

Get Classy: Comparing the Massive Marketing of Anchorman 2 to the Non-marketing of Beyoncé's Beyoncé Album.

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Abstract:

In the fourth quarter of 2013 two entertainment industry blockbusters were released: the film Anchorman 2: The Legend Continues and a release by recording artist Beyoncé Knowles titled Beyoncé. While the Anchorman 2 team spent months preparing for its December 18 release by traditional (and some very non-traditional) means, the Beyoncé album was cloaked in mystery and issued by surprise on December 13. These two completely different strategies both proved successful, as the film grossed over 100 million in tickets within its first month of release and Beyoncé sold 1.4 million albums during this time. This paper compares the marketing tactics used by both camps and the market and critical reactions to those tactics, and shows how sales are dependent upon one single strategy but rather upon a strategy that works best for a particular release at a particular time on the calendar and during an artist's career. Implications for music labels, managers, and artists are discussed.

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