

Case study: La véritable histoire du Chat Botté (The True Story of Puss'n Boots):

For this movie for which MK2 had taken in charge the international sales, as well as the French distribution, the company had taken all the promotion in charge.

They showed very few images to base the sales mostly on the perfectly known name of Puss'n Boots.

In Cannes 2008 the first photos showed up as well as a first dubbed video. Then some partners had to be found to commercialize some by-products.

Unfortunately, the admissions in France have been disappointing with only 320K admissions which was way below the expectations.

One of the mistake Pascal Herold admitted on the production side was that for such an animation film with an important budget, it would have been way better to do the movie directly in English, to provide directly a more universal film and humor, than by doing it first in French.