The Studio of Ghibli and Spirited Away

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INTRODUCTION OF
STUDIO GHIBLI
Studio Ghibli

• Studio Ghibli, Inc. is a Japanese animation film studio founded in 1985.
• The name “Ghibli” is based on the Arabic name for the sirocco, or Mediterranean wind, the idea being the studio would "blow a new wind through the Japanese anime industry“
• Best known for its anime feature films. The studio has also produced several short films and television commercials.
Best Partners of Ghibli

Miyazaki Hayao
Creator/Director

Suzuki Toshio
Manager/Producer
MIYAZAKI’S PHOSOLIPHY
Prototype of Character

**Sosuke 《Ponyo》**
Sosuke looks exactly like Miyazaki’s son at the age of 5. And Sosuke’s father is a sailor, always busy overseas, spend less time home as Miyazaki.

**Porco Rosso 《Porco Rosso》**
Miyazaki created this character with prototype of himself. A mid-aged man enjoys flying and adventure.
Miyazaki’s film

• http://www.youtube.com/watch?v=8pzazvuPK20&list=HL1360522649
SPIRITED AWAY
The story

- http://www.youtube.com/watch?v=_jGXcSBcvQQ&list=HL1360522649&feature=mh_lolz
Symbols of Story & Roles

- Bathhouse is a symbol of the real society which is full of jealousy and ostracize.
Symbols of Story & Roles

- River God is the symbol of nature pollution made by human. He is purified by Sen, just as the pollution made by human have to be solved by human ourselves.
Direct experience

Chihiro
Is based on the protagonist’s ten-years-old daughter’s friend, who visited their summer house.

Yubaba
A friend of Miyazaki whose job is to deal with non-performing loans in a bank.
Scenes in Jiufen
Scenes in Jiufen
Scenes in Jiufen
Modern Japanese Society

- Ambiguous and hard to differentiate likes and dislikes.
- Being closed, protected, and remote from each other. Excessively indulge in their own world, and almost be a “Big -Ego” person.
- Utterance is already not trusted by people.
Audience

• Main target group: children and adolescents

• Secondary audience: family members

• Focused on Japanese market
Expectations and takeaways

• Light-hearted cartoons for entertainment and teaching of values
• Various genres of anime
• Inner strength and character
• Environmental pollution
Mission Statement

This is the kind of museum I don't want to make!
A pretentious museum
An arrogant museum
A museum that treats its contents as if they were more important than people
A museum that displays uninteresting works as if they were significant
Key stakeholders & Customer groups

- Filmgoers and anime fans
- TV broadcasting channels
- Film developers and theatres
- Manga artists
Value offerings & Services provided

- Artistic content
- Professional hand-drawn animations
- Touching stories that impart values to the watcher
Resources and facilitating processes

- Partnership with industry distributors
- Permission for subbing or dubbing
- Marketing and merchandising rights
Marketing activities

• Promotional materials
  – posters, trailers, premiers, mascots, press releases
• Merchandising characters as toy figurines
• Maintaining a fan website
• Advertisements in art houses, manga conventions, anime channels
Case Study: release in the US

• Disappointing gross of US$10 million
• Disney-Tokuma deal
• Absence of merchandising rights
• Limited efforts in marketing & distribution
Challenges

• Lack of successors
  – Retiring of Miyazaki

• Distributors in other countries
  – DVD versus Theater

• Target market: Japan
  – The background of the story
References

- Pearson School and FE Colleges "Case study: Spirited Away" http://www.pearsonschoolsandfecolleges.co.uk/FEAndVocational/CreativeandMedia/GCSE/GCSEFilmStudiesforWJEC/Resources/CaseStudies/Spirited_Away.pdf