



High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series)

By Justin Wyatt

Download now

Read Online 

High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) By Justin Wyatt

Steven Spielberg once said, "I like ideas, especially movie 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.

This pioneering study explores the development and dominance of the high concept movie within commercial Hollywood filmmaking since the late 1970s. Justin Wyatt describes how box office success, always important in Hollywood, became paramount in the era in which major film studios passed into the hands of media conglomerates concerned more with the economics of filmmaking than aesthetics. 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.

 [Download High Concept: Movies and Marketing in Hollywood \(T ...pdf](#)

 [Read Online High Concept: Movies and Marketing in Hollywood ...pdf](#)

High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series)

By Justin Wyatt

High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) By Justin Wyatt

Steven Spielberg once said, "I like ideas, especially movie 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.

This pioneering study explores the development and dominance of the high concept movie within commercial Hollywood filmmaking since the late 1970s. Justin Wyatt describes how box office success, always important in Hollywood, became paramount in the era in which major film studios passed into the hands of media conglomerates concerned more with the economics of filmmaking than aesthetics. 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 (Texas Film Studies Series) By Justin Wyatt

Bibliography

- Sales Rank: #1114700 in Books
- Published on: 1994-01-01
- Original language: English
- Number of items: 1
- Dimensions: 9.02" h x .57" w x 5.98" l, .90 pounds
- Binding: Paperback
- 249 pages



[Download High Concept: Movies and Marketing in Hollywood \(T ...pdf](#)



[Read Online High Concept: Movies and Marketing in Hollywood ...pdf](#)

Download and Read Free Online High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) By Justin Wyatt

Editorial Review

From Publishers Weekly

Anyone who has ever wondered about the reasoning behind formulaic mainstream films will learn probably more than they wanted to know in this academic examination of high-concept films. 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." The author contends that these economically motivated products (films like Flashdance, Top Gun, Batman and Grease) form the most significant strain in motion pictures of the last 20 years. Their common stylistic elements include easily exploitable visual images, pre-sold premises, stars matched to predictable genres and musical segments which may be extracted for promotional videos. Wyatt traces the economic histories of the major film studios, especially their conglomeration with other industries, to demonstrate how this modular approach became favored by corporations increasingly dependent on market research as a means of minimizing financial risk. The author's dry, repetitive style and the numbing effect of phrases like "market segmentation" and "multiple regression analysis" may frighten off readers interested in this necessarily sobering subject. Fortunately for those who believe that films should have something to do with art and that art is more than the sum of its parts, Wyatt concludes that the high-concept era is on the wane. Illustrated.

Copyright 1994 Cahners Business Information, Inc.

Review

"A thoughtful and informative exploration of the subject." (Perry Katz, Executive Vice President of Marketing, Universal Pictures)

Review

"A thoughtful and informative exploration of the subject." (Perry Katz, Executive Vice President of Marketing, Universal Pictures)

Users Review

From reader reviews:

Dwayne Moseley:

This book untitled High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) to be one of several books that best seller in this year, here is because when you read this e-book you can get a lot of benefit upon it. You will easily to buy this specific book in the book shop or you can order it by using online. The publisher of this book sells the e-book too. It makes you quicker to read this book, as you can read this book in your Mobile phone. So there is no reason for your requirements to past this reserve from your list.

Cheryl Waller:

The book untitled High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) is the guide that recommended to you to study. You can see the quality of the publication content that will be shown to a person. The language that publisher use to explained their ideas are easily to understand. The author was did a lot of study when write the book, therefore the information that they share to you is absolutely accurate. You also might get the e-book of High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) from the publisher to make you much more enjoy free time.

Virginia Hughes:

Do you have something that you enjoy such as book? The reserve lovers usually prefer to decide on book like comic, quick story and the biggest the first is novel. Now, why not hoping High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) that give your pleasure preference will be satisfied by simply reading this book. Reading routine all over the world can be said as the opportunity for people to know world better then how they react to the world. It can't be mentioned constantly that reading practice only for the geeky particular person but for all of you who wants to possibly be success person. So , for all you who want to start looking at as your good habit, you may pick High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) become your starter.

Annie Hiatt:

Reading a book to be new life style in this 12 months; every people loves to learn a book. When you go through a book you can get a large amount of benefit. When you read books, you can improve your knowledge, due to the fact book has a lot of information in it. The information that you will get depend on what sorts of book that you have read. If you need to get information about your study, you can read education books, but if you act like you want to entertain yourself you are able to a fiction books, this sort of us novel, comics, and also soon. The High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) will give you new experience in reading a book.

**Download and Read Online High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) By Justin Wyatt
#ASVYNQ0FLX8**

Read High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) By Justin Wyatt for online ebook

High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) By Justin Wyatt Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) By Justin Wyatt books to read online.

Online High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) By Justin Wyatt ebook PDF download

High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) By Justin Wyatt Doc

High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) By Justin Wyatt MobiPocket

High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) By Justin Wyatt EPub

ASVYNQ0FLX8: High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) By Justin Wyatt