



Harry Potter as a Global Business Phenomenon

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Analysis: What made Harry Potter a marketing success?
5 Key Components

A Brief SWOT Analysis of the HP Brand

Strengths: Global brand, iconic characters, magical world, loyal fan base, extensive merchandise.

Weaknesses: Overexposure, franchise fatigue, declining sales in some markets, reliance on sequels.

Opportunities: New media, interactive experiences, expanding into new markets, licensing.

Threats: Competition from other franchises, piracy, declining interest in fantasy genres.

3. Breakdown: "Word-of-mouth" marketing and online buzz at work

PRODUCT MARKETS ITSELF WILL BE THE MOST IMPORTANT

Examine a fan created content community that has thrived throughout the franchise's history. How do you think it has helped the brand?

Product Market: Harry Potter

Market Size: US Market: \$1.5B, Global: \$2.5B

Market Share: 15% of total book sales, 25% of total franchise revenue

Market Growth: 10% CAGR (2000-2010)

Market Penetration: 80% of US, 60% of Global

Market Segmentation: Children (5-12), Young Adults (13-18), Adults (19-35)

Market Positioning: Fantasy, Adventure, Mystery, Romance

Market Strategy: Word-of-mouth, Online Buzz, Social Media, Merchandise, Licensing

Market Challenges: Competition, Piracy, Declining Interest

Market Opportunities: New Media, Interactive Experiences, Expanding into New Markets, Licensing

4. Conclusion: Can Harry Potter's success be replicated by Twilight as a Case Study?

FOUR REASONS WHY TWILIGHT WAS NOT AS SUCCESSFUL AS HARRY POTTER

1. Lack of a strong marketing strategy: Twilight's marketing was more passive, relying on word-of-mouth and social media buzz, rather than a proactive, multi-channel campaign.
2. Limited merchandise and licensing: Harry Potter's success was fueled by a vast array of merchandise, including books, films, and a wide range of licensed products.
3. Niche vs. Mass Appeal: Harry Potter's story is more universal, appealing to a broader audience, while Twilight's focus on romance and vampires is more niche.
4. Lack of a strong fan community: Harry Potter has a highly organized and active fan base, which has been instrumental in driving the franchise's success.

CONCLUSION: THE BEST GLOBAL PRODUCT

Harry Potter is the best global product because of its strong marketing strategy, extensive merchandise and licensing, universal appeal, and highly organized fan base.

Bibliography:

- Chapman University
- Harry Potter and the Sorcerer's Stone
- Twilight



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1. Introduction: Establishing Harry Potter as a "global business phenomenon"

2. Analysis: What made Harry Potter a marketing success?
5 Key Components

3. Breakdown: "Word-of-mouth" marketing and online buzz at work

4. Conclusion: Can Harry Potter's success be replicated? Twilight as a Case Study

BASIC FIGURES

- Over 400 million copies of the seven books in the Harry Potter series have been sold worldwide.
- The Harry Potter books have been translated into 64 languages.
- J.K. Rowling is estimated to be worth over \$1 billion.
- Subscribers paid an unprecedented \$100,000 for the U.S. rights to publish Harry Potter.
- The Harry Potter film series worldwide box office gross of over \$6.2 billion.
- The Harry Potter brand is worth \$10 billion.



A Brief SWOT Analysis of the HP Series

Strengths: unique story, universal appeal, strong fan base, loyal readership, extensive marketing, word-of-mouth.

Weaknesses: lack of originality, over-saturation, declining sales, declining sales, declining sales.

Opportunities: new media, new markets, new products, new products, new products.

Threats: declining sales, declining sales, declining sales, declining sales, declining sales.



PRODUCT MARKETS YIELD AN UNLIMITED MARKET

Each time a new movie is released, the marketing and promotional investment in the book and movie series grows.



Twilight as a Case Study

Twilight is a case study in how to create a global business phenomenon. It is a story of a young girl who falls in love with a vampire. The book series has sold over 100 million copies worldwide and has been adapted into a successful film series.

Key factors for Twilight's success include:

- Emotional investment
- Word-of-mouth marketing
- Loyal fan base
- Extensive marketing





Brief Videos and "START everyday heroes" Reminder Wristbands Facilitate Well-Being Behavior

Jared Calisher & Shari Young Kuehnbecker, Ph.D.
CHAPMAN UNIVERSITY

Introduction

Materials

Helping Behavior - Confederate

Results

The poster is a research presentation on an easel. It features a title at the top, followed by authors' names and affiliation. The content is organized into four main sections: Introduction, Materials, Helping Behavior - Confederate, and Results. The Results section contains several line graphs and a bar chart. A vertical column of small photographs is positioned between the Materials and Results sections. The poster is decorated with small orange and brown paper clips.















EXIT

Tarnish
Disney's 1920s



Belgium



Mapping Disney's Influence in Global
Media: A Case Study in Disney's
Influence on the World









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Christina M. Nise
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Executive Director
Golden Key International

POSTMODERNISM & PROPAGANDA: Contributions of American Comic Books in World War II



Isabel Hsu, Andrew Vo
Chapman University

DEFINITION



THE WRITER'S WAR BOARD

COUNCIL ON BOOKS IN WAR-TIME

THE SPIES OF WAR INFORMATION (SWI)

IMPORTANT FIGURES



PRIVATE PUBLISHERS

NIETZCHE'S ÜBERMENSCH



POPCULT ON KNOWLEDGE AND POWER



EFFECTS OF COMIC BOOK PROPAGANDA



POSTMODERNISM & PROPAGANDA: Contributions of American Comic Books in World War II



Isabel Hsu, Andrew Vo
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OVERVIEW

THE WRITER'S WAR BOARD

COUNCIL ON BOOKS IN WARTIME

THE OFFICE OF WAR INFORMATION (OWI)



IMPORTANT FIGURES

PRIVATE PUBLISHERS



EFFECTS OF COMIC BOOK PROPAGANDA

scholars have argued that they were primarily taking the Japanese, Nazis, and other enemies facing the superpowers head-on...
American comics were distributed both domestically and internationally, with millions of copies being printed to keep up with the demand.
Comics were popular among the troops and were sold as military surplus, sometimes reaching the popular magazines of the day (like Reader's Digest, etc.)...
Under the guidance of organizations such as the OWI, Council on Books in Wartime, and the OWI, American comic book stores and streetlines increased...
Through the distribution of comic books, children could also be considered a part of the war effort - "New News and Girls Can Help Win the War."

...the popularity of comic books...
...and through organizations...



















