The media artifact that I chose to analyze is a movie called ‘Focus’. In this movie, Will Smith plays the role of a man who runs a black market reselling items that are acquired via scams and pick-pocketing but in an extremely large scale. I found this movie to be extraordinarily well thought out and planned down to the ending. In the movie, Will’s character Nicky falls in love with a woman he meets in the beginning of the movie and eventually brings her into his company and trains her just to kick her out midway through the movie. He does this because he was getting involved with her emotionally and that is one of his rules in which he does not break. But at the end of the movie they cross paths again in his last big job and then things go bad and the scam backfires on him. But in the end he gets the girl and lives, and his Dad takes all the money from the scam. It’s kind of a tacky, average ending but in order to understand and appreciate the work of the director, one must simply watch the movie.

Link: https://www.youtube.com/watch?v=btI7yHxn1NU

In order to produce the movie, a lot of people and companies played a part in order to put the movie together. Apollo Robbins who is said to be, “the foremost expert in his field and is an inspiration to most” served as the lead consultant for the production of the film, ‘Focus’ (“Focus, 2015 film, production). In which Apollo set out scouting various areas in which the film would be produced, finally settling on San Telmo, Puerto Madero, Barracas, Retiro, Recoleta, and Palermo. ‘Focus’ was edited at final Cut Pro X, which is yet another company that will gain a profit off of the film. The article, went further to say that ‘Focus’ is, “the largest production yet completed in Apple’s editing program” (“Focus, 2015 film, production). Everything, from clothing designers, to camera companies, as well as automobile companies was involved in the production of this film. These companies put their products in the movie sort of the same way as a sponsor works. Warner Bros put the film together and has ownership of it, automobile companies such as Audi and Dodge put their products in the movie as well to supply transportation for the movie characters. Synergy plays a direct role in this film in various ways. For example, the companies Dodge and Audi promote the movie by having their cars in it and in turn, the movie acts as an advertisement for those cars and companies. Aside from a few high roller car companies such as Audi and Ferrari that play a part in the movie, Dodge is the primary form of transportation for the main character as well other key characters. Those cars are vehicle seen on the road being driven by average citizens, so I think that it makes it more relatable for viewers and may work in tandem to push the product as well. Building on that, the media company Warner Bros stands to profit because of their ownership of the movie content, as well as the car companies such as Dodge and Audi. Also, the companies that produce products that were stolen throughout the movie, such as Nikon stand to profit as well. Not only that, but also the advertisements played on the YouTube videos that played the official trailer for the movie as well. The soundtrack of the film also generates profit for the WaterTower Music, which is the company that released the soundtrack for the film. All in all, I found it to be particularly easier to understand all the factors of production and the monetary division that can be found in film production thanks to the various terms and pieces of information that I learned in lecture. For instance, I never realized that the media company, such as Warner Bros, did not stand to profit nearly 100% off of the production. I never really thought about synergy and how much cross promotion goes on in the making of a film. I also never made the connection that various companies go to great lengths to put their products into the movies in hopes that viewers will
eventually purchase those products. In all honesty, I never knew until recently just how much goes into the production of a film.

In order to advertise the movie, ‘Focus’ there were a number of factors were taken into account for. For starters, movies are advertised everywhere, mostly to audiences in which enjoy spending time watching movies. For instance, advertising for movies usually target theatres, television and radio, internet and even print. Those types of advertising are already using the perks of the audience that can be found around those areas. People who are in theatres obviously enjoy movies, so posters and previews will most definitely appeal to them. Not only that, but television include stations such as FXHD in which play mostly movies but are not limited to on demand networks under the movie section and so on and so forth. Also, most people in today’s modern society use vehicles and so they likely are listen to the radio, which would make radio a profitable advertisement. For example, a small 30 sec. audio clip can be played over and over again until it is stuck in the audiences’ mind. A recurring term, synergy, can be found to play a factor yet again in this aspect of the film. Cross promotion from the films prior to ‘Focus’ playing it’s previews, and movie theatres putting up posters to draw in the prospectors fall under synergy as well as other aspects. As mentioned earlier, those movies that played the previews to their viewers were of the same genre. This is because those who are there to view the movie in which the preview for ‘Focus’ was played, are likely going to like both because they already like that type of movie. For instance, a romance film did not play the preview for ‘Focus’ because those viewers obviously like other romance films, not an American dark-comedy thriller such as ‘Focus’. Several terms played a role in understand the advertising of this particular film. I now know that advertising is a very complex tool, prior to the lecture on Jan 26th, I thought companies just played their adds everywhere they could. I now know that’s not the case at all, in fact complex thinking goes into advertising such as who is the target audience and how the viewers will react and various other factors such as that as well. Advertising is a science of sorts. I think that branding is also found in this movie. For example, when people think of expensive luxury sports cars, they think of Ferrari and Lamborghini which this movie lives up to a T. I find that it is funny that when people think of a product, most people will name a specific brand as if that was the only brand to make that product.

All throughout this paper, you can find some information on the companies and the profits that were made from the film, ‘Focus’. I believe that role of profit tends to alter the movie or any media piece for that matter. For example, a company will only put out a piece of media in which is tailored towards what they feel the audience wants. Not only that, but there will be as many ways possible to turn a profit implemented into the piece. Vehicle companies, soundtrack, the way the actors interact with different products because in way they are sort of being salespeople for the various sponsors that have supplied the film with products. In other words, what I am trying to say is that through products and profits the true value of the media product. Companies only do what is in their best interest as far as money goes and sometimes you can tell when movies are just for profit over quality. Unlike those films, I think the story line of this film and the way it comes off to the audience are not blurred and the quality is there. I think the story line of the film remains prominent and it doesn’t feel like I am sitting through one big advertisement and profit scheme. Intellectual property, such as the soundtracks and scenes do play a part in this film but I am unsure to what length. The soundtrack remains property of the artists.
Works Cited: