

## **A Desk Study: The Use of Public Relations in Promoting Films**

Ileka Ruwanpathirana<sup>1</sup>

Film is an art form which is basically to entertain people through visual storytelling. On the other hand, it is a business which has been a huge revenue driver in the entertainment industry. However, not all films succeed with high profit margins. Success of a film depends on various functions and film promotion is one of them. Film Promotion is identified as a core of the journey of any film. Film directors and producers invest heavily on it and try various innovative strategies to reach out to the masses and create an impact in the minds and pockets of the cinema goers. This is where the use of Public Relations (PR) emerges. Public relations specialists believe that PR campaigns will be the next level of film promotions since many clients will go for it instead of marketing and advertising. The aim of this research was to study the emergence of public relations in world film industry and how films are promoted, branded, and distributed in all over the world through public relations functions. The research was conducted as a systematic inquiry. Secondary data were articulated such as books, research articles, articles on journals, newspapers, web sites and these materials were sufficiently utilized for the analysis. Due to the lack of secondary data related to Public Relation functions in Sri Lankan film Industry, primary data were gathered by interviewing three pioneer film directors and three pioneer film producers. Five international film production campaigns and three local film production campaigns were analyzed. Sample was selected according to purposive and judgmental sampling technique. The research revealed that with innovative public relations campaigns, world's most lucrative film industries (Bollywood, Hollywood) has provided interesting case studies, which can be seen in the promotions of the films in near future. They have already proved Public Relations function is more beneficial than Marketing and Advertising. But most of Sri Lankan film makers are not aware of what Public Relations can do to make a film success.

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<sup>1</sup> Department of Mass Communication, Faculty of Social Sciences, University of Kelaniya  
ilekahansanie@gmail.com