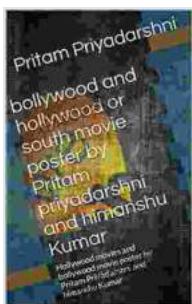


Hollywood Movies and Bollywood Movies: Posters That Sell vs. Posters That Tell

When it comes to movie posters, there are two distinct schools of thought: those that sell and those that tell. Hollywood posters typically fall into the former category, while Bollywood posters tend to favor the latter. This difference in approach reflects the different ways that these two film industries market their products.

Hollywood: Posters that Sell

The primary goal of a Hollywood movie poster is to sell tickets. To this end, posters typically feature eye-catching visuals and catchy taglines that are designed to grab the attention of potential viewers. The emphasis is on creating a sense of excitement and urgency, and the poster often gives away little about the actual plot of the film.



bollywood and hollywood or south movie poster by Pritam priyadarshni and himanshu Kumar: Hollywood movies and bollywood movie poster by Pritam Priyadarshni ... poster -by Pritam Priyadarshni Book 1)

by Philipp Kristian Diekhöner

★★★★★ 5 out of 5

Language : English
File size : 8589 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 42 pages



There are a number of reasons why Hollywood studios favor this approach. First, it is simply more effective at selling tickets. Studies have shown that movie posters that feature attractive visuals and simple, easy-to-understand taglines are more likely to generate interest among potential viewers. Second, this approach allows studios to keep the plot of the film a secret, which can help to build anticipation and excitement.

Of course, there are also some drawbacks to this approach. One is that it can lead to posters that are misleading or even deceptive. In some cases, posters may feature images or taglines that bear little resemblance to the actual film. This can lead to disappointment among viewers who feel like they have been misled.

Another drawback is that this approach can make it difficult for viewers to distinguish between different films. Many Hollywood posters use similar visuals and taglines, which can make it difficult for viewers to tell which films are worth seeing.

Bollywood: Posters that Tell

In contrast to Hollywood posters, Bollywood posters typically focus on telling the story of the film. They often feature detailed artwork that depicts the film's main characters and plot points. The emphasis is on providing potential viewers with a clear understanding of what the film is about.

There are a number of reasons why Bollywood studios favor this approach. First, it is more in keeping with the traditional Indian storytelling tradition.

Indian films have always been known for their elaborate plots and complex characters, and posters that tell the story of the film help to continue this tradition.

Second, this approach allows studios to appeal to a wider audience. Bollywood films are often watched by people from all walks of life, and posters that tell the story of the film help to make them accessible to everyone.

Of course, there are also some drawbacks to this approach. One is that it can lead to posters that are cluttered and difficult to read. With so much information to convey, Bollywood posters can sometimes be overwhelming to viewers.

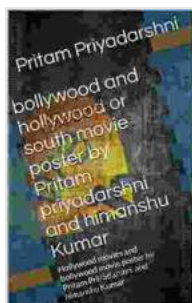
Another drawback is that this approach can make it difficult for studios to keep the plot of the film a secret. By revealing so much about the film in the poster, studios risk spoiling the surprise for viewers.

The different approaches to movie posters in Hollywood and Bollywood reflect the different ways that these two film industries market their products. Hollywood studios focus on creating posters that sell, while Bollywood studios focus on creating posters that tell. Both approaches have their own advantages and disadvantages, and ultimately it is up to the viewer to decide which type of poster they prefer.

Image Credits:

- The Godfather (1972) movie poster
- The Shawshank Redemption (1994) movie poster

- 3 Idiots (2009) movie poster
- Kuch Kuch Hota Hai (1998) movie poster

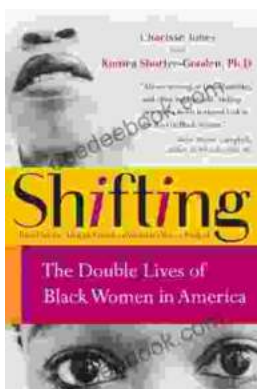


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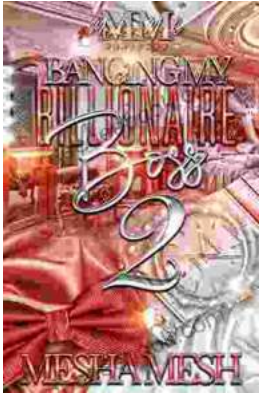
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