

Forecast

Written by Brandon Gray

The Bone Collector looks to collect enough money to have a near blockbuster opening. Nothing seems to chill people to their bones like these serial killer thrillers. The Silence of the Lambs and Seven both grossed over \$100 million and left an indelible impression on moviegoers' minds. Even a lesser one like Kiss the Girls grossed over \$60 million. The recent success of Double Jeopardy further affirms the public's desire to see strong female characters in thrillers. The Bone Collector plays into this giving all the action to Angelina Jolie, since Denzel Washington plays a quadriplegic.

The Bachelor gets a perhaps overly confident 2,522-theater release. It also gets two different ad campaigns. The more successful "comedic" one features a teaser asking "why is this man running?" Then it comes back and shows the hundreds of women in wedding dresses chasing after him. This campaign makes the picture look livelier than it probably is, but still not funny. The "romantic" campaign fails, as it plays what seems like the same rock song that's been making the rounds for a year now on any movie with a romantic element. Neither campaign mentions stars Chris O'Donnell and Renee Zellweger by name. Expect this one to perform modestly.

I don't think anyone involved in The Insider expected it to be a hit. Who wants to see a movie about taking down the tobacco industry? Sure, movie buffs will go for the stars and director Michael Mann, who oddly hasn't been promoted as the director of Heat in the ads. But I think most are fed up with the subject, and won't want to go out of their way to be preached to regardless of what the critics say. Playing at 1,809 theaters, it should do mediocre business, even though it probably isn't a mediocre movie. [Brandon Gray](#)