

A study on the importance of Marketing Strategies for the promotion of Sri Lankan Film Industry

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Abstract

Sri Lankan cinema can be identified as an art as well as a business that aims at a profit. At present, film promotion will be spread out through new media though, film marketing strategies will be spread out through various theories and elements. For instance, elements introduced by the “Ventureharbour” institute could be mentioned. At present, the success of film marketing strategies has been influenced directly by the promotion of cinema. The objective of this research is to figure out the importance of film marketing strategies for the promotion of the Sri Lankan film industry. However, it cannot be seen how film marketing strategies are used in the present Sri Lankan Cinema. The importance of this research is that it can be identified how film marketing strategies and its elements are used for the promotion of Film Marketing. The research problem is to find out the influences of film marketing strategies for the promotion of Sri Lankan Cinema and are new tendencies created in film marketing strategies? This research will be conducted under the qualitative research method. It is expected to analyze data through primary and secondary data and primary data will be collected through interviews. Moreover, secondary data will be gathered through books and research papers. The director of the film “Aloko Udapadi”, Thusitha Wijerathna will be joined for the interviews. According to analyzed data, it was found out that film marketing strategies will be directly affected for the promotion of the Sri Lankan film industry. To conclude, film marketing strategies could be used for the promotion of the Sri Lankan film industry successfully.

Keywords- Film, Marketing Strategies

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