

Film trailers and posters

Case study: Godzilla 2014



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Director: Gareth Edwards
Stars: Aaron Taylor Johnson, Bryan Cranston, Elizabeth Olsen, Juliette Binoche...
Box Office Budget: \$160,000,000 (estimated)
Opening Weekend: \$93,188,384 (USA) (16 May 2014)
Gross: \$200,661,309 (USA) (22 August 2014) IMDB
Genre: action, disaster film, sci-fi

Increasingly stars, in terms of actors, are not the selling point of contemporary films. Many of the most commercially successful films [see top grossing films] are sold on the promise of spectacle through CGI. Here the star is Godzilla! [Also note the commercial success in 2015 of Jurassic Park and the comparatively lower budget Cloverfield in 2008].