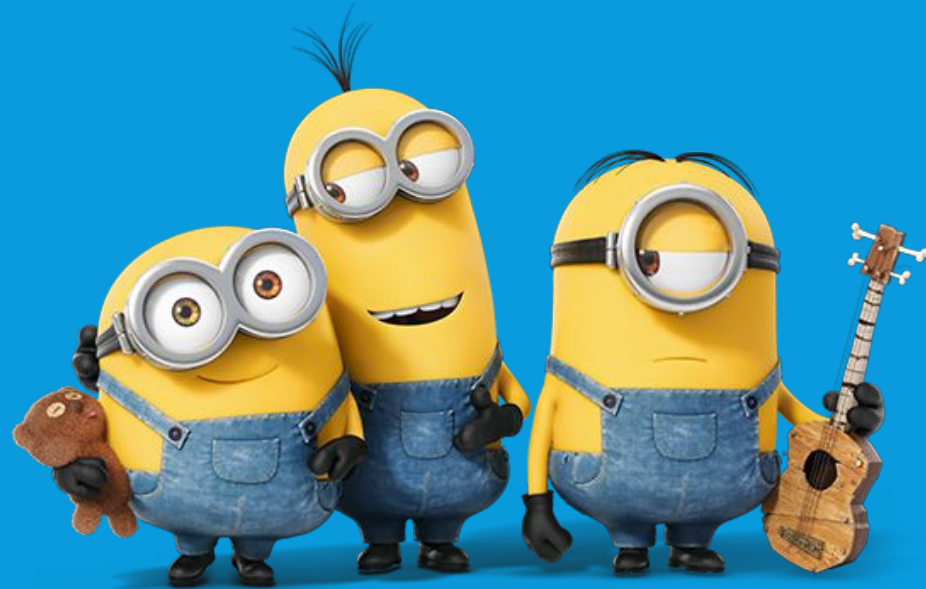


# ILLUMINATION ENTERTAINMENT OR HOW MINIONS MADE BILLIONS



# Dossier



- 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> <sup>[S]</sup>	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

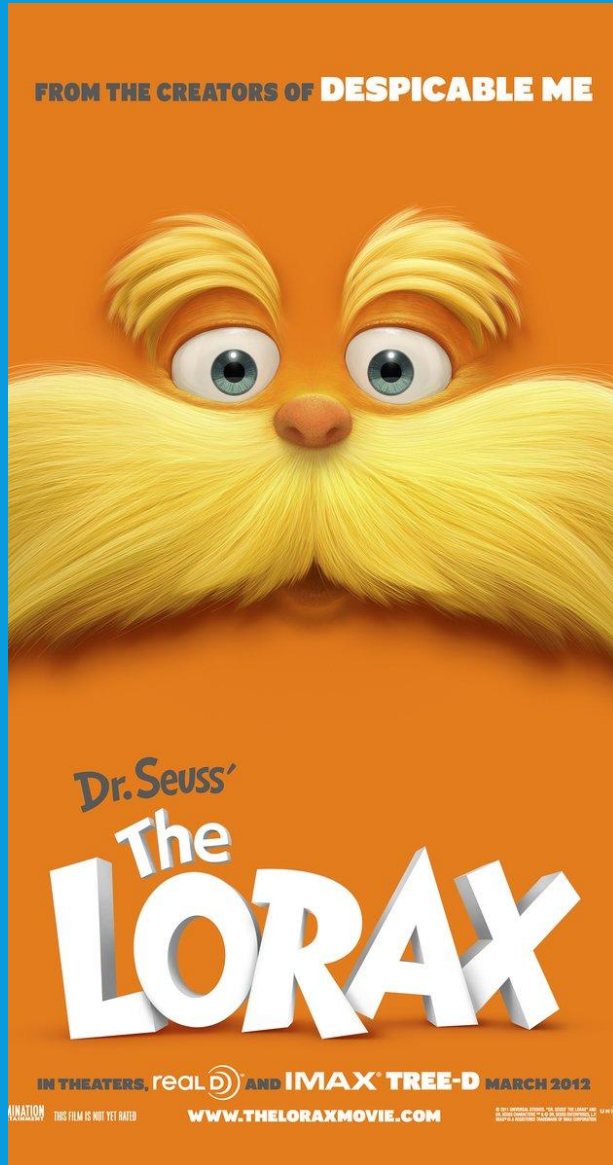


\$69 million, 2010



\$165 million, 2010

# Budget comparison



\$70 million, 2012



\$165 million, 2012



# Budget comparison



\$80 million, 2017



\$175 million, 2017



Spending less on animation is the key





# 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)