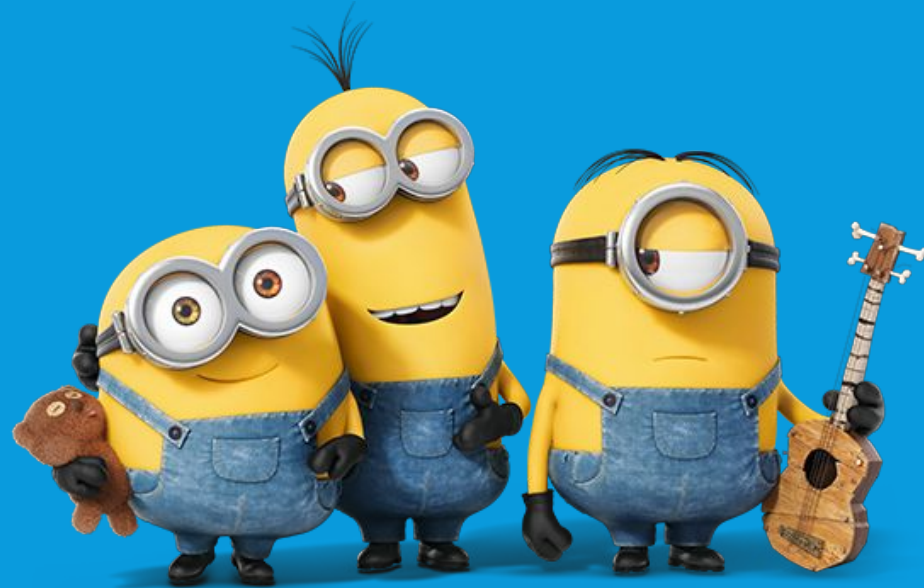


ILLUMINATION ENTERTAINMENT OR HOW MINIONS MADE BILLIONS



Dossier

ILLUMINATION
ENTERTAINMENT



- Founded in 2007 by Chris Meledandri
- Best known for Despicable Me franchise
- First movie Despicable Me
- Highest-grossing films: Minions (#18 of the highest-grossing films of all times), Despicable me 3(#28 of the highest-grossing films of all times), Despicable me 2(#37 of the highest-grossing films of all times)

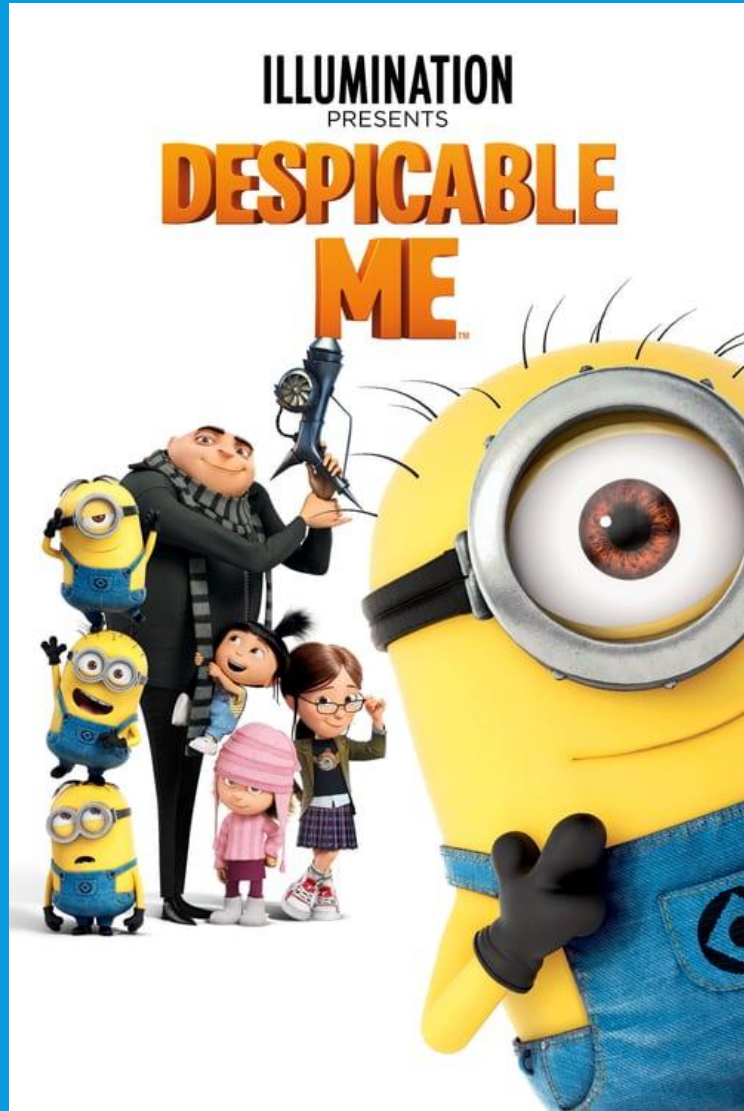
Here comes the money

«As Mr. Meledandri will tell you, his is not a typical animation operation. He wants to prove that strict cost controls and hit animated films are not mutually exclusive, that these pictures do not have to cost \$150 million.»

«The New York Times», 2011

# ▲	Title	◆	Release date	◆	Budget	◆	Gross	◆
1	<i>Despicable Me</i>		July 9, 2010		\$69 million		\$543.1 million	
2	<i>Hop</i> ^[S]		April 1, 2011		\$63 million		\$184.0 million	
3	<i>Dr. Seuss' The Lorax</i>		March 2, 2012		\$70 million		\$348.8 million	
4	<i>Despicable Me 2</i>		July 3, 2013		\$76 million		\$970.8 million	
5	<i>Minions</i>		July 10, 2015		\$74 million		\$1.159 billion	
6	<i>The Secret Life of Pets</i>		July 8, 2016		\$75 million		\$875.5 million	
7	<i>Sing</i>		December 21, 2016		\$75 million		\$632.2 million	
8	<i>Despicable Me 3</i>		June 30, 2017		\$80 million		\$1.034 billion	

Budget comparison

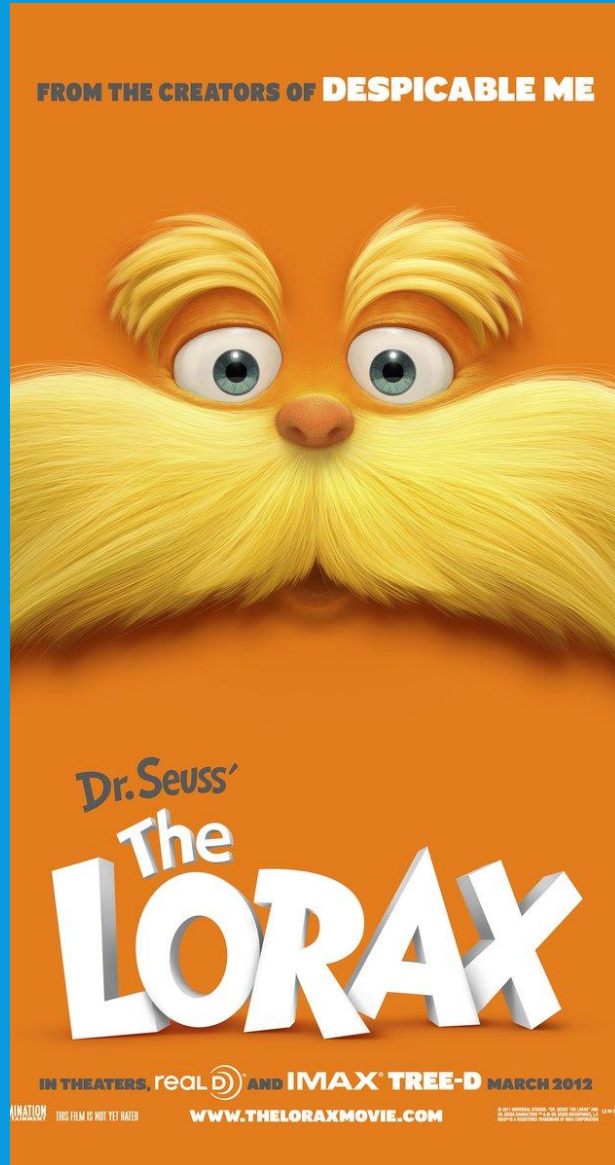


\$69 million, 2010



\$165 million, 2010

Budget comparison



\$70 million, 2012



\$165 million, 2012

Budget comparison



\$80 million, 2017



\$175 million, 2017

Design comparison



The secrets of success:

- 1) Cheapness of making
- 2) Spending more money on PR company
- 3) Simplicity of characters
- 4) Playing it safe, no risks
- 5) Simple plot, which is easy to understand
- 6) Appealing to most of the audience
- 7) Excluding art from moviemaking process, focusing only on the business
- 8) Selling merchandise (a lot of it)