

Why do you think the first Jungle Book film was so successful at the time?
[15]. Model A/A* answer

The first Jungle book film, released in 1967, became Disney's second highest earning animated film (\$600 million) was so successful firstly due to its **production** methods. Its distinct style and genre which consisted of **animated musical comedy** attracted a large audience. This is as it has unique animation never seen before from the innovative advancement in technology by Disney. They created a **multiplane camera** which creates a 3D effect on screen, drawing the viewer in more and **creating a more immersive experience**. They were also able to share the story of the film through the personalities of the character through anthropomorphism allowing the audience to connect more with the characters. Throughout the production of the film Walt Disney was heavily involved as he wanted to make a lighter and more simplified story (to Kipling's 1894 book) in order to attract a younger and wider audience. Additionally, by using a popular and **well-known comedian** Phil Harris for the voice cast they were able to attract his fans. Walt Disney had a feel for what is popular and therefore loved the idea of having Phil.

The film was also successful due to Disney's **distribution** methods. For example, the 3 minute trailer contained recognisable songs and extracts which emphasised the music and comedy in the film. The addictive soundtrack would stick in the audiences heads and add to the film's gratifications. Previously to the film, in 1955 the first Disney Land opened in California. With a large attendance already at the parks they used **cross promotion** in order to attract the park's visitors to want to watch the film. This along with multiple posters promoted the film to a large majority of the population. The film was also **vaulted** and **re-released** a further 3 times in 1978, 1984 and 1990 which kept the excitement going for a long time and **increased box office revenue**. This attracted new audiences as well as older audiences who wanted to watch the film again.

Finally, the film was also a success due to its **exhibition** techniques. The film was **distributed world-wide** as the story and state of the art animation attracted large audiences everywhere. This is shown as outside the USA, the film was the highest grossing film in Germany. With **the 'U' rating** it further shows how the film suits all ages as it is universal. **Therefore, to conclude, the film is a perfect example of Disney's brand values which is to provide high quality entertainment for all ages.**