

Creating a Successful Prerelease Marketing Strategy for an Experiential Product: A Case Study of the Upcoming Prequel to the Kantara Movie

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Abstract

This case study follows Kishore, a marketing strategist, and his team of four management professionals as they tackle the challenge of developing a successful marketing strategy for an experiential product, the upcoming prequel to the blockbuster Kantara movie, which was released in 2022. With the announcement of the prequel by the production house, Kishore is tasked with questions of replicating past success, managing audience expectations, and maximizing ROI with a larger budget. Their journey involves extensive research and analysis to uncover the secrets to a triumphant campaign for the promotion of the Kantara prequel.

Keywords: Prequel, Marketing strategy, Audience expectations, Mind-blowing, Curious.

Dr. Nanda Kishore Shetty, Associate Professor, Marketing, SDMIMD, Mysore, prepared this case study along with 2nd year PGDM students of SDMIMD, 2022-2024 Batch: Rajat Shaha, Sachin Kamath K, Manaswini Achuthan, and Vignesh V C for class discussion. This case is not intended to serve as an endorsement, a source of primary data, or to show effective or ineffective handling of a decision or business scenario.

Introduction

As news of the making of the Kantara prequel spreads like wildfire, Kishore finds himself in a familiar position—pondering the intricacies of audience appeal and box office success. Sitting by the window of his office, his gaze drifts towards the bustling city below, but his mind is consumed by a different landscape—the realm of cinema.

Questions swirl in Kishore's mind like leaves caught in an autumn breeze. Will the decision of the production house going for the making of the Kantara prequel rise to the occasion once again? Can it captivate audiences with its spellbinding narrative? Can the producer and director navigate the treacherous waters of heightened expectations and a significantly larger budget? And most importantly, what is the elusive formula for crafting a marketing strategy that will ensure the Kantara prequel's triumph at the box office?

These questions, like plot twists in a suspenseful thriller, prompt Kishore to embark on a journey of research and analysis. Determined to unravel the mysteries of audience preferences and cinematic success, he dives headfirst into the world of market research, armed with a thirst for knowledge and a relentless drive to succeed.

For Kishore, this isn't just about marketing—it's a quest for understanding, a battle against uncertainty, and ultimately, a story of triumph against all odds. It's about identifying the success mantra for the promotion of the Kantara prequel that will help the production house and the director to replicate the success of Kantara, which encapsulated the attention of the audience with its narrative and storyline (Dr.Nandakishore Shetty,et.al , 2023). With this as an objective, Kishore starts his journey to uncover the success mantra. Therefore, to find answers to his questions and to reach his goal, Kishore made the decision to utilize both primary and secondary research.

Context of the Kantara Prequel Movie Project:

Kantara (2022):

- The prequel stems from the critically acclaimed and commercially successful Kannada film, **Kantara (2022)**, directed and written by Rishab Shetty and produced by Hombale films.
- The original film explored themes of human-nature conflict, cultural heritage, and faith through the story of a rebel named Shiva who fights to protect his village and its traditions from encroaching forces.

- The film resonated with audiences for its strong performances, unique blend of action and drama, and stunning visuals.

Prequel Announcement:

- Following the success of Kantara, director Rishab Shetty revealed plans for a prequel film at the 100th-day celebration of the original movie in February 2023.
- He expressed a desire to explore the backstory of the "Panjurli Daiva," a central deity in Kantara, and delve deeper into the film's rich lore.

Current Status:

- The prequel is officially titled **Kantara: Chapter 1**.
- A teaser poster released in November 2023 showcased Rishab Shetty in a new avatar, hinting at a different historical period for the prequel compared to the present-day setting of Kantara.
- Filming is expected to commence in December 2023, with Hombale Films returning as the production house.

Significance:

- The Kantara prequel project signifies the continuing interest and potential for storytelling within the established world of Kantara.
- It aims to provide a deeper understanding of the film's cultural and mythological foundation to the viewers.

Importance of understanding audience expectations

As Kishore delves deeper into the intricacies of the Kantara prequel project, he realizes the paramount importance of understanding audience expectations for crafting a successful marketing campaign. It's not merely about replicating past successes but also about paving a path for the prequel to shine. Sitting in his office, surrounded by stacks of research papers and marketing reports, Kishore ponders over the key factors that will determine the effectiveness of their promotional efforts.

1. **Capitalizing on existing fanbase:** Kishore knows that the Kantara prequel already has a built-in fanbase thanks to the success of the original film. These are the dedicated fans who have eagerly awaited news of a sequel or prequel since the credits rolled on the first movie. They long for more of the captivating storytelling and immersive world-building that drew them to Kantara in the first place. Understanding their passion and catering to their desires will be crucial in building momentum for the prequel.
2. **Managing expectations:** However, Kishore is also aware of the delicate balance required in managing the expectations of these dedicated fans. They have certain expectations based on the theme, style, and emotional resonance of the original Kantara movie. Any deviation from these core elements risks alienating the very audience they seek to engage. Thus, the marketing campaign needs to assure fans that while the prequel will explore new territory, it will do so while remaining true to the essence of Kantara.
3. **Attracting new viewers:** Beyond the existing fanbase, Kishore recognizes the need to attract new viewers to the Kantara prequel. This means appealing to a broader audience who may not have seen the original film but are intrigued by the premise of the prequel. By understanding the preferences of these potential viewers—whether it be a penchant for historical epics, a curiosity for cultural exploration, or an appreciation for the lead actor's previous work—the marketing campaign can tailor its messaging to resonate with their interests. Through strategic targeting and messaging, Kishore aims to expand the reach of the Kantara movie and introduce its rich narrative and captivating visuals to new audiences.

Identifying the need to have these insights, Kishore sets out on a research journey to craft a marketing strategy that will not only honour the legacy of Kantara but also pave the way for the prequel to captivate audiences and carve out its own place in cinematic history.

Methodology

As Kishore delves deeper into the task of crafting a marketing strategy for the Kantara prequel, he reflects on the methodology that proved successful in his previous venture, the analysis of consumer behaviour for the Kantara movie (Dr.Nandakishore Shetty,et.al , 2023). Drawing inspiration from his past work, Kishore decides to assemble a team of four seasoned management professionals, each bringing their unique expertise to the table.

With a clear plan in mind, Kishore and his team set out to conduct comprehensive primary and secondary research to identify audience expectations for the Kantara prequel. They begin by designing a survey to gauge the preferences and expectations of moviegoers, aiming to understand what elements resonate most with the audience and what they hope to see in the upcoming prequel.

Once the survey is developed, Kishore and his team launch it across various online platforms and social media channels, casting a wide net to capture diverse perspectives. They meticulously analyse the survey responses, mining valuable insights that will inform their marketing strategy.

But Kishore knows that data alone won't paint the full picture. To truly understand the audience's expectations, he decides to take a hands-on approach. Gathering his team, he embarks on a journey to create the creatives for the marketing strategy themselves. With their combined expertise, they develop compelling visuals and messaging that they believe will resonate with the audience.

With their creatives in hand, Kishore and his team take the next step: testing them on focus groups representing different age groups. They carefully observe the reactions of the participants, noting which elements evoke excitement and engagement and which fall flat. These insights will be invaluable in refining their marketing materials to ensure maximum impact.

After months of research, analysis, and testing, Kishore and his team come together to synthesize their findings and formulate comprehensive recommendations for the pre-release campaign of the Kantara prequel. Armed with a deep understanding of audience expectations and preferences through their findings which are shared below, they craft a marketing strategy that they expect will captivate audiences and propel the producers and director of the film to the new heights of success.

Findings

Kishore and team conducted situational analysis for Kantara Movie before starting with secondary research to identify key insights on prerelease campaigns employed by similar superhit movies.

The outcome of situation analysis is shown below:

Internal Analysis	External Analysis
Strengths:	Opportunities:
Captivating story	Growing interest in regional cinema
Stunning visuals	Strong online presence and social media engagement
Powerful performances	Collaboration with regional influencers and cultural icons
High-quality production	Festival and award recognition
Unique cultural context	
Weaknesses:	Threats:
Limited budget	Competition from high-budget Bollywood releases
Marketing team experience	Piracy and illegal online streaming
Potential cultural barriers	Negative reviews from critics or online communities

Secondary Research Findings:

After analysing the outcome of situational analysis, Kishore and team decided to conduct detailed secondary research and as a result several key insights emerged regarding successful marketing strategies employed in the promotion of blockbuster movies like Baahubali, KGF, and RRR. Here are the findings:

1. Baahubali Marketing Strategy:

- Baahubali leveraged a combination of traditional and innovative marketing channels to create buzz and generate excitement among the audience. (icmrindia.org, 2017)
- Outdoor marketing tactics such as paper cup promotions, bus branding, and IPL release were effectively utilized to reach a wide audience. (DSIM Team, 2017)
- Digital media played a crucial role in engaging the audience through animated series, social media buzz, and brand partnerships. (Natasha Gupta, 2017)
- Collaborations with ticket booking platforms and exclusive content offerings for pre-bookings contributed to audience anticipation and participation. (icmrindia.org, 2017)
- Post-release activities such as merchandise sales and TV series extended the movie's impact beyond the theatrical release. (DSIM Team, 2017)

2. KGF Marketing Strategy:

- KGF focused on high-impact outdoor advertising, including billboards, cut-outs, and auto advertising, to create a visual presence and build anticipation.
- Digital media engagement was enhanced through constant updates, influencer collaborations, and viral marketing campaigns. (Subhash K Jha, 2022)
- Collaborations with influencers, RCB association, and brand partnerships contributed to audience engagement and promotion. (Filmik, n.d.)
- Pre-booking incentives and exclusive content offerings were utilized to drive ticket sales and audience engagement. (Filmik, n.d.)
- Post-release activities included merchandise sales, RCB posters, and digital contests to sustain audience interest and prolong the movie's impact. (India TV Business Desk, n.d.)

3. RRR Marketing Strategy:

- RRR employed a diverse range of marketing channels, including digital marketing, brand collaborations, and outdoor advertising, to engage with the audience. (Entertainment Desk, 2022)
- Innovative tactics such as Snapchat filters, interactive websites, and mobile apps were used to create immersive experiences and generate excitement. (IANS, 2022)
- Social media platforms were actively utilized for teaser releases, behind-the-scenes footage, and fan engagement activities. (IANS, 2022)
- Special events like the launch of a giant RRR logo and a promotional train added to the movie's visual presence and generated buzz. (Grace Cyril, 2022)
- Regional media engagement and global marketing efforts helped reach diverse audiences and promote the movie on a global scale. (HIMESH MANKAD, 2021) (BBC, 2023)

Point of Difference Table:

Marketing Aspect	KGF-1	KGF-2	RRR	Baahubali 1	Baahubali 2
Budget Comparison (INR Crore)	80	120	350	180	250
Box Office Collection (INR Crore)	250	1250	900	650	1700

Viral Marketing	Yash's Beard	KGF Beard	NA	NA	NA
Association with IPL	No	Yes	Yes	Yes	Yes
Unique Outdoor Marketing	Pre-Release Events, 360-degree Trailer	100ft Cut-out at IMAX Wadala, USA Truck Display	Giant RRR Logo, Special Train	Paper Cup Promotion, Guinness World Record Poster	Guinness World Record Poster
Global Marketing Efforts	Not Specified	USA Truck Display	International Screenings	International Screenings	International Screenings
TV Series/Animated Series	No	No	TV Series	Animated Series	Animated Series

Points of Similarity Table:

Marketing Aspect	KGF-1	KGF-2	RRR	Baahubali 1	Baahubali 2
High Budget Production	✓	✓	✓	✓	✓
Outdoor Marketing	✓ Billboards	✓ Billboards, Cut-outs, Auto Advertising	✓ Billboards, Giant Logo	✓ Paper Cup Promotion, Bus Branding, IPL Release	✓ Paper Cup Promotion, Bus Branding, IPL Release, Giant Poster
Digital Media Presence	✓ Game, Collaboration with YouTubers	✓ Constant Updates, Influencer Collaboration, Viral Marketing	✓ Social Media Buzz, Animated Series	✓ Social Media Buzz, Brand Partnerships	✓ Social Media Buzz, Brand Partnerships
Collaborations	✓ Game, YouTubers	✓ Influencers, RCB Association	✓ Brand Collaborations, Spotify Playlist	✓ Brand Collaborations	✓ Brand Collaborations
Pre-Bookings/Exclusive Content	✓ Ticket Platforms, Trailer Launch	✓ Ticket Platforms, Trailer Launch, Exclusive Posters	✓ Ticket Platforms, Exclusive Content	✓ Ticket Platforms	✓ Ticket Platforms
Post-Release Activities	✓ Outdoor Advertising, Digital Media	✓ Merchandise, RCB Posters, Digital Contests	✓ Merchandise, VR Experience, Mobile Game	✓ Merchandise, VR Experience, Mobile Game	✓ Merchandise, VR Experience, Mobile Game

Overall, the secondary research provided valuable insights into successful marketing strategies employed in the promotion of blockbuster movies. This understanding helped in laying the groundwork for the development of a tailored marketing strategy for the Kantara prequel.

Primary Research

After conducting secondary research and examining blockbuster movies that had sequels, Team also analysed their marketing strategies. Therefore, the primary research mostly focused on two aspects. The first is consumer behaviour, specifically what audiences are expecting from the second part of the Kantara movie(prequel), including aspects related to the first part. Consumer behaviour was recorded by taking their opinions through a questionnaire. Additionally, the primary research examined the marketing strategies employed by blockbuster movies with sequels to determine if similar strategies could be adapted for Kantara prequel.

Objective: To understand the expectations of the target audience for the Kantara prequel movie and gather insights for crafting an effective marketing strategy.

Number of Respondents: 54

Description:

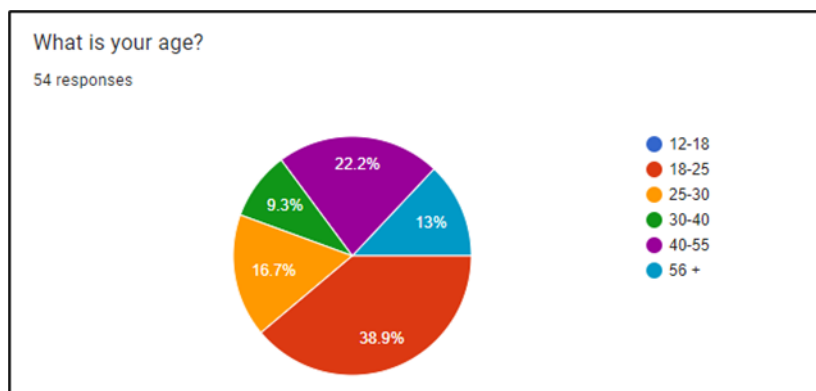
The survey asked respondents a series of questions about their:

- Age demographics
- Expectations for the prequel movie
- Likelihood of watching the prequel
- Awareness of the teaser and poster
- Initial impressions of the teaser and poster
- Story/plot points they expect to see explored.
- Characters they are most interested in seeing more of
- Additional opinions or ideas about the teaser/trailer

The insights gained from this survey will be crucial in shaping the marketing strategy for the Kantara prequel and ensuring its success.

Key Takeaways based on the Analysis of the survey responses:

1. Audience Demographics:



- The survey revealed that most respondents (38.9%) fell within the 18-25 age group, indicating a predominantly young adult audience.
- This demographic composition suggests that marketing strategies should focus on channels and messaging that resonate with young adults, such as social media platforms and visually appealing content formats.

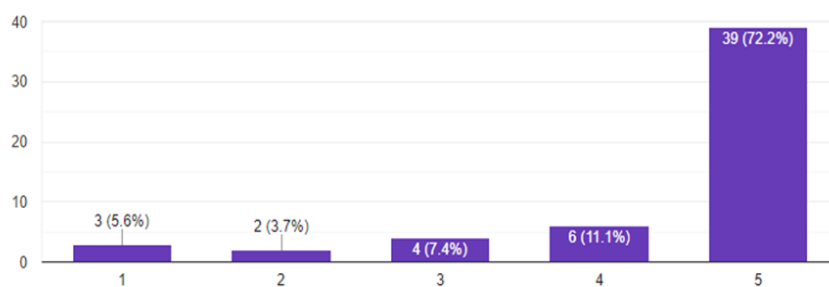
2. Expectations for the Prequel:

- A significant portion of respondents (20%) expressed a desire for the prequel to delve deeper into the backstory of Lord Panjurli and the Bhoota Kola tradition, highlighting their interest in cultural and devotional aspects.
- Another key expectation was for the prequel to surpass the first Kantara movie in terms of storytelling and production quality, with respondents (15%) expecting a more engaging storyline and higher production values.

3. Likelihood of Watching the Prequel:

How likely are you to watch the kantara prequel (5 being highest and 1 being lowest) [Copy](#)

54 responses

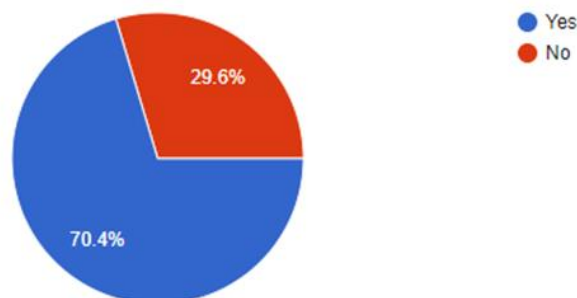


- The survey indicated a high level of interest in watching the Kantara prequel, with 72.2% of respondents rating their likelihood of watching it as a 5 (most likely) and 11.1% as a 4 (likely).
- This positive sentiment among potential viewers suggests that targeted marketing efforts could effectively convert interest into actual viewership.

4. Awareness of Teaser and Poster:

Have you seen the recent teaser and poster of kantara prequel

54 responses



- While most respondents (70.4%) had seen the recent teaser and poster for the Kantara prequel, a notable portion (29.6%) had not, indicating a need for broader marketing efforts to increase awareness.
- This data underscores the importance of utilizing multiple marketing channels and strategies to reach a wider audience and generate awareness about the film.

5. Initial Impressions of Teaser and Poster:

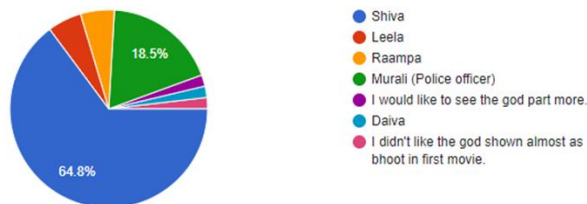
- Positive impressions of the teaser and poster included words like "exciting," "mind-blowing," and "curious," indicating that the marketing materials successfully generated excitement and curiosity among viewers.
- However, some respondents expressed concerns about the story's direction and potential commercialization, highlighting the importance of addressing such concerns in the marketing campaign.

6. Expectations for Story/Plot:

- Respondents expressed a strong interest in exploring the origins and history of the Panjurli Daiva and Bhoota Kola tradition, as well as the broader Tulu Nadu culture.
- They also expected the prequel to offer a compelling narrative that balances cultural exploration with elements of mystery and suspense, indicating a desire for a well-rounded storyline.

7. Interest in Characters:

Which character from the original film are you most interested to see more of in the prequel? [Copy](#)
54 responses



- The survey overwhelmingly indicated that Shiva was the character respondents were most interested in seeing more of in the prequel, suggesting that focusing on Shiva's character development could resonate well with the audience.
- This data could inform marketing strategies by emphasizing Shiva's role and significance in the prequel's storyline in promotional materials.

8. Opinions and Ideas for Teaser/Trailer:

- Respondents provided suggestions for the teaser/trailer, including incorporating more Tulu dialogue, focusing on realistic storytelling, and capturing unknown locations.
- They also emphasized the importance of engaging content and technical excellence in creating teasers and trailers that effectively capture the cultural richness and thematic elements of the prequel.

Marketing Strategies and Tactics:

Kishore and his team embarked on a thorough analysis of consumer responses and dissected the marketing tactics deployed by successful blockbuster films. Their primary objective was daunting yet clear: to expand their reach to a wider audience and secure a substantial portion of their revenue through pre-booking. This necessitated a strategy that not only had a global appeal but also stood out for its creativity and cost-effectiveness. Despite the enormity of the challenge, the team remained undeterred and presented a series of innovative strategies to achieve their goal.

	Kantara -1	Kantara -2
Budget of the film	₹16 crore	₹125 crore (Estimated)
Marketing budget	₹2 crore (Estimated)	₹15 crore (Estimated)

Box office collection	₹450 crore (Estimated)	-
Estimated Profit	₹434 crore	

	Marketing channels	Description	
Kantara Prequel Pre – Release strategy	Trailer launch	Drone show with a big event inviting all the industry people. Show bhoota kola culture.	
	Kantara x RCB	As the movie is released post IPL time. Collaborate with RCB players and promote	
	Print advertising	Release Limited edition of color books / animated story book of Kantara for children.	
	Social media		Partner with content creators to generate captivating fan theories and narratives inspired by the Kantara Prequel trailer, piquing audience curiosity and engagement.
			Instagram AI filter of Kantara half human face, half Bhoota Kola face.
	Social media/ outdoor (Influencer marketing)	Immersive Cultural Journey: Organize an immersive cultural journey for the selected influencers, guided by local experts and cultural practitioners.	
		Explore historical landmarks, witness traditional rituals, and engage in meaningful conversations with local artisans, performers, and community members to gain a deep understanding of Tulu Nadu's heritage	
	Outdoor	Scavenger hunt which leads fans to hidden clues about the film's storyline and characters of Kantara prequel trailer / movie updates so far (targeting young audience). Winners will get Kantara movie official goodies	
	Transport visitors to the mesmerizing realm of Kantara through an immersive cinematic experience at the Dasara Exhibition in Mysuru. This captivating Kantara experience will enthrall visitors with its captivating 3D visualizations, electrifying trailer or song, and a captivating journey into the very heart of Kantara's world.		

To test the effectiveness of these marketing strategies and tactics, the marketing team decides to create these commercials and creatives that can be used by production house for their pre-release campaign for Kantara prequel. The team then decides to conduct focus group discussions by showcasing these creatives/ commercials to target audience from different age groups and to understand their impact on the audience perception for Kantara prequel. Also to check if it creates excitement and curiosity in the minds of the target audience to watch Kantara Prequel. Feedback from these focus group discussions was recorded and was assimilated in the overall recommendations for prerelease campaign suggested at the end.

Primary Research Focus Group Study:

1. Focus Group Panel 1,2,3,4 (Age Group 18-30)



Outdoor Campaign: Campaign on wheels



Billboards on Highway, Digital Billboards on Bus Stands and Traffic Signal



Feedback:

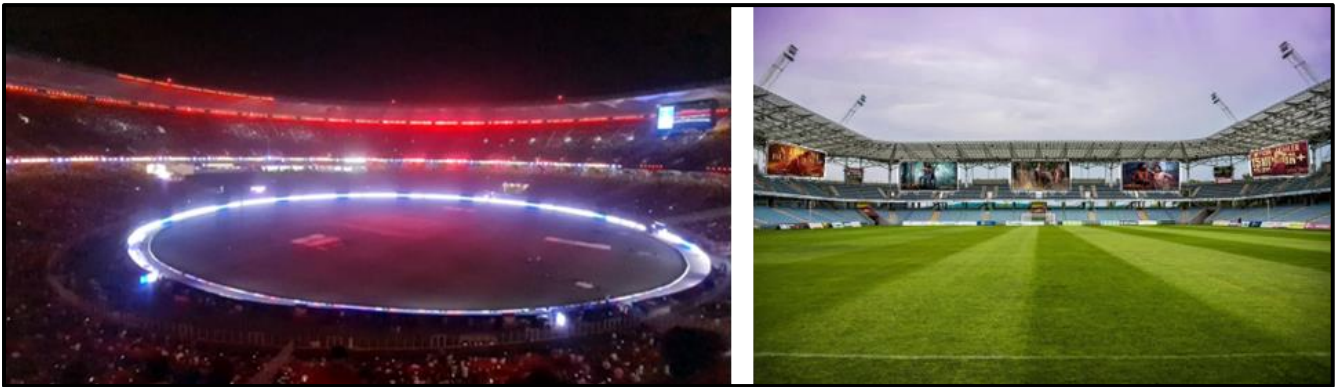
- Mixed support for train and truck branding.
- Concerns raised about aeroplane branding due to limited visibility and high costs.
- Digital billboards at traffic signals received praise for uniqueness and impact, especially with strategic placement.
- Recommendations to reduce content duration on digital billboards at traffic signals for better impact and safety. State highway billboards were seen as beneficial.
- Suggestions to explore alternative branding options for buses to avoid cultural insensitivity.
- **Indoor Campaign:**



Feedback:

- T-shirts were positively received as impactful promotional items.
- Mixed feedback on T-shirts, with suggestions to sell them affordably instead of offering them for free.
- Proposal to create and sell Kantara phone cases as an alternative indoor campaign option.
- Limited support for Kantara digital notebooks and comic books, especially outside specific regions.

Mass Media Campaign:



Feedback:

- IPL drone show and collaboration with the RCB franchise were seen as excellent ideas likely to generate significant buzz and excitement.
- Suggestions to showcase Kantara videos during strategic timeouts in the stadium for maximum impact.
- Strong support for showcasing trailer snippets during timeouts, collaborating with RCB and its stars, and hosting a drone show during IPL.
- Recommendations to focus on heroic aspects of the Kantara protagonist during IPL promotions.
- Proposals to record IPL players' reactions to the Kantara trailer/teaser and offer quiz winners unique incentives like meeting RCB stars or winning free IPL tickets.

2. Focus Group Panel 5 and 6 (Age Group 40-60)



Feedback from Focus Group 5 & 6:

Outdoor Campaign:

- Positive feedback on using high-frequency transportation options like Ola, Uber, metro, Vande Bharat Express, trucks, and auto-rickshaws.
- Suggestions to utilize photos on highway fast tags.
- Aeroplane branding deemed expensive and impractical.
- Proposal to use digital branding with a signature "Wooo" shout to be included.
- Appreciation for digital billboards but suggestions to remove audio in public places like traffic signals.

Indoor Campaign:

- Suggestions to promote notebooks and comics through school partnerships.
- Positive reception for comic books, believed to encourage pre-booking.
- Proposal to distribute T-shirts at a "Kantara Marathon" to participants instead of a free giveaway.

Mass Media Campaign:

- Mixed opinions on the IPL campaign; suggested targeted marketing during key moments.
- Positive feedback on comic books, media campaigns, and traffic billboards.
- Support for drone shows, video teaser campaigns, RCB collaboration, and other proposed strategies.

- Positive response to influencer collaborations, video testimonials, international release plans, and mobile network collaborations for caller tunes in the digital media campaign.

Overall Recommendations

Based on the primary research from Google survey analysis and insights from focus group interviews, along with secondary research, Kishore and team came up with the following overall recommendations:

1. Utilize High-Frequency Transportation for Outdoor Campaigns:

- Focus on platforms like Ola, Uber, metro, and inter-city trains for branding efforts due to their high visibility and reach.
- Consider utilizing photos on highway fast tags for additional exposure.

2. Strategic Placement of Digital Billboards:

- Place digital billboards strategically in high-traffic areas such as traffic signals, industrial zones, petrol pumps, railway stations, government buildings, temples, and near photocopy shops.
- Avoid using audio on billboards in public places like traffic signals to prevent distractions and safety concerns.

3. Diversify Indoor Campaign Merchandise:

- Offer notebooks through partnerships with schools to promote pre-booking and engage with younger audiences.
- Consider distributing T-shirts at events like "Kantara Marathon" to create a memorable experience for participants.

4. Leverage Mass Media Campaigns for Maximum Impact:

- Capitalize on opportunities for collaboration with IPL franchises like RCB for high-impact promotions during matches.
- Integrate teaser campaigns, drone shows, and video testimonials to generate excitement and curiosity among the audience.
- Explore alternative methods like utilizing decision pending boards during crucial IPL moments for targeted marketing.

5. Enhance Digital Media Presence:

- Strengthen social media presence through collaborations with influencers, reaction video creators, and Tulu cultural celebrities.
- Consider international release plans and collaborations with mobile networks for caller tunes to expand reach and appeal.

6. Maintain Cultural Sensitivity:

- Ensure branding efforts respect cultural sensitivities, particularly regarding the use of Bhuta Kola imagery, to avoid potential backlash and promote inclusivity.

7. Monitor and Refine Strategies:

- Continuously monitor the effectiveness of marketing strategies through feedback mechanisms and analytics.
- Remain open to refining approaches based on evolving audience preferences and market dynamics.

The team hopes, by implementing these recommendations for the prerelease marketing campaign of the Kantara Prequal, the production house can maximize visibility, engagement, and resonate with the target audience, leading to box office success.

Conclusion

As Kishore and team meticulously wrap up the comprehensive marketing strategy for Kantara Prequal, a sense of anticipation and uncertainty lingers in the minds on their journey to the production house. Despite the exhaustive research, innovative ideas, and detailed planning, doubts creep into their mind. Will the production house embrace their proposed strategy wholeheartedly, or will they raise objections and demand revisions? Were there any crucial aspects overlooked by the team in the rush to finalize the plan? As they prepare to present their vision to the decision-makers, the weight of responsibility bears down on them, overshadowing their confidence. With the fate of Kantara Prequal hanging in the balance on their proposed strategy, only time will tell whether their strategy will be the key to unlocking the film's success or if unforeseen challenges lie ahead, waiting to test their resolve.

Conclusively, the strategic marketing plan for Kantara Prequal is a culmination of extensive research, creative brainstorming, and meticulous planning. From outdoor campaigns leveraging high-visibility transportation options to innovative mass media integrations like the IPL collaboration, every aspect has been carefully crafted to generate maximum buzz and excitement. Insights from focus group interviews and secondary research have shaped the strategy, ensuring alignment with audience preferences and cultural sensitivities. The journey ahead is uncertain, but one thing remains clear – the prerelease success of Kantara Prequal hinges on the effectiveness of this marketing strategy.

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