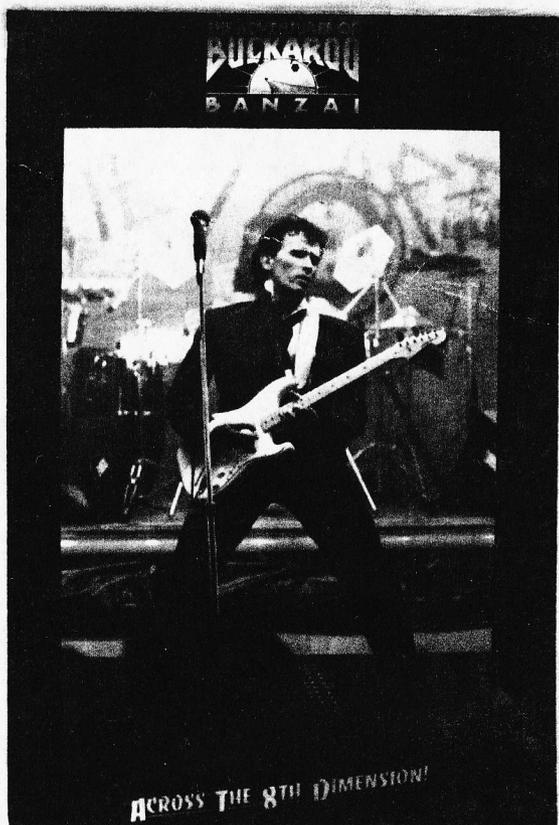


# BLUE BLAZE BULLETIN

OCT 87

# 7





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About the cover:

Peter Weller is Buckaroo Banzai,  
on stage at Artie's Artery.

Please address all inquiries, letters,  
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## FROM THE CHIEF

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Welcome to the Blue Blaze Bulletin # 7. We realize that this issue is quite late but sometimes these things just can't be helped.

First, we have mentioned that if you had not subscribed to the Bulletin, then we could no longer send you anymore issues. Many of you did subscribe and we thank you all. For those of you who did not, we just want to give you one more opportunity. Also, many of you are receiving this for the first time because your name was chosen from the BBI Directory. We welcome all the new readers and hope that you will contact us if you are still interested in the adventures of Team Banzai.

Next you will notice that we have a new look, this is because of our new computer system. We hope that we can maintain this new look permanently.

Finally, The Cascade Rangers, an Oregon based group of BBI's, welcomes all members of The Bay Area Banzai Institute to write them.

THE CASCADE RANGERS  
c/o Dragon & Abacus  
4915 SE 79th  
Portland, OR 97206

Thanks you all for your continuing support and we will see on Novemeber 14th.

Arigato,



B. Banzai  
October 23, 1987

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## BANZAI POSTER RETROSPECTIVE

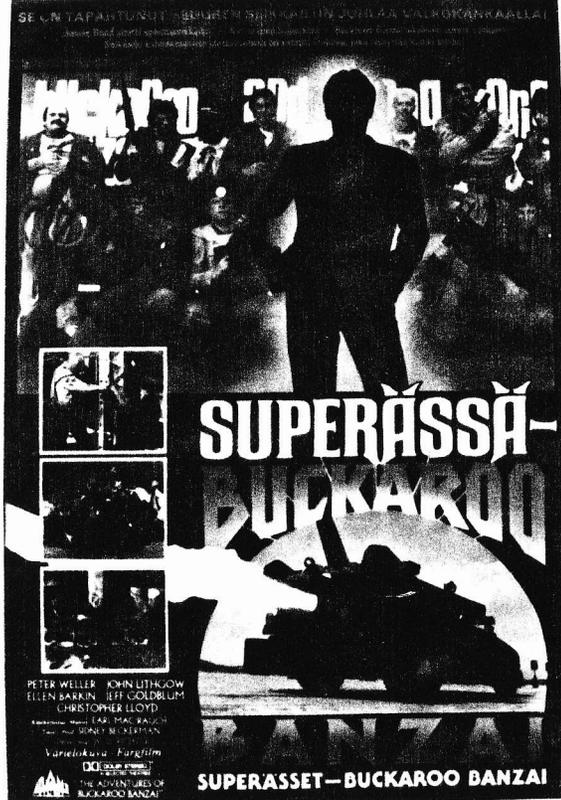
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The Adventures of Buckaroo Banzai, aside from being a theatrical turkey, suffered from one of the worst marketing campaigns in film history. It did poorly both abroad and overseas, it's failure is in small part due to it's confusing mishmash of movie posters.

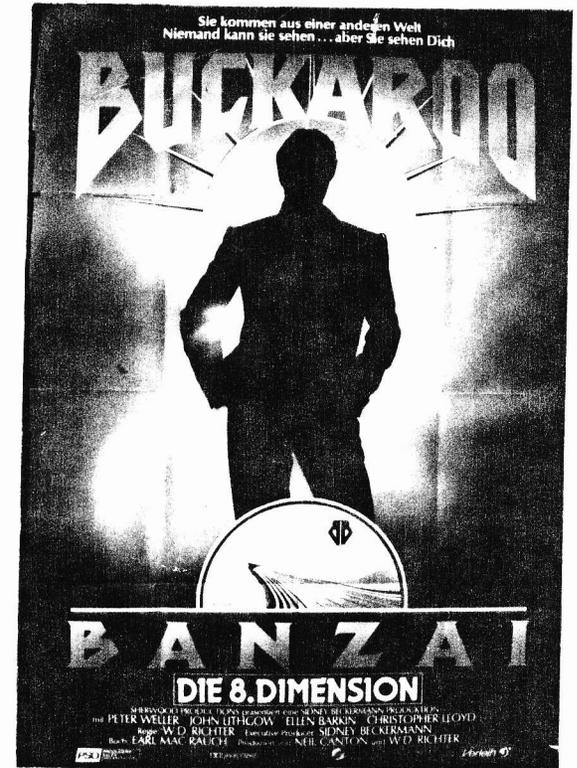
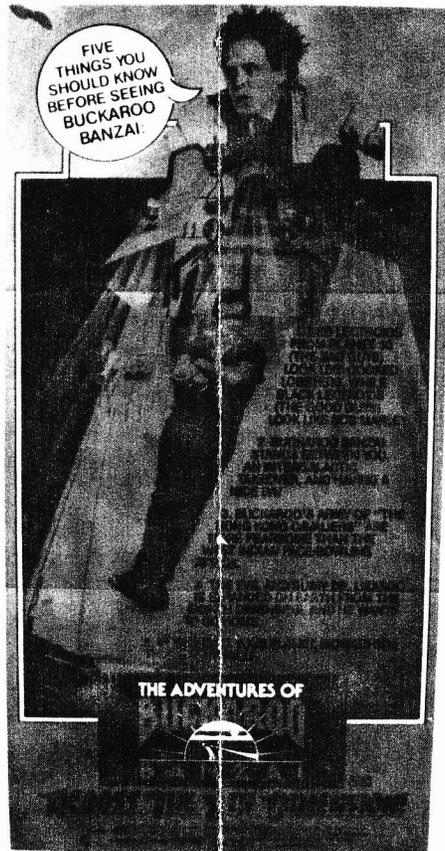
The most well known and disliked of the film's posters is the American one-sheet painted by Drew Struzan. It is highly criticized for the mistakes made by Drew, those being the noticable absence of Buckaroo's bow tie and the very un-organic look of the Lectroid space craft. However, it should be noted that he was working from photographs and cannot really be faulted. It still remains one of the better of the Banzai film posters. Also interesting to note is that a small portrait of Perfect Tommy appears on the original painting. But it was deleted from the final poster when a marketing change was put into effect.

The most unique of the Banzai posters comes from Finland a curious collage of photos and graphics it reflect the Japanese poster style rather than that of Finland. This is also one of the more difficult posters to come across and will no doubt command a high price from most dealers.

From Australia comes the popular white, black and gold day bill. One of the most easy to find foreign posters it features the much sought after photo of Buckaroo reclining on the hood of the jet car. It also makes use of the intriguing 'Five things you should know before seeing Buckaroo Banzai,' ad campaign which failed in Australia as well as in the US.



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The Finnish, French, German and Australian Buckaroo Banzai posters. Photos by JBlochier.

5

Next we come to the most popular and most sought after poster. The German sheet which incorporates the novelization cover. A rescent shipment in from Germany has made this poster more readily available to collectors and can be had for under thrity dollars.

The worst poster has to be the French which looks as if it has nothing to do with the film. In fact it bares a strong resemblance to the French Mad Max poster and was a poor promotional tool for Banzai. The French poster has commanded high prices this far, but that is more a reflection of the film's cult popularity than of any overt demand for the poster.

Usually, a major release such as TAOBB would also net posters from Spain, Japan and Great Britain. However, the film was not released in these markets. The reasons for not being released in Japan and Spain remain a mystery but the story of the British release is well known. The film was set to be released their in early 1985, however, poor sneak previews forced the release into limbo. Since that time rumors of it's pending release have been rampant, however, no release date has been set. In the unlikely event that it is ever released, no poster will be forthcoming.

One last poster is the retail poster, usually available in stores. By now most of you should be familiar with the Banzai retail poster which never hit the stores but does adorn the cover of our newsletter.

Special thanks to John Blocher for his help with this article.

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## BLUE BLAZE BOARD

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November 14  
UC Berkeley Theatre  
Berkeley, CA

Join us for a screening of BUCKAROO BANZAI & ROBOCOP at the UC Theatre in Berkeley. TAOBB plays at 5:30 with ROBOCOP at 7:30.

November 14  
Edy's  
Berkeley, CA

After the screenings of TAOBB & ROBOCOP, we will be traveling to Edy's. We will be discussing the upcoming video film project and other future events.

November 28th  
547 Acacia Avenue  
San Bruno, CA

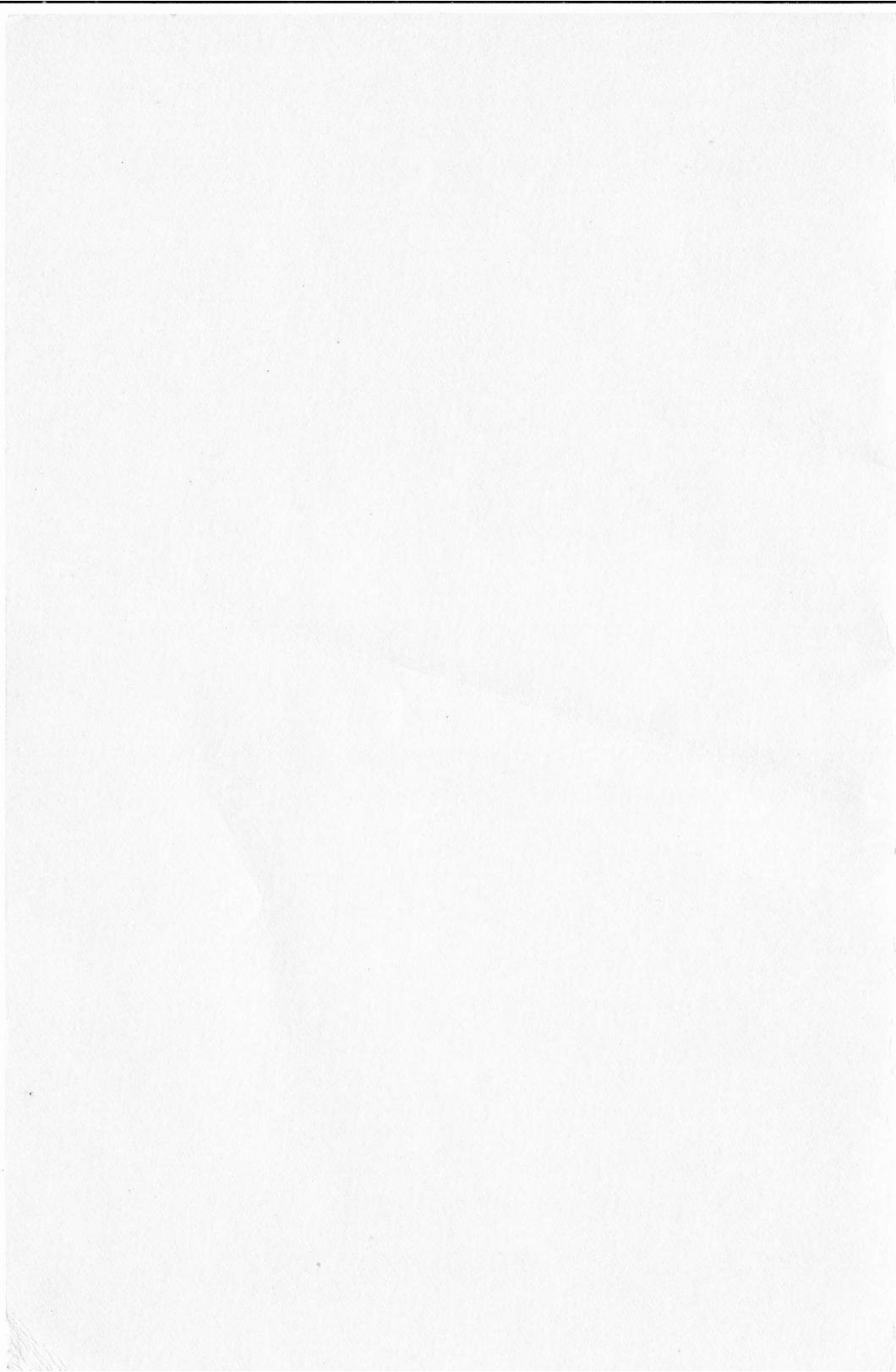
This will be a tentatively scheduled meeting concerning the Banzai video film project. This will be a very important meeting and you should attend if you wish to participate in the making of the film. More information will follow on this meeting.

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NEXT ISSUE

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CULT FILMS  
&  
MARKETING DISASTERS



**STILL AWAITING**

**BUCKAROO BANZAI  
AGAINST THE  
WORLD CRIME LEAGUE  
???**

**IF SO THEN YOU MAY  
LIKE TO PARTICIPATE  
IN THE MAKING OF A  
BANZAI VIDEO FILM.**

**FOR MORE  
INFORMATION ABOUT  
THIS PROJECT,  
CONTACT RENO.**