

## What Makes a Blockbuster Kids' Film?

It goes without saying that the films industry is enormous, with Hollywood making almost [\\$10 billion](#) in ticket sales alone last year. Some of the most popular films of all time have children in their audiences to thank for their success, but what exactly is it that keeps the kids in their seats for two hours?

This article plans to examine the children's blockbuster and find out what ingredients you need to make a hit. It might seem simple, but there are powers at work that aren't immediately obvious to those not in the know. If your kids have already been swept of their feet by the latest big screen crazes like Lego and their Ninjago sets then check out eBay [for more info](#) on how to continue your fun.

First off, we need to identify what the terms of success are. On the simple side of things there's straight-up profit made by a film. Based on this, Transformers: Dark of the Moon is our yardstick, being the sixth-highest grossing film of all time it raked in \$1.2 billion worldwide. It made money, sure, but many reviewers didn't have too many kind things to say about it - If we're looking at the response of critics, then score aggregator website Rotten Tomatoes that films like Toy Story, E.T. and The Lion King, along with a huge amount of animated films are the best around. Even this mixed bag of films gives us some insight into how to make a film enter blockbuster territory.

The argument could be made that the medium of the film has an impact on popularity. Animated films have been popular with children ever since Walt Disney pioneered the art back in the early 20th century. Since then the technology might have changed, but the techniques and art still dazzle our children: the CG-animated Lego Movie is the [biggest launching movie](#) of the year so far. This definition of animation could be extended, though - the previously mentioned Transformers films heavily rely on special effects to bring the titular warriors to life in stunning fashion. Perhaps it's more of a case of creating characters and worlds beyond what's possible that's a huge draw for children, escaping the boundaries of imagination and jumping into a world filled with magical lands, giant fighting robots and princesses (though hopefully not all at once).

No matter where they go or what they do, children usually have only one thing on their mind: having fun. When it comes to ingredients to a good kids film this is integral, being more important than all the effects in the world. Films like The Wizard of Oz and Mary Poppins still enrapture audiences today with their whimsical and feel-good nature. Of course, having fun might be more than just copious amounts of magic; it might be following a rat's rise to becoming a master chef or a family of superheroes coming together to save the day. Even in these enjoyable stories are brave enough to tug at our heartstrings when things get tough, with the most hardiest of people reduced to a blubbering fountain of tears. Fun is such a universal concept that many of these childrens' films can be enjoyed by anyone, so pull up a seat with your kids and step into their world.