

Interest and Julie & Julia

Last night I saw the movie Julie & Julia, about Julia Child and Julie Powell. Julie Powell wrote a book about her experience blogging about cooking her way through Child's Mastering the Art of French Cooking. I liked the movie and would recommend it, especially if you enjoy food and want to feel inspired.

But this is not a movie review blog, it is about marketing communications. And here's the thing: the movie has stimulated the sales of Julia Child's books, biographies and of course, of Julie Powell's Julie & Julia. In fact, there is a renaissance in interest in all things Julia Child. This is probably due to Meryl Streep's excellent personification of Julia on screen and a compelling storyline about following your dreams and believing in yourself.

The marketing lesson to draw from the success of Julie and Julia is that interest stimulates action. It goes back to the AIDA principle we have discussed before: attention, interest, desire and action. If you make something interesting, you will stimulate action on the part of your intended target audience. The movie made all things Julia and Julie interesting. The audience was loving the food, and now, naturally, wants to partake in it. The audience was inspired to learn more about Julia (and Julie for that matter).

Movies are great marketing vehicles because they reach mass, captive audiences. This is why we see so much product placement in the movies, and why there is advertising at the movie theater. A good movie is by nature, interesting. If it has to do with a historical figure, we want to learn more. If it showcases music (like Walk the Line did for Johnny Cash), you want to go out and listen to the music again.

The other lesson is to put things in front of the right

audience. In Julie & Julia's case, the thing is both cooking and following dreams, for a female audience. Last night, I would say that 90% of the audience was female, and I would venture to say that most were under 45.

In any case, Julie & Julia reached its intended audience and is proving that people always want to know more if they are stimulated to do so.

Did you see the movie? What did you think?