



Report by
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MAIN KAUN? HOON!

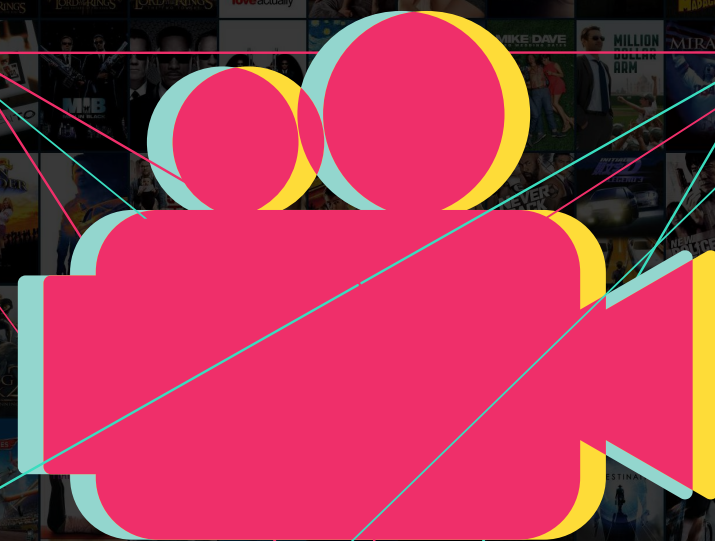
THE ULTIMATE MOVIE TITLE



The team at Red Lab - Rediffusion's Consumer Insights wing - **spoke to over 300 individuals** and asked them the simple question, **"If a movie were made about your life, what would the title be?"**

Responses were collected **verbally**, through an **online survey**, and via **public polls on Instagram, WhatsApp, Reddit and Quora** - over the course of one month.

Respondents were encouraged to think openly and creatively - whether it meant borrowing from a **pre-existing movie title, or making up their own - and share the reasoning** behind their submissions as well.



92

responses were directly lifted from a pre-existing movie title.

20

are inspired by a song/ book/piece of literature/ cultural phrase.

18

titles are parodies of pre-existing movies and employ some form of wordplay.

332
RESPONSES RECEIVED202

responses were completely original, and do not refer to a pre-existing movie title.

254

titles were in English, while 37 were in Hindi. 1 in Japanese, 1 in Tamil.

The Top 5 Movie Titles

We appointed an **esteemed jury of four senior members of Rediffusion** to sit together and cast their votes. The final selections are the result of a 3-day long evaluation which involved considerable debate and deliberation.



Pramod Sharma



Nilesh Naik



Reggie D'Souza



Vritti Dey

PANCHIAM

— :: REASON :: —

I started playing the piano at a friend's house when I was just 5! So glad my parents let me pursue this interest... it's not only my lifeline, but also my bread and butter today!

— :: WHAT DOES OUR JURY HAVE TO SAY? :: —

We are a creative agency at heart, and stories of people who gain the privilege of pursuing their artistic talents will always strike a chord.

DIL CHAHATA HAI ZINDAGI DOBARA

— :: REASON :: —

I think I've missed out on some key moments in my childhood, which I'd like to live again savour every moment this time...

— :: WHAT DOES OUR JURY HAVE TO SAY? :: —

We resonate with the theme of regret that this movie title captures. Everyone has faced a “what-if” scenario in life, often more than just once.



THE UNSTOPPABLE THUMB

— :: REASON :: —

*A documentary on me endlessly looking at
and scrolling down my phone.*

— :: WHAT DOES OUR JURY HAVE TO SAY? :: —

It's funny, it's catchy, it's absolutely relatable to any person
who owns a smartphone. Generation no bar.

THE ETERNAL RETURN

— :: REASON :: —

I try my best at everything, and be it a success or failure my next step is to keep getting better than before.

— :: WHAT DOES OUR JURY HAVE TO SAY? :: —

We found this to be an inspiring title and a deep commentary on the cyclical nature of life.



MAZEDAAR CHAKKAR



— :: REASON :: —

A lot of my learnings in life came from random, funny experiences and they make me laugh even today.

— :: WHAT DOES OUR JURY HAVE TO SAY? :: —

A comic title akin to popular titles like Dhamaal or Golmaal, we found this to be a phrase that reminded us of the comedies of our own lives.

Themes & Patterns

An analysis of people's responses reveals certain key trends and patterns. Based on these insights, we have grouped our respondents into five essential categories.

The Existentialists

The existentialists have a very philosophical outlook on life, and tend to view any event as an opportunity to learn.

On one end of the spectrum are individuals who are very nostalgic about their life events, and place some dramatic value over their experiences.

On the other end are persons who speak in more abstract, generic terms about having a guiding philosophy on growth and change.

Some instances of the movie titles in this category are:

- ◆ **Dil Chahta Hai Zindagi Dobara**
- ◆ **Pursuit of Nothingness**
- ◆ **Lapataganj**
- ◆ **The Metamorphosis**
- ◆ **Future Tensed**
- ◆ **Awara Pagal Deewana**

The Self-deprecating Humorists

The humorists look at their own life (or at the human experience in general) as a series of absurd and funny events.

They view their experiences, choices, and paths as the consequence of poor decision-making or external pressure that took away their agency.

Regardless of this pessimistic outlook, they are able to laugh at themselves and talk openly about their unhealthy habits and traits. The humorists simply exist to enjoy the ride.

The satirical nature of this group gave rise to some of the most creative movie titles:

- ◆ **The Unstoppable Thumb**
- ◆ **Taareekh Pe Taareekh**
- ◆ **Aaj Kare So Kal Kar**
- ◆ **Oye Lucky Unlucky Hoye**
- ◆ **Jo Haara Wahi Chuchundar**
- ◆ **Long Day's Journey Into Pants**
- ◆ **Aalas Ka Pedh**
- ◆ **Aayush in Blunderland**
- ◆ **Being Halkat Raj**

The Ambitious Go-getters

While the Existentialists are more or less content with what life has to offer, the Ambitious Go-getters place emphasis on the need to take control over their lives.

Some respondents fall into a sub-set that places career and education above every other life process, while the rest speak more generically about the conflict and challenges that they have already overcome, or are yet to face.

Whatever be the case, these Go-getters assume that a challenge is inevitable. Life is a struggle, and it is vital for them to be determined, and maintain a fighting spirit throughout.

The heavyweight titles in this category include:

- ◆ **Bhookh – The Hunger**
- ◆ **Catch Me If You Can**
- ◆ **Last Man Standing**
- ◆ **Badlapur Ka Hero**
- ◆ **Never Back Down**
- ◆ **Live Free Or Die Hard**
- ◆ **Dangerous Khiladi**
- ◆ **Bringer of Vengeance**
- ◆ **Teri Kehke Lunga**

The Daydreamers

The daydreamers live in a fantasy world built in their mind's eye. They are the designers, chief architects, rulers, governors and protagonists of their own reality.

They are highly imaginative, and it reflects in the movie titles they suggest.

Unfortunately, these individuals tend to be so engrossed in their own world that they distance themselves from the logical and pragmatic aspects of life. So much so that when reality does kick in, it either awakens them to a rude shock or falls way below their expectations.

The fantastical movie titles in this category include:

- ◆ **Bohemian Rhapsody**
- ◆ **Swapnil**
- ◆ **The Believer The Dreamer**
- ◆ **Manifest**
- ◆ **The Etherealist**
- ◆ **The Double Life**
- ◆ **Inception**
- ◆ **Nerd Meets World**

The Hopeless Romantics

The Romantics are a surprisingly rare breed in our sample. They speak of lost love, one-sided love, puppy love, enduring love, and any shape and form that love can take.

Life to them is a rom-com, as they tend to view their individual and romantic lives as one and the same. The search for love is a journey that has to be undertaken, whether it ends in heartbreak or happiness.

Interestingly, a majority of the titles in this category have been borrowed from pre-existing movies. It's safe to say that there is no genre that inspires as much as romance does.

Some of the heartfelt titles in this category include:

- ◆ **2 States**
- ◆ **Hamdard Games**
- ◆ **Jwaala Mukhi**
- ◆ **No Shame Prem**
- ◆ **Devdas**
- ◆ **Yeh Jawaani Hai Deewani**
- ◆ **When Harish Met Sejal**
- ◆ **Twilight**

Food for thought

Beyond the five broad themes that emerged from our research, we spent some time scratching our heads and making notes over insights that couldn't fit under any one category, but are still worth mentioning. Perhaps a deeper exercise with a larger sample would reveal some interesting facets to these patterns:

OPTIMISM:

Themes of optimism tend to exist in both **fantasy** and **ambition spaces**. Those who are very ambitious and intend to achieve success in life tend to be as hopeful as those who spend their time daydreaming about an idealistic life.

FAMILY:

Surprisingly, only two responses related to family - "**Piku**" and "**An Entertaining Family Movie**" - because the nature of the question is highly individualistic. Only if a respondent views family as an integral factor in their life, could it reflect in the movie title.

ANONYMITY:

Humour tends to have a correlation with anonymity. Users who posted responses on **Reddit** or anonymously on **Quora** tended to be more ironic and self-deprecating. This could be attributed to the nature of online platforms, where individuals can be **more candid about their failings** without giving away their identity.



The Ultimate Movie Poster



IMDb

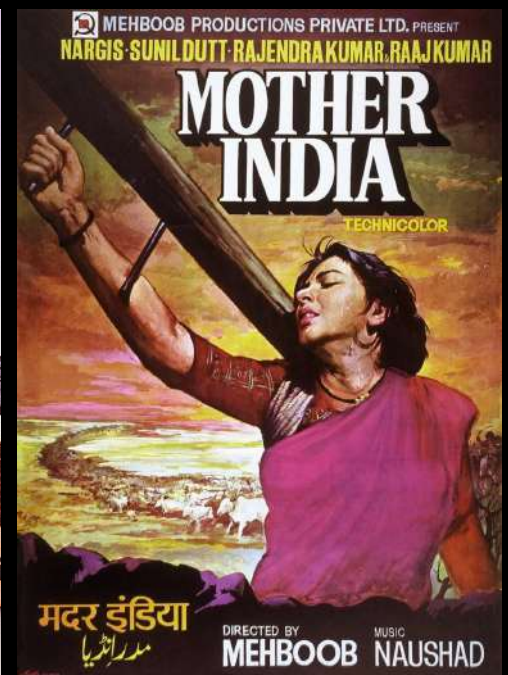
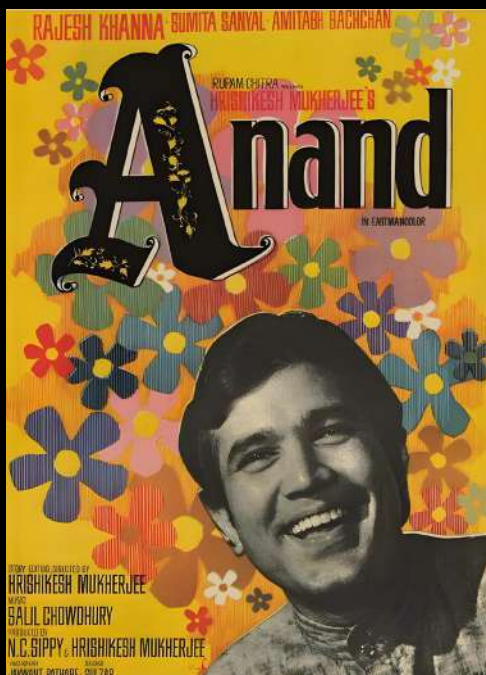
Letterboxd

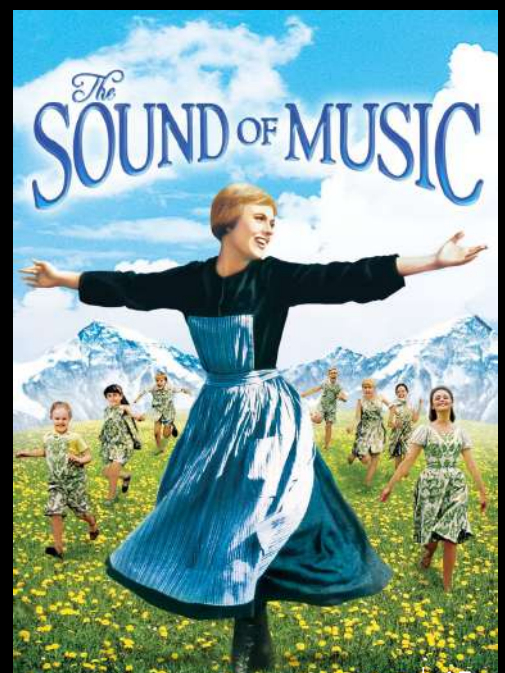
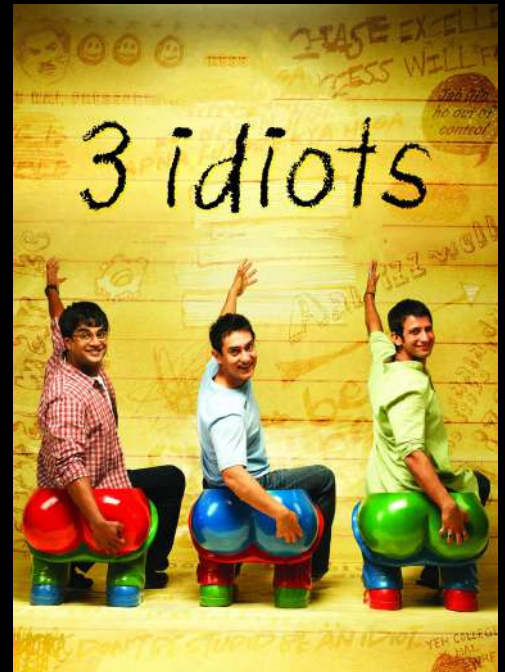
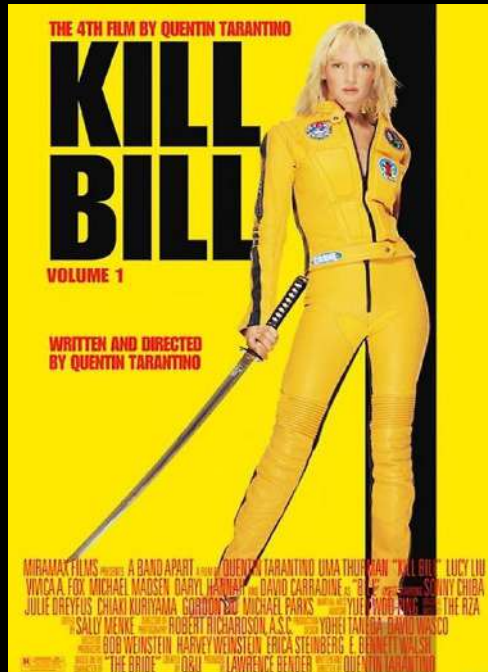
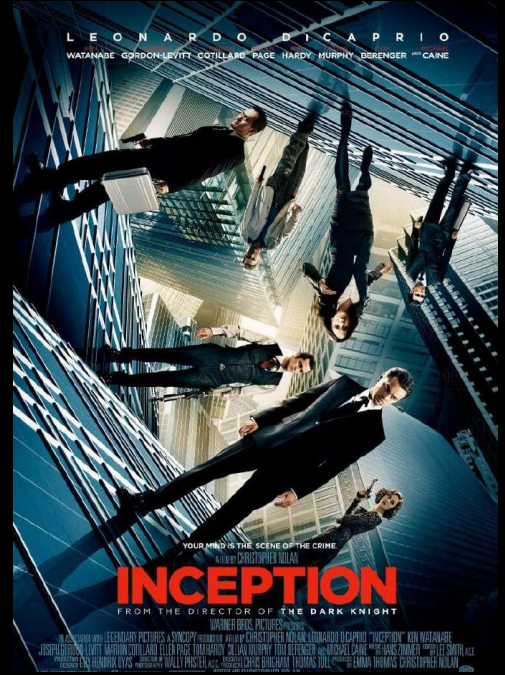
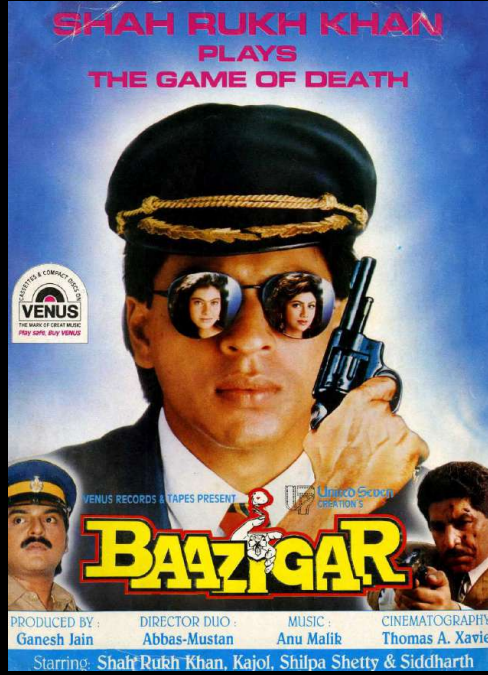
We showed people 16 iconic movie posters from **Bollywood** as well as **Hollywood**, and asked them which one they identify with the most.

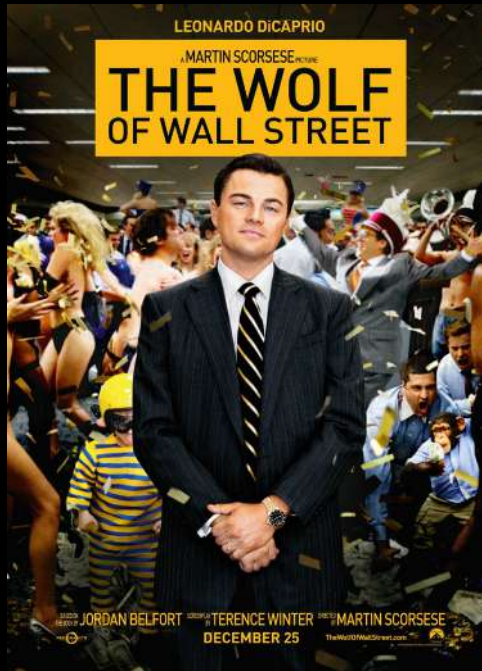
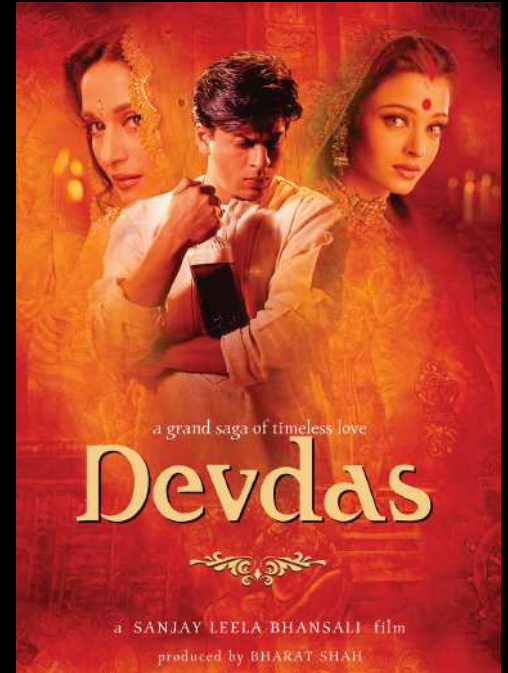
Methodology

The posters were carefully shortlisted from a long list of classic movies with iconic characters and memorable storylines. Film-ranking websites like **IMDb** and **Letterboxd** were used as a starting point for the report.

The posters were also picked based on their innovative designs and character depictions. Individuals were requested to make their choice based on the poster's artistic elements alone, and not on the plot.







The Ultimate Movie Poster Survey

The Wolf of Wall Street

6.5%

Devdas

6.5%

The Sound of Music

6.5%

Agneepath

4.3%

Romeo & Juliet

2.2%

Queen

13.0%

The Godfather

6.5%

3 Idiots

6.5%

Anand

10.9%

The Breakfast Club

6.5%

Mother India

2.2%

Baazigar

8.7%

Inception

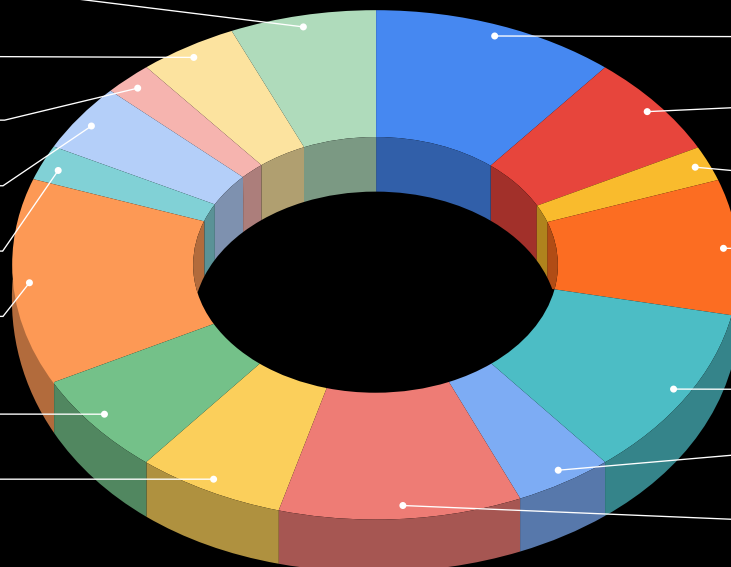
10.9%

Golmaal

4.3%

Kill Bill

10.9%



The Top 5 Movie Posters

Queen 13%

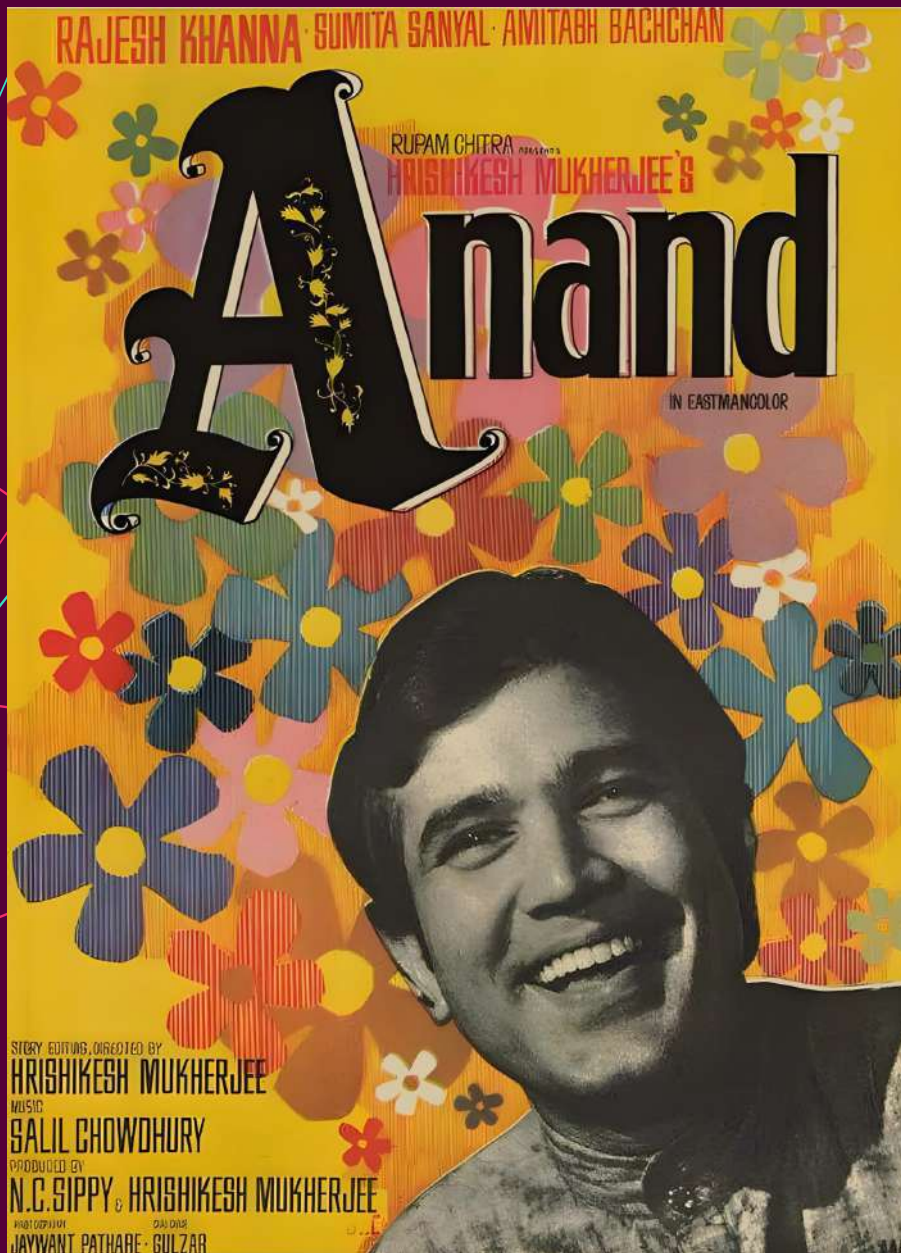


The movie poster reflects the protagonist Rani on an elevated platform. She is in the spotlight, striking a dance pose, surrounded by people who are cheering for her.

There is an atmosphere of celebration. Respondents resonate with the sheer joy on Rani's face, and her playful yet confident stance.

The elements of the poster are very vibrant, especially the title '**Queen**', which reinforces the idea that this is about a woman who is empowered, self-fulfilled and liberated.

Anand 10.9%



Another classic poster with a flower-power twist, it presents an elated Rajesh Khanna against a psychedelic backdrop. His head is raised, and he wears an expression that communicates happiness, hope, and a certain appreciation for beauty.

The movie title is presented in a large bold font, with a stylised 'A'. It connotes associations of enjoyment and pleasure – a contentment for the finer things in life, much like Rajesh Khanna's character in the film.

Inception

10.9%

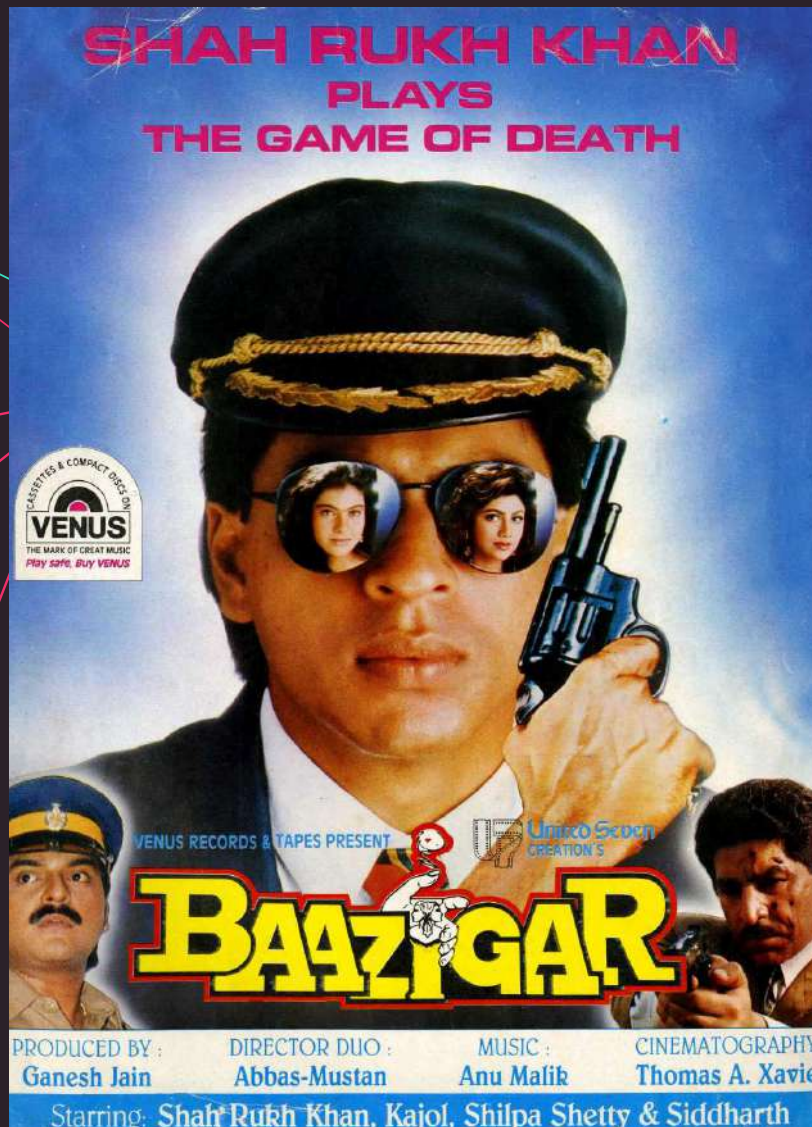


While many remember 'Inception' for its confusing plot and ambiguous ending, people resonate with this movie poster for its surreal elements and kaleidoscopic visuals. "This is exactly how my mind functions," one respondent said. "So chaotic and haphazard!"

The characters are dressed in business formals, but some of them are carrying firearms, giving the poster a dark, sinister vibe. Most elements fall within the grey-blue-black spectrum, and represent a serious, gloomy setting and tense situation.

Baazigar

8.7%



The tone of the poster is dark and intense, but the title 'Baazigar' presented in bold yellow colours depicts the character of a player, a gambler. Respondents who picked this poster also spoke of the 'hustler' within them that identifies with the movie title.

Shah Rukh Khan is placed at the centre of this iconic poster, sporting a suit, uniform hat, and dark glasses that reflect two female characters. His mysterious and dangerous appearance is enhanced by the sight of a gun in his hand.

The logline "Shah Rukh Khan plays the Game of Death" enforces the ideas of gambling and violence that the film depicts.

The Breakfast Club



6.5%

The reason why respondents associate with 'The Breakfast Club' poster is due to its representation of a diverse group of individuals – high school students with distinct identities, somehow united by circumstances explained in the film.

Their expressions denote various emotions, from pensiveness and boredom to frustration and anger with the school system. They also seem to be gate-keeping the 'Club' reflected in the title.

Everyone identifies with belonging to a certain 'clique' – whether it's in school, college or at work. Everyone resonates with the ideas of social status and conformity that the poster presents.

Cinema – The Great Reflection

The renowned film-maker Alejandro Gonzalez Inarritu once said, **“Cinema is a mirror by which we often see ourselves.”**

In cinema, we find **love, laughter and tragedy**. It takes us to places we have never seen, and introduces us to concepts we have never pondered. Movies bring us joy, and take the weight off the challenges we face in our own lives.

This little exercise on movie titles and posters gave us a sneak peek into the internal lives of many – their experiences, perceptions, dreams and ambitions. It was a delight to watch respondents scratch their heads coming up with a movie title that not only resonated with them but also sounded novel and creative.

When viewing the classic movie posters, respondents focused most on the central characters. **“Do I feel more like SRK from Devdas or SRK from Baazigar? Or SRK from another movie altogether?”**

Art and words are the two sides of the cinema coin, and examining people break down every single theme and idea of a film down to these basic tenets has been nothing short of insightful.

Well, it is time for us to leave you here with these ideas, and get on with our **Mazedaar Chakkar!**

Signing off.

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