

CASE STUDY: *THE WORLD'S END* (Wright, 2013):

Exhibition 1

Arrival activity

Discuss in pairs. Why is a film's opening weekend so important to its overall success?

Task 1

Read the extract from Screen Daily's website concerning the UK cinema opening of *The World's End*.

Monsters University retains UK box office lead

22 July, 2013 | By Ian Sandwell

Disney's animated prequel adds \$4.3m (£2.8m) for a second straight week at number one; Universal's *The World's End* suffers from the heat, debuting with \$3.2m (£2.1m).

Holding off competition from both the sun and *The World's End*, *Monsters University* has retained top spot at the UK box office for a second consecutive week. Disney's animated sequel grossed \$4.3m (£2.79m), recording the highest site average of the top 20 at \$8,044 (£5,246). The latest feature from Pixar Animation Studios has now taken \$13.2m (£8.63m) in the UK.

Monsters University will be hoping for a boost from the school holidays as it aims to track down previous Pixar results in the UK. First in its path: *Cars 2* and *Cars* at \$23.95m (£15.6m) and \$25.2m (£16.45m), respectively.

Monsters Inc's mighty \$58.1m (£37.9m) UK haul may be more difficult to match.

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The much-anticipated closer to Edgar Wright's Three Flavours Cornetto trilogy, *The World's End*, got off to a solid, if unspectacular, start in the UK, having to settle for second place in the process.

At an average of \$6,128 (£3,997), the sci-fi comedy grossed \$3.2m (£2.11m) and arguably suffered as a result of the continued heatwave in the UK. Compared to its predecessor's, *The World's End* opened ahead of *Shaun of the Dead* (\$2.5m/£1.6m) but behind *Hot Fuzz* (\$9.1m/£5.9m including \$2.5m/£1.6m in previews). It's worth noting that both *Shaun* and *Hot Fuzz* avoided blockbuster season, opening in April and February, respectively.

Hot Fuzz went on to take an excellent \$32.2m (£20.99m) in the UK, but the first target for *The World's End* is Shaun's \$10.3m (£6.69m) tally.

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Follow-up work

- Write down what you have learnt by looking at these statistics about the relative failure of *The World's End* at the UK box office
- Universal put on a number of **preview screenings** for *The World's End* on 18 July 2013, one day before the film was released. Give reasons why this was a key part of their exhibition strategy.

<http://www.edgarwrightthere.com/>

In pairs, discuss and make notes on the following:

- **What problems** are there around the opening of *The World's End*?
- Do you think that some of these problems could have been **avoided** by Universal?
- How might you develop an **alternative release strategy** for this film?

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Task 2

This is a **small group task** that will hopefully produce an interesting display based on *The World's End's* UK box office.

The British Film Institute (BFI) offers week by week statistics for the UK box office and this information is a really interesting way of assessing how a film builds on a strong opening weekend or not. It records the top 15 grossing UK films for that week, and also records where other UK films have reached.

Go to the [BFI website](#) and access the statistics for the weekend. These are in spreadsheet form.

- Click on **Education and research**
- Then **Film industry statistics and reports**
- Then **Weekend box office figures**
- Go initially for the figures for the weekend **19-21 July 2013** and record the following information:
 - How much **money** did the film make?
 - How many **screens** did it open on?

- Then look at the following subsequent weekends of **26-28 July, 2-4 August, 9-11 August** and record the following:
 - The **money** made
 - The **screens** it was on
 - The **% difference** from one previous week.

Choose **two Hollywood films** on the list and, as creatively as you can, compare these figures to *The World's End* over this four week period. Create a graphical, colourful representation that can be copied and used as a poster in the classroom.