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Bachelor's thesis

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The audience's impact on the film industry: A deep dive into Sonic the Hedgehog (2020) and how they handled backlash from the internet.

The idea of adapting a game into a movie is something we have seen more and more of the last decades. In 1993 Buena Vista Pictures Distribution (now known as Walt Disney Studios Motion Pictures) made the first movie based on a game with "Super Mario Bros.". This live action adaptation did not break through, and ended up as a financial flop, but little did they know that their film would be the beginning of a new genre of films.

Since 1993, around 40 live-action movies have been made by taking inspiration from games. Some are loosely based, some have only taken parts of the games as inspiration, and some have given the characters we know and love a new adventure in a new format. The newest movie that has been released up to this date, is "Mortal Kombat" which could be seen around the 23rd of April 2021 in the United States. Out of all these films, there was one that caught my eye when I saw Twitter making fun of a poster and a trailer, and spreading memes all over the internet. This movie was "Sonic the Hedgehog".

Even though the movie faced a lot of criticism, and was mocked by the internet, it became a box office hit, and ended up as the sixth highest grossing film of 2020. To understand how this happened, I will go back in time, and take a look at how everything went down, and how the movie handled the situation to come out as successful as they did.

The audience has always held some power over the film industry whether they are aware of it or not. In 1895 the Lumiere brothers, Louis and Auguste, showed off their first film, and the first film the world would ever see on a screen, "*La Sortie de l'Usine Lumière à Lyon*", also known as "*Workers Leaving the Lumière Factory*". This was the beginning of something huge, and for the first films the most exciting thing was development and technology. Moving pictures was new for everybody and thanks to the short kinescopes and the feature films, the economical gap, and the gap in social classes, got smaller and smaller, and in the end the working class and the upper class could both enjoy the same movies. From this point and forward, the film industry would start to make films targeting certain audiences to keep up to the expectations. A train passing through wouldn't be enough to entertain people anymore. Now the film industry would target audiences based on age and gender, rather than social class.

People want to watch the movies that interest them, and over time, who the film industry targeted have changed a lot. During World War II a lot of men had to go to war, which meant that the remaining population that had time to go to the cinema would consist of more women. Because of this, Hollywood had to change their movies to fit the female audience, and a rise of new genres would hit the screen. Mothers, wives, girlfriends and daughters would be able to see more movies that appealed to them than they would have earlier, and the movie industry could continue onward.

When the television came into play, the film industry had to adapt. They needed to target a demographic that would like to see something away from home. In 1968 a survey by MPAA (Motion Picture Association of America) showed that most of the moviegoers were between the ages of 16 and 24. The films followed the demographic, and started to make movies that would resonate better with the younger audience. Movies like "Bonnie and Clyde" (1967), "Star Wars" (1977) and "Indiana Jones: Raiders of the Lost Ark" (1981) and other blockbusters would be introduced, and started a trend for future films (Filmreference.com, 2020).

As we can see, the film industry is nothing without people to watch the movies, and will always, to some extent, have to follow the audience if they want a movie to become successful. Earlier historical events had a big influence on who the demographics would consist of, but now in newer times, the audience is mostly stable, and much wider. The concept of moving pictures is something most of the population is familiar with, movies have the ability to target all ages. The number of movies that are made each year the last seven years lies between 700-900, and is way higher than what was produced in the 1900s, so the competition for the audience's attention is also something the film industry have to take into consideration when marketing their movie (Stoll, 2018).

To get an idea of what the audience likes, the production company can use test screenings, advertising testing, audience tracking, exit polling, and results from other movies that are similar in story or targeted audience. For more concrete feedback on their specific movie, and to spread the word about the movie, there's critics and reviews, but these only help after the movie is already made. Word of mouth is also an efficient way of getting the word out, but it's not a reliable source to gain an audience. Here's where the internet comes in.

Thanks to the internet, it has never been easier to share your opinion with the world, and see everyone else's opinions. Because of this, a film's targeted audience have the

possibility of connecting with each other, and work together as a group, which can give them even more power over the film industry. This is an upgrade of the word of mouth, and can make it or break it for a movie. For *Sonic the Hedgehog* the internet played a key role in advertising and the production of the movie.

When making a movie that's based on a beloved video game character like Sonic, who first appeared in his first game "Sonic the Hedgehog" from 1991, there will be a lot of people with certain expectations. The character did not only live through one game, but eighty-eight games , five animated series, four web series, two mangas, thirteen novels, six gamebooks and twelve different comic book series (IMDb, 2016). From 1991, the Sonic franchise has been something a lot of kids have grown up with, either if they discovered him through games or television, the Sonic fanbase have been going strong 27 years from 1991 to 2018. This makes the target demographic for the movie quite big. Even though the movie is meant as a kids movie, it holds a lot of nostalgia to a lot of people, and will therefore appeal to an older audience as well. Because of the bigger target demographic, there are more potential people to watch the film, and more money to be made, but on the other side there are more expectations to live up to.

One key element to the movie's success is memes, but what is a meme? The definition of "meme" is according to Oxford Learner's Dictionaries (2019) "an idea that is passed from one member of society to another, not in the genes but often by people copying it" or "an image, a video, a piece of text, etc. that is passed very quickly from one Internet user to another, often with slight changes that make it humorous.". Memes can be looked at as a folklore that everyone can have access to. Some memes are more complicated than others, and require more background context than others. All of the context should be possible to find on the internet, but usually, if you don't know the context, you will have a more difficult time to both find the context and understand the meaning of the meme. Because of the internet, and the worldwide reach, a person from Canada can laugh at the same thing as someone from China, or France. This can give memes a lot of power when it comes to spreading information, and this goes both for the positive information, and the negative information. Now, let's take a look at what happened to Sonic.

In 2018 was a poster for the movie released by Paramount Pictures, and both critics and fans had a lot to say about the little information that was given. The poster revealed the silhouette design of Sonic along with the release date, and the public did not like what they saw. Since the film is live action, and Sonic is a game character, of course they have to do a few changes to make Sonic fit in. The production team decided to make him a bit more realistic, and gave him visible fur, and more human-like body proportions. Executive producer Tim Miller says that "It would be weird and it would feel like he was running around nude if he was some sort of otter-like thing. It was always, for us, fur, and we never considered anything different. It's part of what integrates him into the real world and makes him a real creature." when on the topic of fur and the design. He continues to say that "He's not going to feel like a Pixar character would because I don't think that's the right aesthetic to make it feel like part of our world." (Schwartz, 2018).

The first poster for "Sonic the Hedgehog"

The silhouette of the original Sonic design

Many fans of Sonic didn't seem to agree with the design choices that were made, and took to twitter to share their opinion, and to compare this version of Sonic to other versions from films, television and commercials, and also drag in other movies that have adapted game characters into movies. Many fans have tried to figure out how the production team went from the original Sonic to this version, and many used humor to get their point through. @Tracker_TD on twitter tweeted out on December 10th 2018 "I'm trying to work out how they even got to Movie Sonic from Normal Sonic. And my conclusion is - inhaling absolutely

shedloads of glue, it's the only logical explanation". @AwestruckVox compared the silhouette to the shape of an ice cream of Sonic, and made an underlying point of how weird he found the new design.

In November of 2018 another movie was being made in a similar way. "Detective Pikachu" produced by Legendary Pictures, and had already released a trailer by the end of November (IMDb, 2019). This movie is also based on a game, and gives the game characters a new design that fits in with the human world. Because of this, many people started to compare what they got from the two movies, and the feedback was more negative towards Sonic. On twitter @ponettplus discourages people from comparing the two characters, and expresses themselves through a twitter thread.

"don't you dare compare detective pikachu to the horrible chimera that is live action movie sonic", "DETECTIVE PIKACHU LOOKS LIKE PIKACHU, MOVIE SONIC IS A HAIRY, NAKED LITTLE MAN", "i'm terrified to see what he looks like in proper lighting because the silhouette alone is already so viscerally unpleasant".

While Miller didn't want Sonic to look like he was running around nude if he was some otter-like thing, he didn't take into consideration the fact that people would look at the design and compare it to a naked little hairy man instead. Others on twitter commented that it looked like he was wearing yoga pants, that it looked like he was posing nude, some on his humanoid jacked legs.

The original creator of Sonic, Naoto Oshima had something to say about the design on Twitter. He states that Sonic is a fairy of a hedgehog, and therefore doesn't need to be designed closer to a real hedgehog. He compares Sonic to Mickey Mouse, and comments that Mickey doesn't turn into a real mouse in live action, so why should Sonic. Because they are fairies, they can live as long as people believe in them.

While many on Twitter and Tumblr commented on the silhouette and the proportions, others started to raise questions towards both the design and towards the judgement of the production. Questions like "Where are his gloves?", "Why are his pupils coming off his face?", "What will his eyes look like?", "Why are his legs so long?", "What does his back look like?" and "What will his face look like?". A lot of fans were left confused, sceptical and worried about the outcome (Schwartz, 2018).

It was a rough start for the movie, but it was just the start. After the first poster, a second poster was soon revealed, but it wasn't enough to change the critics and the fans minds. The poster showed more of Sonic's legs in broad daylight, and the internet continued their criticism of the human-looking legs. More people started to talk about it, which led more people to find it on the internet.
In December 2018 the official "Sonic the Hedgehog" twitter tweeted out an image of a sign that's held up by what seems to be two human hands, with two well trained blue human legs sticking out from underneath. On the sign it says "Can't a guy work out? Be back next year. Love Sonic." The tweet also included some hashtags such as #RespectTheLegs" and "SonicMovie". This seemingly friendly tweet only fueled the internet, and more memes and jokes were made. The official twitter account seemed to have a bit of fun with the feedback, but fell quiet for a little while, and there would be a few months before anything new would be heard from Sonic, but the attitude from the creators would have much more to say later down the line.

On April 30th in 2019 the internet broke loose when the trailer for Sonic was released for the public to see, and the internet was ready to do the thing they do best, complaint. The trailer included story elements, music that would be used, and of course the design for Sonic in

daylight with lots of facial features that the internet could pick on. A lot of answers were given, but even more questions were raised. The studio faced a lot of backlash on almost everything in the trailer, but at least it looked like people on the internet had a little bit of fun with it while they were at it.

After the trailer dropped, the news about the creepy humanoid hedgehog with the weird teeth spread quickly, and more people got introduced to the movie, and got invested. Twitter, Reddit, Tumblr, YouTube, and many more social platforms were used to spread the word about Sonic, but not necessarily in a good light. This could be seen on the trailer on YouTube where the dislikes drastically outnumbered the likes with over hundreds of thousands of dislikes, and people in the comment section showed their negativity towards the film. The trailer has since been deleted, but it can still be found as a reupload.

A bit into the trailer, a song starts to play, and the internet didn't like it. People rushed to twitter to ask the same question "Why was "Gangsta's Paradise used in the trailer?" Many were confused as to why the song was used, and there didn't seem to be any good responses. The song was written as a commentary on gang life, and was a song he took very seriously, and is not fitting for a loving child friendly character that only wants to have fun. Fans decided to take matters into their own hands, and switch out the music for something more fitting. Some switched it out with one of his well-known theme songs with the classic line "Gotta go fast" repeating multiple times.

When speaking of the new trailer, the thing that most people reacted to was not just the proportions of Sonic's design, nor the story line, but the face, and most importantly, the teeth. Fans couldn't believe how or why the design was the way it was. People would describe the creature as nightmare fuel, and many felt the uncanny valley effect the new design gave off. As stated earlier, Miller wanted to design Sonic so that he would look more realistic in our world, but with the human-like body underneath the not giant enough head with the way to perfect human teeth and too-big-to-be-human-eyes, it did not get the reaction anyone was hoping for. People wanted to see the Sonic they know and love, but a little bit tweaked to fit better in, not a complete humanification which only would lead to the uncanny valley effect. It didn't take long before the fans started to make memes and their own versions of what could have been. These recreations were everything from funny quick "fixes" where people would draw Sonic poorly and say it was still "better than the film adaptation", to some people putting effort to make the new design look as much alike the original they could, while still keeping some of the changes that would make the 2D character fit better into our world.

One thing that freaked many people out with the design was the eyes and teeth, and many tried to figure out how anyone would come to the conclusion that human teeth would be a good option. Gavia Baker-Whitelaw, a staff member and writer at the Daily Dot tweeted out her humorous interpretation of how the pitch meeting would go.

"[Sonic the Hedgehog movie pitch meeting]
Jim Carrey: [chanting] teeth, teeth -
Director: teeth, TEETH
Paramount execs [pounding table]: TEETH, TEETH, TEETH!"

Voice actor Alanah Pearce shared her feelings about the design when she tweeted out "Good morning to absolutely everyone and everything other than live action Sonic the Hedgehog's creepy human teeth xx"

The trailer sparked the interest of many online influencers, who furthered the word about the movie, and encouraged more people to partake in the meme culture. Jackfilms tweeted out a challenge to "fix Sonic", and later made a video where he compiled a lot of the replies, and shared it with an audience of 1,8 million. Reaction channels on YouTube would create videos on the trailer, the memes and everything around it, and would gain millions of views.

In the year of 2021, there are memes for everything, and there have been for a few years now, but the amount of memes made around Sonic the Hedgehog movie was way above the average for a movie it's size.
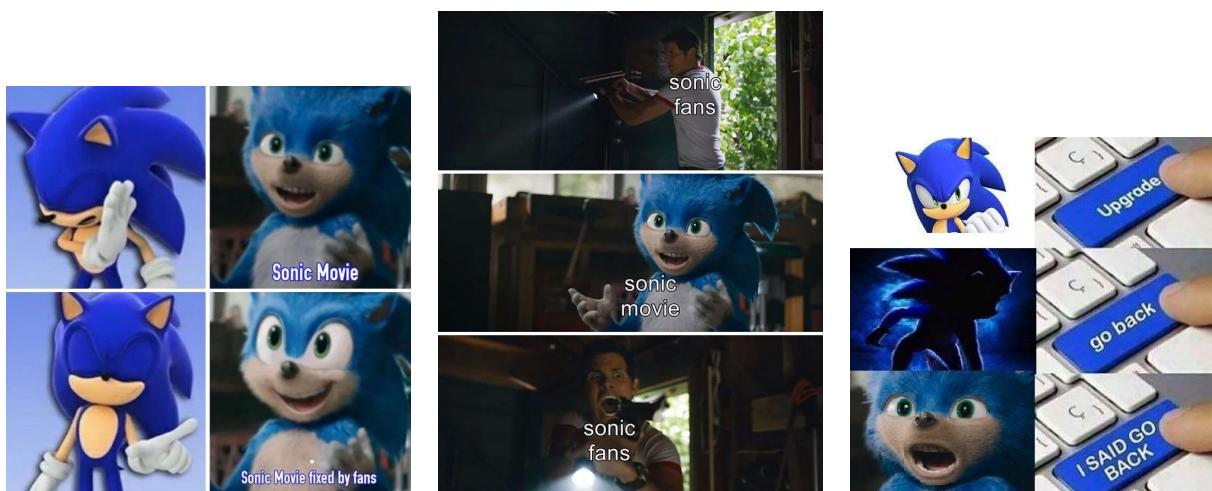
(A few memes found on twitter)

There were some positive comments on the trailer, and many were pleasantly surprised by the looks of doctor Robotnik, also known as Doctor Eggman. The character is played by Jim Carrey, and many found Carrey's energy refreshing and fitting for the character. Many people on twitter raised their voice on how Carrey would be carrying the movie, and could be the big factor in dragging the Sonic fans to the cinemas despite the visualisation of Sonic.

(A few memes found on twitter)

When I first got the news that they would make a movie about Sonic I got excited, but after seeing the horrifying trailer my mind was changed. I am not a hard-core fan of Sonic, but I have seen enough of him in my childhood so that I would want to see him on a movie screen, but the animation did not do Sonic right. There were so many right elements put into the film to make it a great movie, but the animation really ruined it for me. I asked some of my gamer friends who I knew liked Sonic if they would watch it, and all of them said no. The only thing that could have saved the movie for me was Jim Carrey and Ben Schwartz's performances, and I wanted to support the game-adaptation-genre, but I realised I would not be able to sit through a full-length movie while that blue nightmare-fueling hedgehog was on screen. A lot of people I knew in real life, and people on the internet shared a similar thought process as me, and it really looked like the movie would be a flop.

When faced with a social media blowback or toxic comments, it is easy to rush into answering, but this could do more harm than good if it is done poorly. In this situation there would be no need for the production to become angry, or aggressive, which luckily no one from the cast or crew of "Sonic the Hedgehog" did. What most productions have done earlier is to ignore the hate, and continue with the production plan anyway. In this situation the

director of the movie took a different route, which is a great way to go if you're able to handle it. He listened, and gave a proper planned out response (Sucharov, 2019).

On the 2nd of May 2019, Jeff Fowler, the director of the movie tweeted out "Thank you for the support. And the criticism. The message is loud and clear... you aren't happy with the design & you want changes. It's going to happen. Everyone at Paramount & Sega are fully committed to making this character the BEST he can be... #sonicmovie #gottafixfast"." Fowler says to USA Today Entertainment that his biggest source of pride from the entire process was how the fans got involved, and gave the production a nudge in the right direction of where they needed to go (Alexander, 2020). Many on twitter were surprised that someone working on the movie actually would listen to the raging fans and do major changes to the movie to make up for their mistakes. People replied to the tweet with actual criticism, and got their hopes up. Others on the internet didn't believe that they would do much changes, and tweeted back memes and continued to make fun of the earlier design.

Chris Aronson, the president of domestic distribution at Paramount commented to Variety "I can't remember another time there's been a reset, but it was incredibly smart of everyone involved to listen to the fans and give them what they want." "The consumer always determines what is right and what is wrong. They made their voices clear, and we listened." (Rubin, 2020).

Because of all the attention and feedback the movie got directly from the targeted audience, they got everything they needed to make a successful movie that would gain a lot of audience. The word was already out about the movie, and now the only thing left to do was to not disappoint another time. Similar animation styles had been tried out earlier in the new live-action version of both "Cats" and Disney's "Aladdin", but the audience wasn't too thrilled over the visuals that were made there either, so the market research wouldn't have too much information on what actually works with this type of animation. By revealing the design to the public, and then actually listening to it, is what sets this movie apart from the others, and paved the way for a successful finish for "Sonic the hedgehog".

Not only did Paramount listen to the fans, but they actually decided to change pretty much everything about the design for Sonic. The fur got toned down, and ended up looking more of the style that "Detective Pikachu" had, the facial features were made more like the original design for Sonic, and the same goes for the proportions of the body. The release date got pushed back to February 14th 2020, so that the animators would get enough time to do it properly this time. According to IndieWire, and their close source to the production,

Paramount ended up cashing out around 5 million dollars extra to make the changes happen, and it ended up being one of the best things they could have done. Luckily, the animators had only made the old version of Sonic in the scenes that were shown in the trailer, so they didn't have to recreate Sonic throughout the entire movie twice (Sharf, 2019).

On the 12th of November a new trailer for "Sonic the Hedgehog" was released, and the news spread quickly. Those who had seen the memes, and heard the news of the horrible design of Sonic were excited to see what the director and the crew of the movie actually ended up doing after all the complaining from twitter, YouTube, reddit and other social media platforms. The new version of Sonic is much closer to the old school Sonic, but still has that renewed touch that makes him fit into our time. He looks much cuter and just what a lot of fans were expecting from the start. The fur-gloves are gone and are exchanged with real gloves, and the shoes look more like the sonic shoes from the games than a pair of shoes a human would wear. The proportions got better, and the internet seemed happy with the new design, and couldn't wait to watch the movie in theatres.

Because of the two designs of Sonic, people started to make comparisons between them and of course memes were generated, and spread across the internet once again. The biggest difference this time around, was that the memes were positive, and praised the production for listening to their audience.

To keep up the audience's engagement up until the launch of the movie, the official "SonicMovie" twitter kept asking for their feedback on new custom emojis. They were more engaged with the fans, and wanted to share the positive feedback they were getting while still taking constructive criticism and responding to feedback. Content creators and verified people on twitter liked what they saw from Paramount and Sonic, and tweeted about how excited they were for the new version. Jacksfilms seemed happy with how Paramount fixed their own Sonic, and tweeted out the following in November "This Valentine's Day, tell her how much she means to you. Tell her how much you love her. Tell her... with the Sonic the Hedgehog movie". Their twitter is still active, and have been retweeting posts, responding and tweeting to keep up the momentum and engagement with the audience.

The new trailer for Sonic the Hedgehog gained a lot of attention, and is now Paramount's most watched trailer on YouTube (2020) with 46 million views, and a like to dislike ratio of 1 million likes to 25 thousand dislikes . To put this into perspective we can compare it to

Detective Pikachu, which has been watched 75 million times, and the like to dislike ratio is 1,4 million to 75 thousand. This gives Sonic a ratio of 40:1 while Detective Pikachu gets 18.6:1. Overall Sonic has a better like to dislike ratio (Warner Bros. Pictures, 2018).

There are many discussions on the internet about which of the two movies, Detective Pikachu or Sonic the Hedgehog, is the better movie. Some articles look at the more technical sides of both movies, and others have a more subjective way of deciding which one is better. I won't say for sure if any one of them is better than the other, but rotten tomatoes show us some interesting statistics on the two movies.

Rotten tomatoes have gathered over 240 critic reviews and over 10.000 verified audience ratings for both of the movies (Rotten Tomatoes, 2019). The critics seem to prefer Detective Pikachu with a score of 67%, while Sonic followed pretty close behind with 63%. These numbers are to expect from movies that have a younger demographic in mind. When it comes to the audience score, there's a big gap between them. Detective Pikachu gained an audience score of 79% and a lot of reviews say that they liked the movie, and that they did a nice job of telling the story of Pokemon both visually and through story. When it comes to "Sonic the Hedgehog, the reviews are at 93% (Rotten Tomatoes, 2020). The reviews are very similar to the reviews from Detective Pikachu, but many of the reviews said they gave the review a little boost because of the way the production company handled the situation, and actually listened to the fans.

Not only did the movie get good audience reviews, it got a lot of viewers. The saying "All press is good press" might not be true, but for "Sonic the Hedgehog" the attention it got for its horrible design ended up turning into a goldmine. There were a lot of negative memes towards the movie in the beginning, but because of the changes that were made as a result of the creators listening to their audience, there were created more memes, and more hype that were positive this time around.

Memes can be a powerful weapon when it comes to distributing information quickly across the world in a short amount of time. When making memes, you get active engagement going, but just because people are getting involved with the film, doesn't mean that they are going to watch it. In Limor Shifman's book "Memes in digital culture" (2014) he explains how memes are rarely confined to a single location, and how they can reach all over the world if the internet users allow it to . If you were to spend money on a poster for a movie, and for it to be hung up around one city, you could have used the same amount of money, if not less, on posting it on the internet, and possibly reach way more people than you would in

the one city. This is exactly what happened to the Sonic. If you made a Venn diagram of the age of meme users on the internet, the age span of sonic fans and the age of the targeted audience for the movie, there would be a pretty big overlap between all three. With this combination of people, and a horrible looking character design, and people's urge to complain on the internet, there is no surprise that the movie memes took off as they did. They managed to spread the word about the movie without paying anything for it directly. When Fowler tweeted out as a response, and the new trailer was released, they could now benefit from the globalization of the negative memes, and turn that frown upside down. People like happy endings, and with the remarkable turn of events, that a big production actually listened to the public for once, made the public happy, and wanted to support this new way of doing things in the film industry.

According to the book "Audience" (Christie, 2012a), audience research showed that there are four things a movie needs to fulfil or realise to come out with a happy audience, and a successful film. The first point is that there will always be at least one person who disagrees with something. With all the backlash that happened when the first trailer was shown, it was proven that they knew how to react to mass negativity and criticism.

The second point is about contextual formation, and how time, place, culture and other variables have a lot to say when you're responding to something, or announcing something, which once again, the creators showed they could handle with their humorous tweets and the way they responded to the media.

The third point is active engagement, and this is where it really took off for Sonic. It is important for a film to have an audience that wants to be involved with the film, and will pay attention to it. In the beginning, this engagement was low for the movie, but because of the decision that Paramount made, they gained support and trust from their audience. This came in handy when the movie finally came out, but it will also stick with Paramount in the future. By showing their willingness to cooperate with the audience, the audience will be more willing to go watch their movies. When I went to watch the movie on valentine's day, the 14th of February, I could hear people talk about how they thought it was cool of the creators of the movie to listen to the audience. And when the movie was over, people would sit and watch the credits roll, in hope of a sneak peek to a sequel. People were talking about how well everything was now after the design fixes, and all those I could hear sounded really happy with the movie and the creators behind it.

The last point is the meaning-production, and the cultural engagement as a larger process of making sense of finding one's place in the world. For "Sonic the Hedgehog" this

decision was made for them, when all the memes and complaints reached a worldwide audience. The movie went international really quick, and that was where it was supposed to go.

The movie did not end up as a flop as many people thought it would in the beginning. It turned out to become the sixth highest-grossing film in 2020. "Sonic the Hedgehog" broke the record of "Detective Pikachu" for the highest opening weekend for a film based on a video game, and ended up gaining a domestic gross of 70 million dollars the first weekend. Not only did it perform better than Pikachu, but Sonic also managed to become the highest-grossing superhero film of 2020. This ended Marvel's streak of having the highest-grossing superhero film since 2010. The global pandemic did have a small play in the game at this part, since Marvel wouldn't be able to produce any superhero films in this time frame. Overall "Sonic the Hedgehog" ended up grossing in around 319 million dollars, and went from flop to hit thanks to the feedback from the internet, and the creators willingness to listen and change.

In the aftermath of the movie's success, some theories have popped up about what actually happened. A few memes started to explore the idea of Paramount setting up the bad design as a promo stunt to get as many people to talk about it as fast as possible without using a lot of money. The free promotion through memes and the digital version of word of mouth was great for the movie, and ended up being a key factor in its success. From the outside it looked like Paramount were listening, but maybe it was all planned, and everyone played right into their hands. This theory is neither confirmed nor denied, but it was just a fan theory, and there weren't too many people who got too much involved in the theory after.
It may not have been planned this time, but other distributors and filmmakers can learn a lot from the mistakes and the right-doings of "Sonic the Hedgehog", and I have a feeling we will see more companies tap into the power of memes and digital word of mouth in the future.

Films are made for people to watch and enjoy, and people watch the movies they like. Throughout the entire history of films, they have adapted to fit the targeted audience. In newer times movies can be more specific with who they want their audience to be. The more

specific you are, the better you can target them, but then the smaller number of people will have to come see the movie. It's all about balance. When society changes somehow, whether there's a war, a pandemic, meme culture or something else, we always need to adapt. "Sonic the Hedgehog" was no exception, and got off on the wrong foot when the film creator's vision didn't seem to match with what the audience wanted. Nothing is ever gone on the internet, and fans started to pour their hearts out about their opinions on the movie. Because of the audience's now easier to hear voice, and the openness of the director and production company, they managed to find exactly what the audiences wanted, and bring it to them. With the power of memes and pop culture, the news spread fast and cheap, and more people ended up happy with the result than what it seemed from the beginning. This shows that listening to the audience is important if you want a film to be successful, but you can also work with them to make sure that what you think they want is what they actually want.

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