

TO: Dr. Hollifield

FROM: Sara Bertolini

DATE: 25 March, 2019

SUBJECT: Script Genre Recommendations

As our new studio looks to start evaluating scripts, we should focus on a single genre of film to create. This will help in our branding efforts as well as create production synergy. Since we are small, we need to look to a genre that does not have common elements that would most certainly require high production costs, like action movies that require large, thematic stunts or superhero blockbusters that heavily rely on CGI. Looking at past box office reports, I recommend one particular genre that has typically low production costs but yet still has the potential for a decent box office.

- Our studio should focus on the Comedies genre, specifically films that feel similar to popular television show *Arrested Development*.
- A small amount of films in the Comedies- *Arrested Development* have been released, so there's low competition. This genre has fairly low production costs yet generates an average gross of \$9.1 million per film.
- Despite the stereotype of Comedies underperforming in foreign markets, recent films under this genre have had 40%-60% (*Ted*) and 55%-44% (*Neighbors*) domestic-foreign grosses. The highest grossing countries/states are mostly either European or English-speaking (Germany, Australia, and United Kingdom).
- Comedies perform best domestically and in only certain foreign counties, so it's important to keep cultural differences across these counties in mind when reviewing scripts. References and situations that are relatable internationally will be better received by worldwide audiences, and should be taken into consideration
- While the Reality TV genre boasts many of the same benefits as Comedies with low production costs and high average gross per film, the genre does not have as high of a domestic-foreign gross split. As the studio moves forward and develops its professional brand, it is recommended to consider long-term grow strategies into becoming an international business.

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SUBJECT: Romantic Comedy Potential Directors & Studios Recommendations.

As we begin attempts to pitch my romantic comedy script, I have looked into the past box office performances to find potential directors and film studios to place at the top of the list. Each recommendation has a successful past of rom-coms, so they all would be good fits for my script.

- Nancy Meyers and Garry Marshal should be approached as potential directors. Universal and Buena Vista should be approached as potential film studios.
- Nancy Meyers has past successful romantic comedies like *Something's Got to Give* (512th all-time domestic), *It's Complicated* (595th all-time domestic), *The Holiday* (1,302nd all-time domestic).
- Garry Marshal has directed many large box office comedies or female-focused comedies for Buena Vista like *Pretty Woman* (256th all-time domestic, \$178.40 gross domestic), *Runaway Bride* (351st all-time domestic, \$152.2 gross domestic), *The Princess Diaries* (628th all-time domestic, \$108.24 gross domestic), *The Princess Diaries 2: Royal Engagement* (765th all-time domestic, \$95.7 gross domestic), and *Raising Helen* (2,233rd all-time domestic, \$37.4 gross domestic).
- Universal should be one of the two studios due to its recent success with romantic comedies or female-focused comedies with *Bridesmaids* (282nd all-time domestic, \$169.1 gross domestic) and *Pitch Perfect 2* (227th all-time domestic, \$184.2 gross domestic).
- Buena Vista should be the other studio approached because of the studio's successful history with Garry Marshal. *Pretty Woman*, *The Princess Diaries*, *The Princess Diaries 2: Royal Engagement*, and *Raising Helen* are all Buena Vista films.