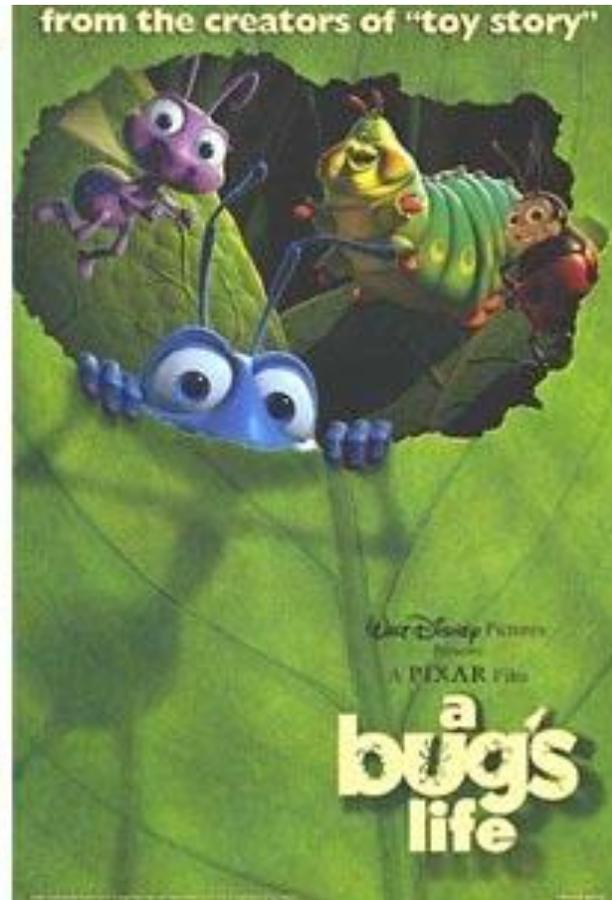
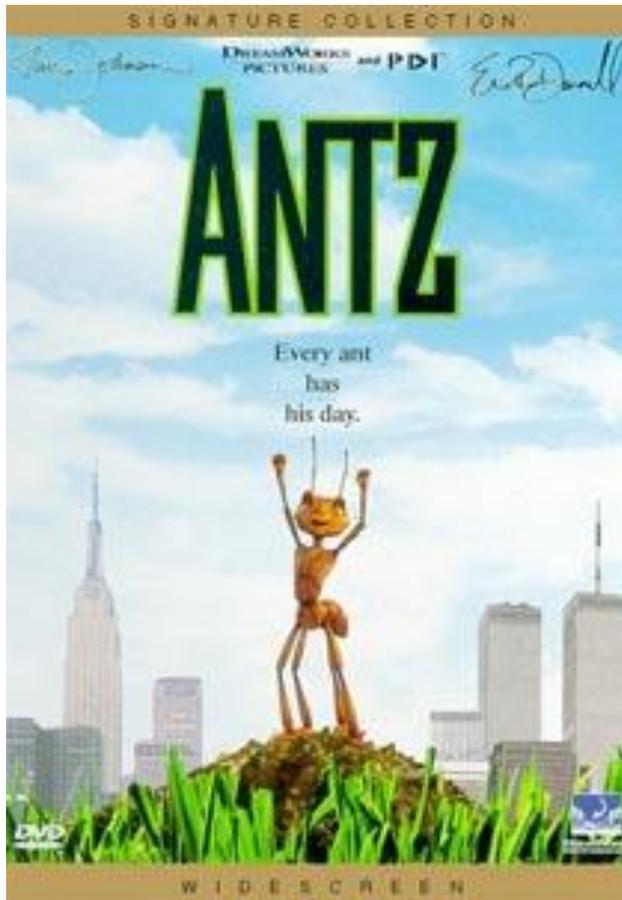


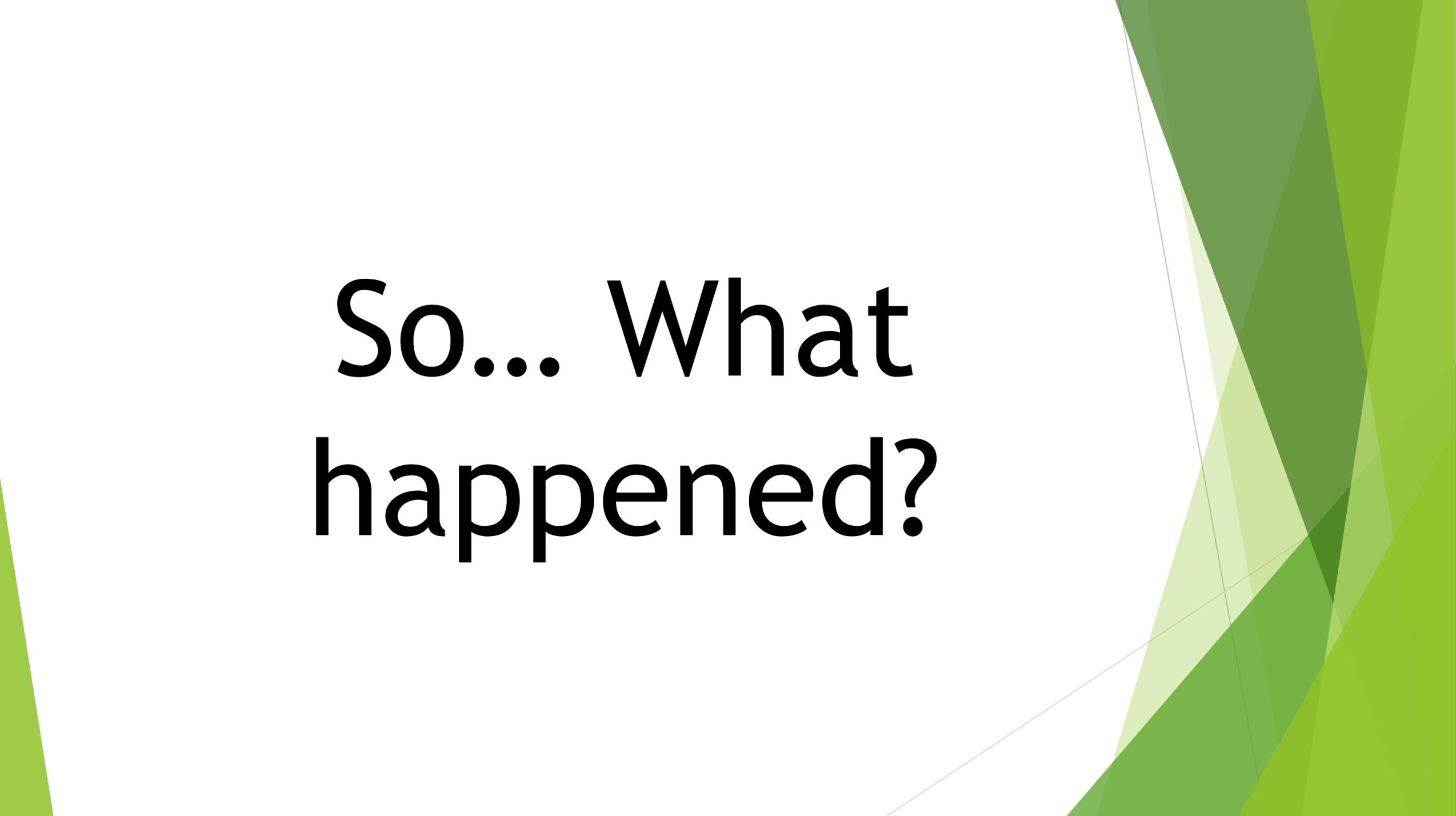
DreamWorks VS Disney

“Antz” VS “A Bug’s Life” Dilemma

Disney Pixar, after it's success with Toy Story, was set to release it's new hit "A Bug's Life" on November 4th, 1998. To Their surprise, DreamWorks released a film on October 2nd, 1998 (about two months before) that looked fright tingly similar to Disney's film.



**So... What
happened?**

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, creating a modern, layered effect against the white background.

To fully understand this dilemma, we need to know a bit of history...

- ▶ DreamWorks was founded on October 12, 1994
- ▶ Founders were Steven Spielberg, Jeffery Katzenberg, and David Geffen.
- ▶ Katzenberg had worked originally with Disney for many years and paid close attention to animated films
- ▶ Katzenberg left Disney in 1994, and with his close friend Spielberg, and Geffen, they founded DreamWorks

How it started...

- ▶ Katzenberg was a director and story developer at Disney. He left after having several arguments with the CEO
- ▶ Before he left, a plot concerning bugs and ants had been developing
- ▶ Over some time, John Lasseter, head director of Pixar and a good friend, had gotten in touch with Katzenberg
- ▶ Lasseter often discussed his plans and ideas with Katzenburg, and he also told him how the plot concerning bugs and antz, was being turned into “A Bug’s Life”
- ▶ Lassetr shared information on the story, pot, and possible release dates of the film with Katzenburg

How it started (continued)

- ▶ Katzenberg saw that the original plot and the final plot for “A Bug’s Life” were very different from each other
- ▶ Katzenberg had worked with the original plot already before he left Disney, so, he decided that since Disney and Pixar were now his competitors, he would have to properly compete.
- ▶ The development of “Antz” began

The Outcome...

- ▶ “Antz” and “A Bug’s life” not only left Disney angry and confused, but the audience too
- ▶ To be clear, “Antz is the second full length feature film EVER to be animated with computers (the first is Toy Story)
- ▶ Seeing two movies that look extremely similar, and with having only one other computer generated movie to compare it too, left audiences confused and unhappy
- ▶ Critics began debate after debate about which movie was better
- ▶ Critics say that “Antz” is the better movie but audiences tend to like “A Bug’s Life”

Solutions...

- ▶ Pixar was shocked, but luckily they had been planning ahead..
- ▶ They had merchandise on the shelves months before the movie came out
- ▶ They had partnered with places like McDonalds to make toys and with candy companies to create sweets such as gummy bugs to promote the film amongst kids
- ▶ Pixar had already made it's name know with Toy Story (was popular)
- ▶ Pixar ended up beating Antz in the box office
 - ▶ Antz (\$105 million budget) (\$171.8 million at box offices) (\$66.8 million profit)
 - ▶ A Bug's Life (\$120 million budget) (\$363.3 million at box offices) (\$243.3 profit)

My Solution

- ▶ With Disney being as big as it is and since Katzenberg was so active with Disney projects, I would have..
 - ▶ Made Katzenburg sign a contract
 - ▶ The contract would not let Katzenburg discuss any past ideas or dropped storylines with anyone (even though they are dropped they are still Disney's property)
 - ▶ Make all employees (if and when they leave) sign this contract
 - ▶ Partner with DreamWorks for some (not all) projects and films (although they are competing with each other, often times partnering for projects can have surprisingly positive outcomes. Ex. "Who Framed Rodger Rabbit?" , partners for the project were Disney and Warren Bros.)

Overall...

- ▶ Some speculate that Antz and A Bug's Life dilemma was just an unfortunate coincidence. However, DreamWorks had full knowledge of "A Bug's Life" release. The fact that they didn't at least wait to release the film shows the dilemma
- ▶ It is possible to recall a film. Pixar was set to release a film called "Newt." The production was cancelled due to the fact that two films that shared similarities to "Newt" were to be released the same year. The movie "Rio" (Sony animations) shared a similar storyline and the movie "Rango" (Paramount) starred a chameleon, which looks almost like a newt to the audience.
- ▶ DreamWorks is a business, meaning they make and create movies to earn money. This is what is to be expected of a company and is understandable. However, this makes "Antz" almost unacceptable. When the audience watches a movie, they expect fresh stories and settings. Yes, the stories between the two movies are different, but the characters and the setting are very alike. The two films are too similar to believe that the dilemma was a coincidence.

Work Cited

- ▶ <http://www.boxofficemojo.com/movies/?id=bugslife.htm>
- ▶ <http://dreamworks.wikia.com/wiki/Antz> (sorry, all the other sites were blocked. I don't trust wiki but the info seemed fairly accurate so I went with it)
- ▶ Knowledge I have gathered over the years after studying Pixar