

Pixar Blames Fans for 'Elio' Flop, Dodges Responsibility

Pixar's original film Elio has become the studio's worst box office performer, earning just \$72 million globally against a \$150 million budget.

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Instead of addressing internal issues, Pixar publicly blamed audiences, posting a sarcastic message on social media telling fans to "stop complaining" about the lack of originality if they won't show up to support new stories.

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Despite solid reviews, 83% from critics and 91% from audiences, Elio failed to compete with franchise-heavy summer releases. Viewers and analysts alike pointed to weak marketing and poor release timing, not audience hypocrisy. Original animated films now face a steeper climb without brand recognition or major promotional campaigns.

Industry observers note Pixar hasn't launched a successful original property since Coco in 2017.

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Meanwhile, the theatrical landscape has shifted, with families preferring streaming options for non-franchise content. Critics argue Pixar's defensive posture ignores these realities and unfairly places blame on consumers.

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