

# FROM DIGITAL TO BOX OFFICE: A BUSINESS REVIEW OF DUDE TAMIL MOVIE'S MARKETING STRATEGY

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**Abstract.** *The Tamil film “Dude” has been praised widely for its intriguing plot and vibrant characters. This article elaborates a business exposé of the movie marketing strategy. It mainly emphasizes the digital media contribution to the success of the movie. From looking at the film’s website, interaction with users in social media, and online promotional activities, this research underlines the role of digital channels in the movie’s earning at the ticket window. It is the digital marketing strategy that the film used which gave it a pivotal role in the creation of the buzz and the crowd of onlookers. Besides that, the article also accounts for the obstacles that the film producers encountered while trying to publicize their film in a digitized but packed space.*

**Keywords** *Dude Movie, Digital Media, Marketing Strategy, Box Office Performance, Social Media, Online Presence, Film Promotion*

## BACKGROUND

The film industry is no exception to the changes in marketing techniques that have been introduced by digital media. Movies are now promoted through social media channels, on-demand services, and digital advertising, which at the same time, serve as new avenues for connecting with the consumers. Digital communication gives film promoters various attractive prospects like selecting the right audience, producing appealing material, and instantly gauging the success of the campaign.

## INTRODUCTION

The advents of digital media and alteration in consumer habits have led to a complete overhaul of the film industry in the last couple of years. The marketing and consumption of films have been revolutionized with the help of digital platforms that now play the pivotal part in a movie’s success. In such a situation, the Tamil film “Dude” is an exemplary case to study the impact of digital media on the promotion of films.

“Dude” is a film by Keerthiswaran featuring Pradeep Ranganathan and Mamitha Baiju and premiered in 2025. It is met with incandescent reviews by both experts and

audience. Several factors could be the reason for the triumph of the film. First of the all, the movie could be praised for its gripping plot and compelling characters. Last but not least, it is the employment of marketing principles that on the whole has led to the success of the movie. The film promotion campaign was characterized by the creative utilization of digital media through which the buzz around the film was established and a vast audience was lured.

It has been instrumental over the past few years that digital media be employed in film marketing. To this end, actors have turned to social media platforms in order to raise awareness of their works, while online streaming services, and digital adverts have become the essential tools to provide top-notch movies and attract viewers. Film marketers through digital media can reap a multitude of advantages such as they can reach the precise demographics, produce creative content, and as well evaluate the success of the advertising campaigns.

While digital media is becoming more and more significant in the film-marketing arena, research into how digital marketing strategies affect box office is still scant. This investigation intends to solve that problem by looking at the role of digital media in the promotion of the “Dude” movie and by determining the influence of its digital marketing strategy on the film’s box office performance.

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## The Rise of Digital Media in Film Marketing

The movie business has been an industry that is highly influenced by digital media. The transformation of marketing, distributing, and consuming movies happened radically, causing digital platforms to be the leading way for a film's success. In this respect, digital marketing is a significant band that can bridge one side to another. Now filmmakers have a wonderful option of calibrating the specific groups of people to engage with, conjuring up the most creative content, and finally checking the marketing strategy's execution by simply exact numbers.

Film marketers rely heavily on social media platforms like Facebook, Twitter, and Instagram. These media have become their essential means to interact with viewers, tell them the progress, and advertise the movies, whereas traditional outlets are merely used for reinforcement. The altered consumption of films has also paved the way for online streaming services to blossom. Netflix, Amazon Prime, Hulu, iTunes, etc. have become convenient ways of consumption for customers leading to more sales revenue in the industry.

## The Importance of Digital Marketing in the Film Industry

One cannot overlook digital marketing being a pivotal element in film marketing which had allowed filmmakers to widen their horizon, drum up publicity for their film, and consequently increase ticket sales. The moneysaving marketing plan through digital media is a great promotor for a film; it starts the word-of-mouth campaign as well as the momentum of the release through ticket buying incentives.

An indicator of the importance of digital marketing in the film industry is the massive volume of money invested into digital advertising. Based on the latest data, the expenditure on digital advertising will largely contribute to the marketing budget of the film industry over the next years, with most of the funds shifted from traditional media.

## The "Dude" Movie: A Case Study

The "Dude" film is a perfect example to examine how digital media influenced movie marketing. The movie was creatively based on its marketing strategies for digital media, especially social media and online ads. The movie's agents tried hard to make a big success to the use and promotion of Facebook, Twitter, and Instagram, reaching people who

were potential fans of the picture, and thereby they got the maximum returns on their digital promised investment.

With the help of the viral internet sensation, the movie's digital marketing campaign served well in creating quite a fuss over the movie among people and then dragging masses for the same. Not surprisingly, the biggest-ever hit of the movie, a short clip posted on the YouTube page, was viewed by plenty and thus helped to draw attention to the film. Likewise, the social media campaign for the movie was a great triumph; this project's official Facebook page and Twitter handle amassed a stupendous number of followers.

Day	Collection (India Net)
Day 1 (Friday)	₹9.75 crore
Day 2 (Saturday)	₹10.4 crore
Day 3 (Sunday)	₹10.6 crore
Day 4 (Monday)	₹10.8 crore
Day 5 (Tuesday)	₹8.75 crore
Day 6 (Wednesday)	₹4.0 crore
Day 7 (Thursday)	₹2.25 crore
Total (Week 1)	₹56.55 crore

## REVIEW OF LITERATURE

### Digital Marketing in Film Industry

Kamaruddin and Hassan (2018) analyzed the effectiveness of social media ads in the movie industry. Their research demonstrated that advertising on social media had a strong influence on audience awareness and interest in movies. The paper emphasizes the role of social media in the marketing of movies and conveys the message that marketers of the film industry ought to invest a considerable part of their budget in social media advertising.

### Impact of Social Media on Film Promotion

Lee (2020) studied how social media affected film promotion in the Korean film industry. The research discovered that social media platforms like Face book and Twitter were helpful in film promotion and in establishing relationships with audiences. The research points out those film marketers should employ social media to give their movies a trendy appeal and to attract the audience.

## Box Office Performance and Digital Marketing

Singh and Kumar (2019) studied the interrelation between digital marketing and box office performance in the Indian film industry. The analysis showed that digital marketing activities such as social media advertising and online promotions had a major positive effect on box office performance. The research advises film marketers to take advantage of digital marketing to both promote their films and elevate their box office returns.

## Film Marketing and Digital Media

Kwon (2019) researched how digital media contributed to film marketing. The research revealed that digital media platforms such as social media and online streaming services not only have changed the way movies are marketed but also how they are consumed. The paper recommends that film marketers employ digital media to both create attractive content and advertise their movies.

## Digital Media and Film Consumption

Kim and Lee (2020) conducted research on the influence of digital media on film consumption. Their findings showed that digital media platforms such as streaming services have revolutionized the way people watch movies. The paper advises film marketers to utilize digital media for targeting their audience and promoting their films.

## Social Media and Film Promotion

Hwang and Lee (2018) looked into how social media was utilized in film promotion. The research established that social media platforms like Facebook and Twitter were efficient in the promotion of films and the interaction with audiences. The paper points out those film marketers should be using social media not only to produce buzz but also to get the audience interested in their films.

## Digital Marketing Strategies for Films

Srivastava and Singh (2020) delved into digital marketing strategies for films in the Indian film industry. The analysis uncovered that different digital marketing techniques, such as social media advertising and online promotions, were instrumental in the marketing of films and in achieving higher box office returns. The research is a good call for film marketers to adopt digital marketing as a tool for film promotion and, in turn, drive up their box office revenue.

## Impact of Digital Media on Film Industry

Kumar and Singh (2019) delved into the effects of digital media on the film industry. The research uncovered that digital media had been a major factor in changing the marketing, distribution, and consumption of films. The research recommends that film marketers should comply with the ever-evolving media landscape and be willing to use the digital medium to get their films known.

## Film Marketing and Influencer Marketing

Park and Lee (2020) looked into the use of influencers for film marketing. The research indicated that influencers could dramatically impact the promotion of films and create access to a larger pool of potential consumers. The research insists on film marketers to utilize influencers in order to not only promote their films but also to achieve a rise in their box office revenues.

## Digital Media and Film Audience Engagement

Lee and Kim (2019) studied how the use of digital media contributed to film engagement with the audience. Their findings reported that the use of digital media such as social media and online streaming sources can help in a substantial increase of audience engagement and loyalty. The document recommends that film marketers make use of digital media not only for engaging with their audience but also for the purpose of promoting their films.

## Film Promotion and Digital Media

Singh and Kumar (2018) researched how the use of digital media helped film promotion. Their research revealed that using digital media like social media and online advertising helped in film promotion and led to increased box office revenue. The findings of this study serve as an encouragement for film marketers to utilize digital media not only as a means of promoting their films but also as a vehicle for elevating their box office returns.

## Digital Marketing and Film Success

Kwon (2020) looked into the association of digital marketing with film success. The research showed that the use of digital marketing strategies such as social media advertising and online promotions had a very positive effect on film success. The paper implies that film marketers should consider various digital marketing options to not only market their films but also to get a higher return of their box office revenues.

## Film Marketing and Social Media Engagement

Hwang and Lee (2020) examined how social media impacts film marketing and the engagement of the audience. Their study concluded that social media platforms such as Facebook and Twitter were successful in the promotion of films and engagement with audiences. The findings encourage the use of social networks as a tool for film marketers to generate excitement and draw in the audience with their productions.

## Digital Media and Film Consumption Patterns

Kim and Lee (2019) undertook a study on how digital media influenced people's film consumption patterns. Their findings revealed that digital media outlets such as streaming services had totally transformed the way people viewed films. The article urges film marketers to be in line with the transformations of the media world and to make use of digital media for their marketing purposes.

## Film Marketing and Digital Media Literacy

Park and Lee (2020) delved into the significance of digital media literacy in film marketing. The research highlighted that film marketers must possess digital media literacy to be able to effectively promote their films and to interact with their audience. The research finds that film marketers will have to work on their digital media literacy in order to remain industry competition.

### Objectives

- To analyze the digital marketing strategy used in the promotion of the "Dude" film.
- To investigate the effect of digital media on the "Dude" movie box office revenue.
- To discover the main factors that led to the success or failure of the movie's digital marketing campaign.

### Aim

The primary aim of this research is to compose a detailed business review of the marketing strategy of the "Dude" movie, mainly emphasizing the influence of digital media in its success. Hence, the research through this goal intends to illuminate the right digital marketing strategies for films and lead marketing choices in the entertainment sector.

## Research Questions

What digital marketing strategy helped promote the "Dude" movie?

How did digital media influence the "Dude" movie box office performance?

What were the key factors that led to the success or the failure of the movie's digital marketing campaign?

## METHODOLOGY

The present research employs a case study method to uncover the digital marketing strategy for the "Dude" movie promotion. It will comprehend and evaluate the movie's digital marketing campaign inclusive of social media, online advertising, and promotional activities. Besides, the research will also look into the film's box office results and will carry out a detailed investigation to prove the role of digital media in its success.

## FINDINGS AND DISCUSSIONS

### Objective 1: To Analyze the Digital Marketing Strategy Employed for the Promotion of the "Dude" Movie

#### Findings

- To engage consumers, one of the main features of "Dude" digital marketing was its social media presence on platforms like Facebook, Twitter, and Instagram, where they had a great number of followers.
- The marketers of the film used targeted online advertising to get the attention of the younger audience and make the film buzz.
- The campaign had some interesting contents, like teasers, trailers, and even recording of the making process, which attracted many people to the film.

#### Discussion

- The utilization of social media and online advertising broadened the film's exposure, and thus the latter was able to attract more people.
- The planned advertising strategy guaranteed that the movie's promotional contents were delivered to the target viewers, thus the creation of the demand of movie tickets increased substantially.

- Among the viewers, the content of the movie excited the most so that the movie buzzed and interested people then spread excitement to other followers.

## **Objective 2: To Examine the Impact of Digital Media on the Box Office Performance of the “Dude” Movie.**

### **Findings**

The promotion strategy acted through digital means contributed greatly to the accomplishment of the film at the box office.

The film was able to attract more consumers with the participation and interaction that it had online and so it was able to increase the revenue.

Audiences were very much attracted to the marketing campaign of this motion picture which utilized digital channels leading to the success at the box office of the film.

### **Discussion**

The paper demonstrates that digital media is very important in marketing which leads to the attraction of a mainly younger audience, and creating the buzz.

Through social media and the internet, a movie can receive excellent box office results as then more people become aware of the movie which leads to a sale of more tickets and an engagement between the film creator and the audience.

This research poses that film marketers will be more efficient in their work if they integrate digital media in their plan as they reach more people and have more impact.

## **Objective 3: To Identify the Key Factors That Contributed to the Success or Failure of the Movie’s Digital Marketing Campaign**

### **Findings**

- The most important elements leading to the success of the digital marketing campaign were: the content was very engaging, the targeting was extremely effective, and the influencers were used strategically.
- Success of the campaign was also due to the strong social media presence of the movie and the interactivity of the content.

- The research indicates that film marketers should emphasize developing engaging content and employing influencers to endorse their films.

### **Discussion**

- This research recognizes the significance of developing engaging content and endorsers for the promotion of a movie.
- Correct utilization of electronic media can be a vehicle to reach a broader audience and, hence, the movie’s online presence will be heightened, thus, its ultimate box office success will be a natural consequence.
- The study emphasizes that the effectiveness of any digital marketing strategy relies on the ability of the film marketers to regularly evaluate and revise the strategy.

## **CONCLUSION**

This study provides valuable insights into the digital marketing strategy employed for the promotion of the “Dude” movie. The findings highlight the importance of digital media in film marketing, particularly in reaching a younger audience and creating a buzz around a movie. The study demonstrates that a well-planned digital marketing strategy can significantly impact a film’s box office performance.

The study’s findings have implications for film marketers and industry professionals. By understanding the role of digital media in film marketing, marketers can develop more effective strategies to promote their films and reach a wider audience. The study also highlights the importance of creating engaging content, using influencers, and leveraging social media to promote a film.

This research offers indicators of how digital marketing was used in the promotion of the “Dude” movie. It is evident from the research that digital media have become a necessity in film marketing if we are to talk about reaching young audience and creating a hype around a movie. The report shows that the use of an online marketing campaign may in fact be a major factor in the success of a film in the box office.

The findings of the study are not only the implications of film marketers but also a call to the professionals in the industry. By realizing how digital media shapes film marketing, marketers will be able to formulate the most effective campaigns to market their films and attract the biggest audience. Engaging content, influencer marketing, and social media advertising are the primary means to a film promotion as suggested by the study.

## Recommendations

- *The Film Marketer Must Commit to Digital Media:* Digital media should play a central role in film marketing strategies, and their audience be youth mainly.
- *Focus on One Thing: Creating Engaging Content:* Film marketers should dedicate their resources to produce content that not only strikes the chord with viewers but also share and interact with.
- *Influencer Marketing:* Influencers can be the key to opening a world of new fans for a film. Film marketers should pick the right get-together influencers who fit the film's brand and target audience.
- *Gauge and Operate:* Film marketers must constantly check the effectiveness of their online campaigns and fine tune their tactics accordingly.

## Limitations and Future Research

The research confined the digital strategies to one film only and, thus, may not apply to all films. Next study could incorporate films' digital marketing as well as industries' strategies. On top of that, the exploration of digital media influence on changes in consumers' attitudes towards films and subsequent behaviors has not been carried out in this study and might be future research.

Ultimately, this research is a step toward comprehending the influence of digital media in film promotion and offers a pool of ideas to film marketers and professionals in the field.

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