

Disney Did it Again

The latest Disney release was an immediate box office hit. The remake of the animated classic “Beauty and the Beast” has audiences, both young and old, wanting more.

Disney’s success

Years ago, Walt Disney envisioned his dream clearly in his mind. Disney films and theme parks provide, to this day, a place where adults and children can escape in a world of fantasy filled with unimaginable possibilities. Disney is synonymous to feeling good.

Disney’s growth

Walt Disney was also a very clever businessman. He built up his company in clear steps. First, by showing by example how it was to be done. Then, by finding the right people to follow in his footsteps. That allowed him to turn his attention to even bigger dreams.

Disney’s stronghold

Those dreams have continued to grow. Disney successfully releases blockbuster hits, year after year. A box office analyst says it simply: “They can do no wrong.” Disney remains the dominant player in the film business, even more so when it took over Pixar, Marvel and Lucasfilm. Last year, Disney studio accounted for a quarter of all US ticket sales. One could say, it’s an empire!

Remakes

A few years ago, Disney started making live-action remakes of cartoon classics. After box office successes with classics such as “Cinderella” and “The Jungle



Book”, they started on the newest hit: a remake of the 1991 classic “Beauty and the Beast”. In the first weekend of its release, it booked ticket sales of \$170 million in North America. Remakes of “Dumbo” and “Mulan” are also being planned.

45 A fairy tale come true

The fairy tale follows Belle, played by Emma Watson – well known for her role in the Harry Potter films, who helps a tortured beast (Dan Stevens) break out of his shell. In the process, she helps lift the curse that has turned the castle’s staff into talking household items. The elements so well loved in the first version, have remained intact in the second.

55 Disney’s dream didn’t come cheap, at a cost of \$160 million. However, after such a flying start at the box office, not to mention the new Belle princess marketing items, it should make plenty of money.

60 Nostalgia

Parents loved the first film so much, they can’t wait to take their children to this remake. Also, the girl power, feminist twist, added by Emma Watson, gives the film an added bonus. Girls love seeing their heroine in action. So, get ready for a family night out at your local cinema.

Source: www.variety.com; www.businessbrief.com