



Influencer Collaborations in Film Marketing: A New Era of Celebrity Endorsement

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Abstract:

The rise of social media influencers has transformed traditional film marketing strategies, ushering in a new era of celebrity endorsements. While traditional celebrity promotions relied on mainstream media and star power, influencer collaborations leverage digital platforms to create authentic, engaging, and targeted campaigns. This study examines the shift from conventional celebrity endorsements to influencer-driven marketing in the film industry, by analyzing its effectiveness in audience engagement and box office profit. Through literature review and case studies of campaign films such as *Brahmāstra*, *Gully Boy*, and *Pathaan* the findings highlight that influencer collaborations enhance audience reach, particularly among younger demographics, and offer a more interactive approach to film promotion compared to traditional methods. Metrics reveal a 90% reduction in cost and up to 4.2 times greater ROI, with micro-influencers and vernacular creators less compared to celebrity-driven ads in niche markets. Despite challenges of content saturation, authenticity concerns, and limited measurement frameworks, influencer marketing plays a pivotal role in reshaping Bollywood. The findings This paper contributes to the growing discourse on digital marketing in the entertainment industry, providing insights for filmmakers, marketers, and researchers on optimizing influencer partnerships for maximum impact.

Keywords: influencer marketing, film promotion, celebrity endorsements, social media, digital marketing.

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