientist husband's ...

Seven notably high concept movies. - IFC

Hollywood High Concept. Studios today are producing, for the most part, two kinds of films. One type is pre-established franchises (comic books, TV series, famous novels, toys, such as Star Wars, Captain America, and The Hunger Games). The other type is high-concept scripts that are either conceived of in-house by executives, producers, managers, and agents who know what the market responds to — or by “spec” screenwriters determined to break the bank.

Hollywood High Concept | HuffPost

The very first purposefully high concept movies are often considered to be Jaws and Star Wars. Though the ultimate example of high concept is actually movies like Snakes on a Plane – you get everything you need to know in 4 words. Other great examples of high concept projects include Jurassic Park, Liar Liar, Groundhog Day, ...

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