

How a Bollywood movie effectively used Social Listening!

Covering Note: Piracy and perception is a major concern in Bollywood movies these days. We see new social handles for every movie launched. Conversations around these movies increase during the release phase of the movie with people commenting about the music, poster, cast, storyline etc.

Problem Statement: While the movie gets released with all pomp, the perennial problem faced by production houses is that of piracy which keeps growing with every year. The movie in question starring one of the biggest stars in Bollywood was spoken about in the Twitter universe. The unique storyline gave it more prominence. With Bollywood movies constantly being in the radar due to its storyline, it was important to be on top of the game.

Execution: Social Listening was of prime importance here. The ORM tool deployed helped Cerebrate understand the general chatter around the movie, its cast and the storyline. Apart from Social Listening, Crises Management was also important in this project. We tracked more than 1 million conversations in a span of one and a half month in a 24 hours x 7 days shift based process across platforms like Twitter, Facebook, News sites, movie review portals, Instagram and Youtube.

The conversations were scanned using human intelligence to identify threat for the movie, the actors, production house etc. Negative conversations by influencers or repetitive haters, fan clubs of rival movies were taken on priority. We escalated influential negative conversations and negative PR to the marketing team on real-time basis. A Whatsapp group was created for real-time flow of information. Tapped all the Torrentz sites, Youtube, online movie viewing sites to control piracy and movie leaks.

Results: The positivity around the movie increased drastically owing to the marketing campaigns set up by the production house, ideas for which came from the listening data. Positive content was created for the movie that involved the online audience to support the movie. The team could trend several hashtags on the days leading to the movie release. The production house could take necessary action on the negative conversations that were highlighted. Daily qualitative reports helped in planning future activities. More than 2500 Torrentz and online movie links were identified and reported, thus plugging piracy. This ulti