

The following is taken from a memo from the advertising director of the Super Screen Movie Production Company.

“According to a recent report from our marketing department, during the past year, fewer people attended Super Screen-produced movies than in any other year. And yet the percentage of positive reviews by movie reviewers about specific Super Screen movies actually increased during the past year. Clearly, the contents of these reviews are not reaching enough of our prospective viewers. Thus, the problem lies not with the quality of our movies but with the public’s lack of awareness that movies of good quality are available. Super Screen should therefore allocate a greater share of its budget next year to reaching the public through advertising.”

Write a response in which you discuss what questions would need to be answered in order to decide whether the recommendation and the argument on which it is based are reasonable. Be sure to explain how the answers to these questions would help to evaluate the recommendation.

The director of advertising department of the mentioned company decided to increase the amount of budget for gaining the attention of more people in order to visit their movies. This decision is mainly based on the statistics that showed fewer people attended their movies during the last year, ~~however-although~~ the positive reviews increased. Admittedly, I have doubts about the justification of this decision. The statistics cannot support the recommendation of the director. There are other possible reasons which will be elaborated in the next paragraphs.

The most fundamental problem which convinces me to ~~concern-consider~~ other possible reasons, is the modern ways of advertising. The director takes a blind eye to plenty other kinds of marketing. I am of the opinion that they can change the methods of ~~commercial-commerce~~ instead of raising the budget. Owing to modern social media, each company can omit superfluous advertising, ~~and spends~~ a large portion of time and effort on modern media such as twitter and instagram. These medias are laudable among young generations ~~s~~ these days. It can help breaking through the news of new movies without spending more money.

Another compelling arguments about the amount of positive reviews in ~~despite~~ of fewer visitors, is that nowadays ~~a~~ vast majority of people, tend to watch movies which ~~are~~ illegally downloaded. This will be calling the statistics ~~s~~ into challenge. Since the argument relies on very limited statistical information, I cannot take the director’s claim seriously. The outcome of illegally watching movies ~~s~~ is more people watching ~~ing~~ movies although they did not pay for them. Owing to that, they can write positive reviews without attending the Screen-product~~ed~~ movies. This can devalue the director’s opinion.

Thirdly, the memo contains no evidence to support the assumption that the quality of ~~the~~ movie is good enough. Even if the reviews show positive vibes toward the movies, the lacking evidence ~~raises the~~ significant doubts. To support this recommendation the advertising director cites, we need more statistics. Maybe ~~/perhaps~~ people who have written the reviews, are fans ~~s~~ of some specific genre and do not pay attention to the quality of production and only the story line is enough for them. Or in contrast, the special effect can cover the scenario. ~~Despite-without~~ gathering enough information and ~~categorized-categorizing~~ them, ~~the assumption of/~~assuming of having the perfect quality, is not credible support to the recommendation.

Considering the points discussed above, the most rational conclusion to be drawn is that there is a need to pay more attention to plausible factors than positive reviews and the numbers of tickets which are sold. Increasing the budget can

engender the quality of movies in order to win more positive reviews. In that matter, people will use their pages in social media to introduce the movie to their followers and encourage them to visit theaters.