



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

*By Justin Wyatt*

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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.

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### **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.

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Review

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

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**John Glass:**

Nowadays reading books be a little more than want or need but also turn into a life style. This reading practice give you lot of advantages. The advantages you got of course the knowledge the particular information inside the book in which improve your knowledge and information. The knowledge you get based on what kind of guide you read, if you want send more knowledge just go with knowledge books but if you want truly feel happy read one along with theme for entertaining including comic or novel. The High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series) is kind of reserve which is giving the reader unpredictable experience.

**Samantha Graham:**

Reading a reserve tends to be new life style within this era globalization. With examining you can get a lot of information that will give you benefit in your life. Along with book everyone in this world may share their idea. Books can also inspire a lot of people. A lot of author can inspire their own reader with their story as well as their experience. Not only the storyline that share in the textbooks. But also they write about the knowledge about something that you need example. How to get the good score toefl, or how to teach your kids, there are many kinds of book that exist now. The authors these days always try to improve their talent in writing, they also doing some investigation before they write with their book. One of them is this High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series).

**Harry Baxter:**

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