



Godzilla vs Kong

Social Media Campaign Analysis

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2021/4/12

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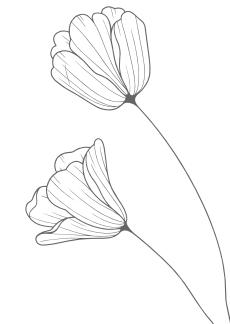
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01.

About the movie

About Godzilla and King Kong



2014

Legendary Entertainment was founded in Burbank, CA, in 2000. In 2014, Monsterverse Franchise started the monster films series feature in Godzilla and King Kong.



2017
Kong: Skull Island

11th film in King Kong franchise. Total \$566 Million box profit worldwide, a huge success.



2019
Godzilla: King of the Monsters

35th film in Godzilla franchise. Total \$386 Million box profit worldwide, a huge disappointment.



2021

Godzilla vs. Kong

A sequel to both Kong: Skull Island and Godzilla: King of the Monsters.

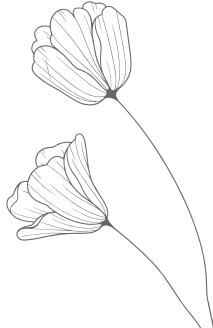
4th film in Monsterverse franchise.

Released in theatre and on HBO max simultaneously



02.

Goals & Strategy



Goals



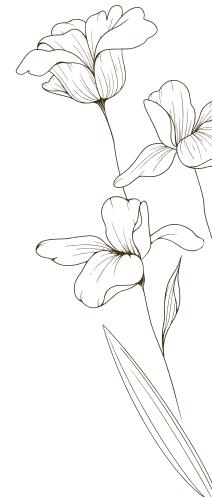
Short-term

- Recreate the Godzilla and King Kong IP
- To create a shared cinematic universe between Godzilla and King Kong



Long-term

- Global box office success
- Generate success and breakthrough in the HBO MAX online platform





What movie to make?



Godzilla & King Kong Franchise

Film	Year	Box office gross revenue		
		United States and Canada	Other territories ^[ad]	Worldwide
Godzilla	1998	\$136,314,861	\$242,700,000	\$379,014,861
Godzilla	2014	\$200,676,069	\$328,400,000	\$529,076,069
<i>Godzilla: King of the Monsters</i>	2019	\$110,500,138	\$276,100,000	\$386,600,138

Film	Year	Box office gross revenue (est.)		
		United States and Canada	Other territories	Worldwide
King Kong	1933	\$10,000,000	\$1,777,000 ^[8]	\$11,777,000
Son of Kong	1933	\$616,000	N/A	\$616,000
King Kong vs. Godzilla	1962	\$2,700,000 ^[12]	\$7,667,650	\$10,367,650
King Kong Escapes	1967	\$3,000,000	N/A	\$3,000,000
King Kong	1976	\$52,614,445	\$38,000,000	\$90,614,445
King Kong Lives	1986	\$4,711,220 ^[16]	\$44,200,000	\$48,911,220
King Kong	2005	\$218,080,025	\$344,283,424	\$562,363,449
Kong: Skull Island	2017	\$168,052,812	\$398,600,000	\$566,652,812

Trends & Outcome

- Low ticket office and unsuccess in the most recent Godzilla IP **VS.** Successful King Kong performance.
- Combined IP movie that would gather fans from two different IPs and corporate into a new film.

“This is the Godzilla that we have here, this is legendary Godzilla, and let’s see how he matches up with King Kong. Let’s not try to change it up and do something different.”

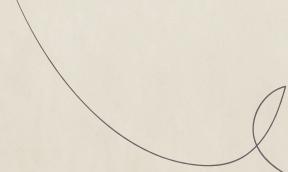


—Adam Wingard, director of *Godzilla vs. Kong*





BUDGET : \$330,000,000 US Dollars



01

Promotional Poster
(2019)



02

Develop a mobile game tie to the
film release (2019)



03

Brief Clip (2019)

Marketing Strategy

04

Graphic Novels
Toys released
(2020)

05

Preview on HBO Max
(2021)

06

Trailer Released
(Jan 24th, 2021)
25.6 M views on **YouTube** in the
first 24 hours

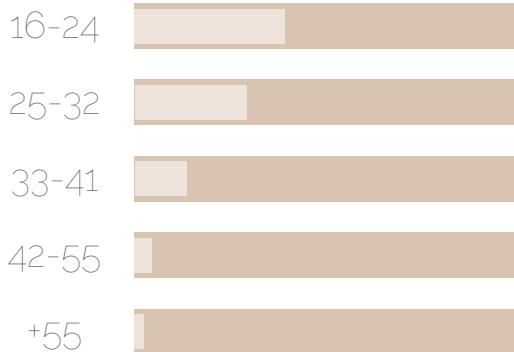


03.

Market Analysis

Audience Demographics

Age



Over 50% from
age 16-32 years

Comp Selection

Audience Selection / Prioritization

Demographic / Psychographic overlay

Gender

Female



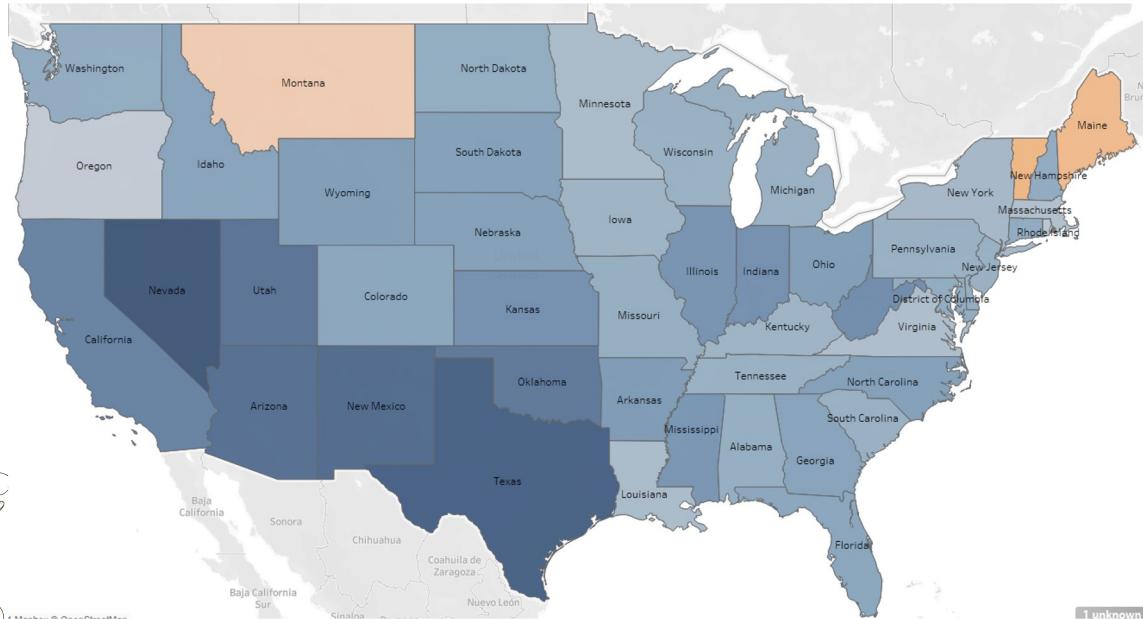
20%

Male

80%



Interest Map Comparision (Domestic)



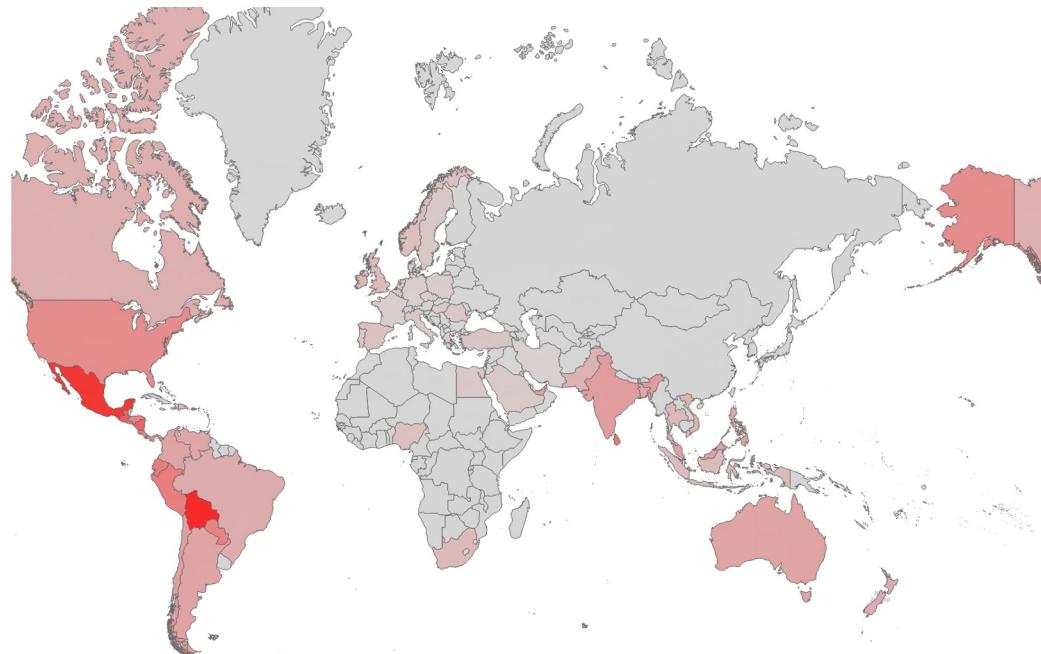
Top 5 Interest Rank

1	New Mexico	100
2	Texas	99
3	Arizona	98
4	Oklahoma	93
5	Utah	93

- Using Tableau

- Sources from Google Trend

Interest Map Comparision (International)



Top 5 Interest Rank

1	Bolivia	100	
2	Mexico	93	
3	Guatemala	73	
4	Nicaragua	70	
5	Puerto Rico	63	

- Using Tableau
- Sources from Google Trend

Similar Films Data

Pacific Rim Uprising

A 2018 American Science fiction action film directed by Steven S. DeKnight



Love and Monsters

A 2020 American monster adventure film directed by Michael Matthews

Analyzing the Competition

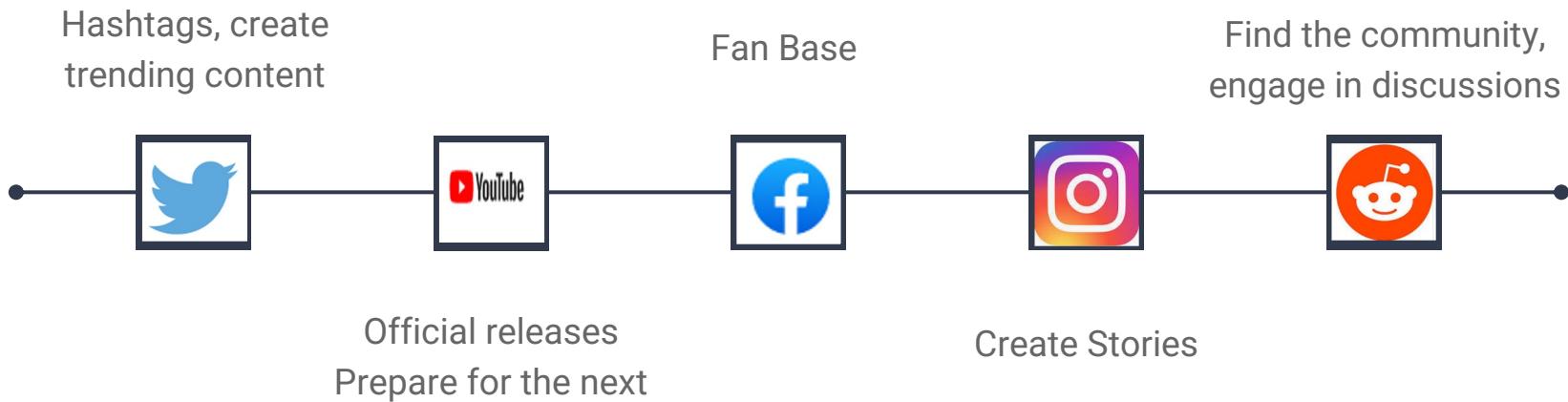
	Pacific Rim Uprising	Love & Monster
Female		✓
Male	✓	
Age <25	✓	
Age 25+	✓	✓

04.

Social Media Campaign



Different platforms





Twitter

Godzilla vs. Kong  @GodzillaVsKong

Two kings, one crown. #GodzillaVsKong in theaters and streaming exclusively on @HBOMax* March 31.

*Available on @HBOMax in the US only, for 31 days, at no extra cost to subscribers.



9:09 AM · Mar 8, 2021

9.1K 162 Share this Tweet

Release information for HBOMax subscribers to watch Godzilla vs Kong for free for 31 days.

Godzilla vs. Kong  @GodzillaVsKong

Time to rep those teams by using the new #GodzillaVsKong AR Lens at [GodzillaVsKongAR.com](#)! In theaters and streaming exclusively on @HBOMax* March 31. Get tickets: [godzillavskong.com](#)

*Available on @HBOMax in the US only, for 31 days, at no extra cost to subscribers.



#TEAMGODZILLA GODZILLA vs. KONG

New AR Lens supporting the movie, following newest movie and technology trends

Godzilla vs. Kong  @GodzillaVsKong

Further proof that the world needs Godzilla and Kong. #Evergreen



1:49 PM · Mar 29, 2021

12.3K 73 Share this Tweet

Sponsored by “EVERGREEN”, a container transportation and shipping company.

Twitter Cont. # godzillavskong



Engagement

- Data was downloaded as of 2021/4/12, 0:17 a.m.
- Hashtags of Godzilla vs Kong is trending on Twitter “HOT”
- There are **71 unique tweets** per hour, and with a **232.8k exposure**.



Fans pick side on Twitter



IGN

@IGN

THE FINAL CONTENDERS OF A WAR FROM LONG AGO. WHO WILL WIN? 🦖 🦕



12:31 PM · Jan 24, 2021

12.6K 493 Share this Tweet

gus 🌸
@EmmArrGus

team kong when godzilla absolutely trounces him in the ocean

6:46 PM · Jan 24, 2021

858 11 Share this Tweet



The Marvel Sheriff
@SheriffDontMiss

Godzilla fans realising that Kong is gonna win after watching the trailer



10:27 AM · Jan 24, 2021

125 10 Share this Tweet

Movie Content causes fans to pick side for the two monsters

King Kong Fans

Godzilla Fans



Other social media platforms



r/movies

News & Discussion about Major Motion Pictures

24.9m
Members

15.7k
Online

Official Discussion - Godzilla vs. Kong [SPOILERS]

[View Entire Discussion \(10.6k Comments\)](#)

Reddit has generated more than **10,000 discussions** on the movie under an official movie account in **1 post**



r/GODZILLA

Welcome to /r/GODZILLA, a place to admire the King of the Monsters and his many foes! If you haven't already, please read through the rules located on the sidebar. For Mobile users you can find them on the top right of the app (3 dots) under "Community Info"

127k
City Stompers

1.3k
G-FANS

TOP COMMUNITIES

r/GODZILLA
127k members

r/Monsterverse
21.7k members

r/godzillavskongnews
431 members

r/boxoffice
288k members

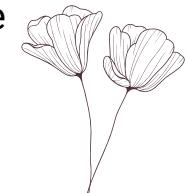
r/movies
24.9m members

r/memes
15.2m members

r/amcstock
122k members

r/Godzillamemes
9.1k members

Top communities in Reddit has over **Millions of audience** to discuss and chat about movie Godzilla vs. Kong

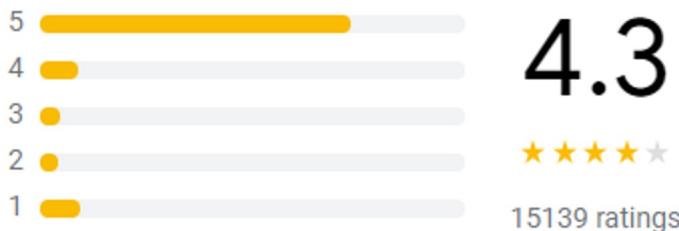




05. KPI

Sentiment

Audience rating summary



GODZILLA VS. KONG

PG-13 | 2021, Action/Adventure, 1h 53m

75% **TOMATOMETER**
333 Reviews

92% **AUDIENCE SCORE**
5,000+ Verified Ratings

Positive

The film looked terrific. There is some imagery here that honestly took my breath away.

April 6, 2021 | [Full Review...](#)

Negative

I didn't dislike the film, it was an exciting jaunt, mostly, but I also, didn't love it. I believe it is possible to have a film of this caliber and visual lushness, that can still have characters conducive to quality and depth. This just isn't it.

[Full Review](#)

Neutral

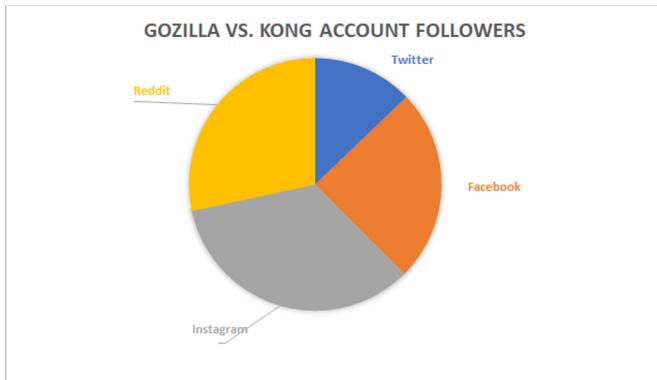
Godzilla deserved better than Godzilla vs. Kong

[Full Review](#)

April 6, 2021

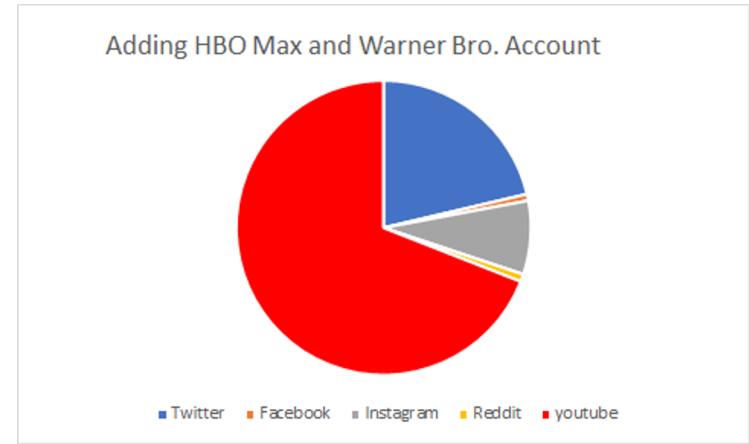
April 7, 2021

Reach & Exposure



- Twitter: 52k
- Facebook: 100k
- Instagram: 138k
- Reddit: 115k

More exposure



- Twitter: 3.1 M
- YouTube: 9.71 M
- Twitter and YouTube has the most reach for Godzilla vs. Kong



Engagement

	Likes	Shares	Comments
Twitter	10k	2.1k	1.6k
Instagram	43k	-	1.1k
YouTube	2M	-	262k

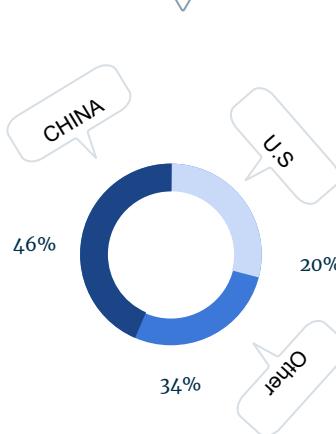
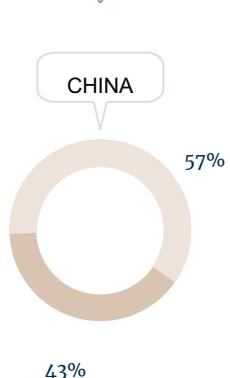
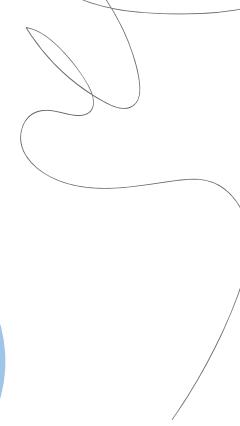
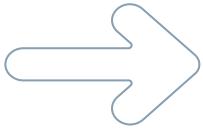
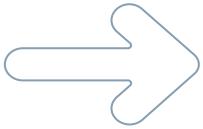
Likes, Shares and
Comments for the
official release of the
movie



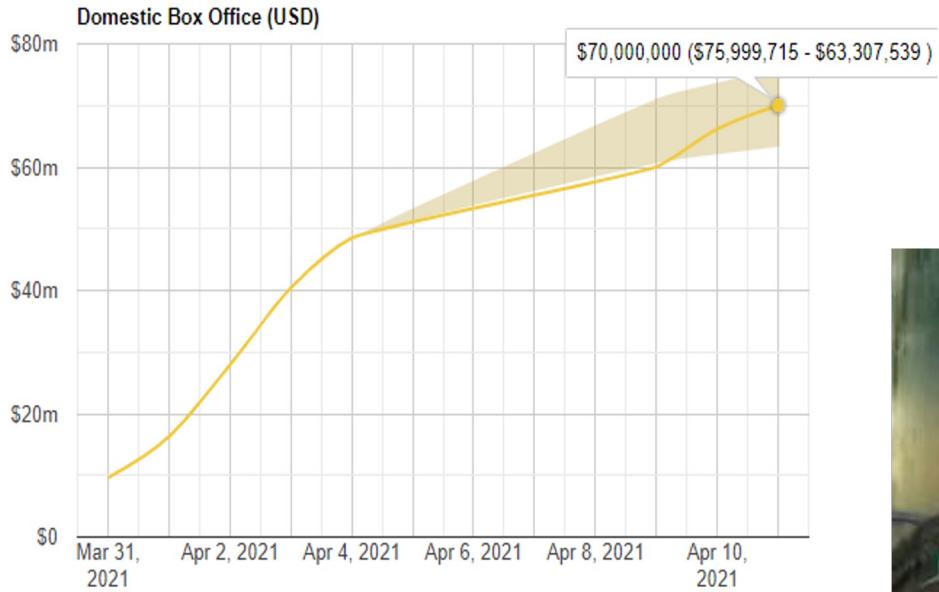
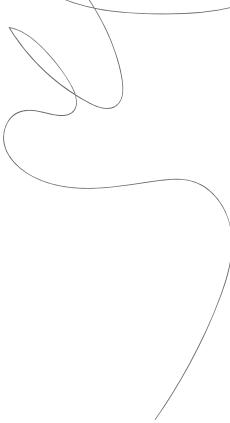
06.

Market Performance

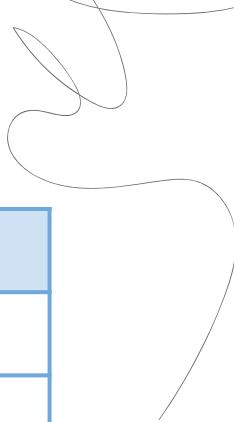
Overall box office



Domestic box office



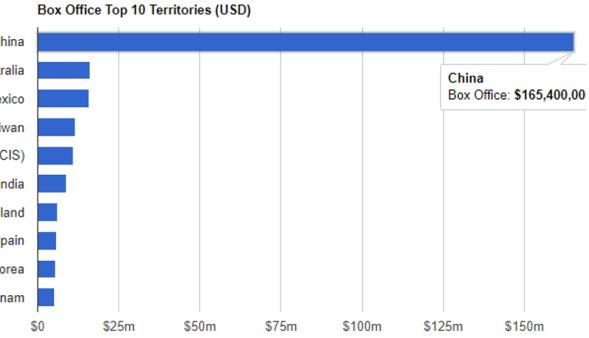
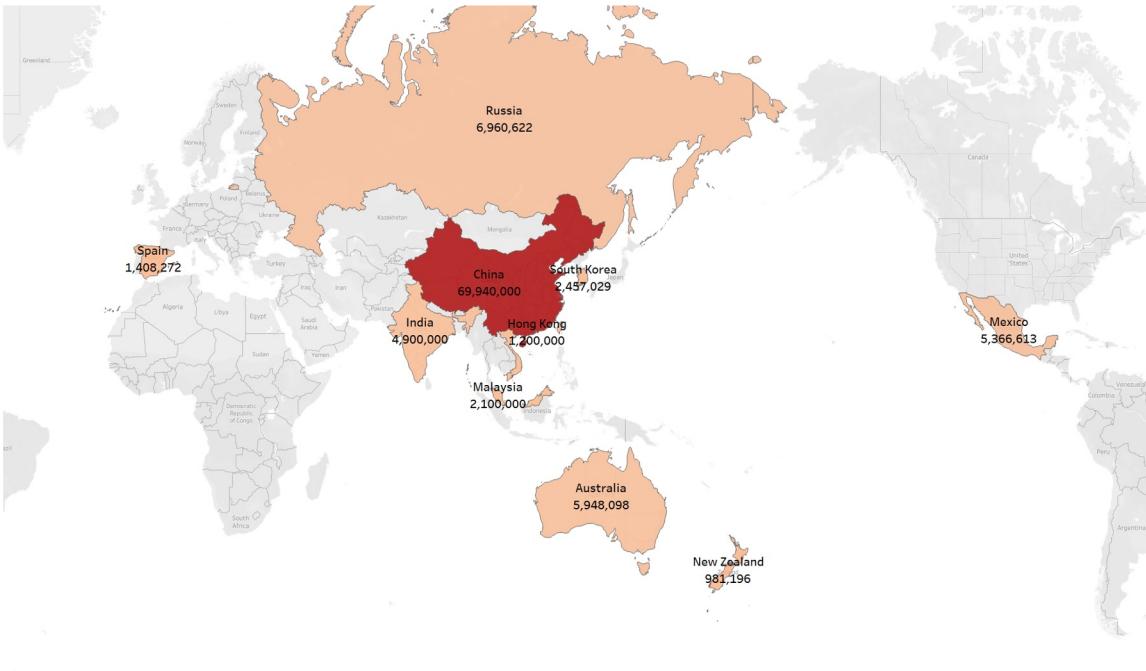
Domestic box office



Date	Rank	Gross	% Change	Total Gross	Days
March 31	1	9,600,000	/	9,600,000	1
April 1	1	6,700,000	-30%	16,300,000	2
April 2	1	11,600,000	73%	27,900,000	3
April 3	1	12,500,000	8%	40,400,000	4
April 4	1	8,100,000	-35%	48,500,000	5
April 9	1	3,920,000	-51%	60,040,000	10
April 10	1	6,160,000	57%	66,200,000	11
April 11	1	3,800,000	-38%	70,000,000	12

International box office

Opening weekend Box office





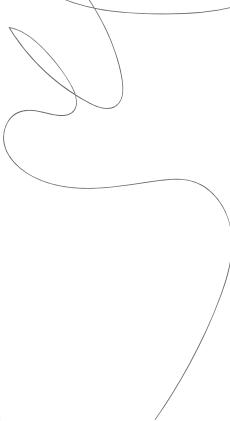
A decorative background featuring a variety of white flowers, including roses and peonies, with green foliage and leaves.

07.

Forcasting Performance



Domestic box office forecasting



```
fit <- lm(Tota.Gross ~ days, data = gross)
summary(fit)

library(ggplot2)
ggplot(data = gross, aes(x = days, y = Tota.Gross)) +
  geom_point() +
  stat_smooth(method = "lm", col = "dodgerblue3") +
  theme(panel.background = element_rect(fill = "white"),
        axis.line.x=element_line(),
        axis.line.y=element_line()) +
  ggtitle("Linear Model Fitted to Data")

predict(fit, data.frame(days = 15))
predict(fit, data.frame(days = 20))
predict(fit, data.frame(days = 25))
predict(fit, data.frame(days = 30))
```



Fit a linear regression by R



Check the residual and fitting degree

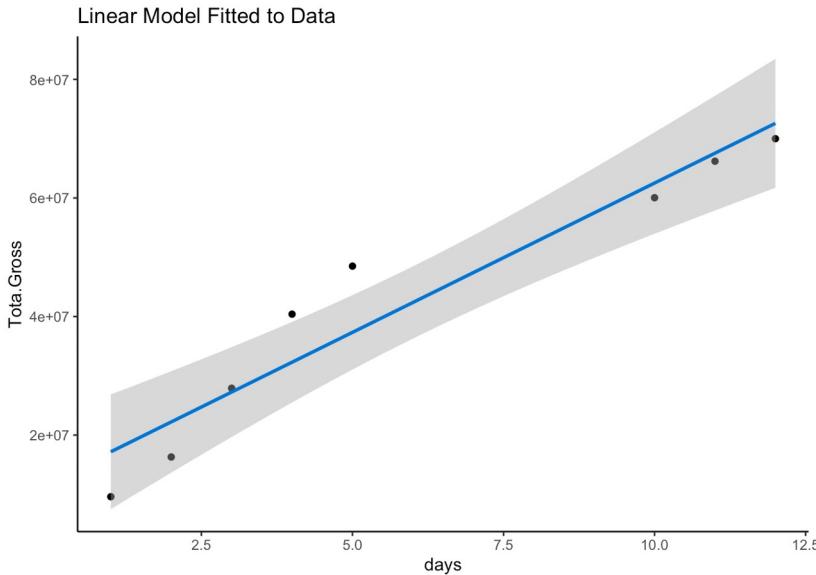


Make a prediction of the box office up to a month

Domestic box office forecasting

```
##  
## Call:  
## lm(formula = Tota.Gross ~ days, data = gross)  
##  
## Residuals:  
##      Min       1Q   Median       3Q      Max  
## -7579621 -3424015 -1916591  2510833 11170076  
##  
## Coefficients:  
##             Estimate Std. Error t value Pr(>|t|)  
## (Intercept) 12142046     4445156   2.732 0.034117 *  
## days        5037576      613490   8.211 0.000176 ***  
## ---  
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1  
##  
## Residual standard error: 7048000 on 6 degrees of freedom  
##   (1 observation deleted due to missingness)  
## Multiple R-squared:  0.9183, Adjusted R-squared:  0.9047  
## F-statistic: 67.43 on 1 and 6 DF,  p-value: 0.000176
```

- Coefficient: 5,037,576
- P-value: 0.000176
- R-square: 0.9183



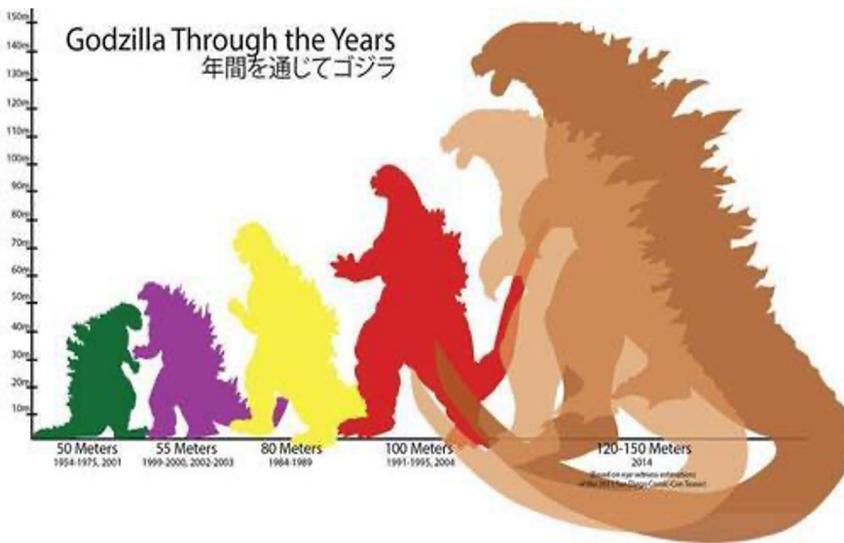
- Almost all points resides in 95% confidence interval

Domestic box office forecasting

Total Gross Through the Days

Total Gross	Days
87,705,682	15
112,893,561	20
138,081,439	25
163,269,318	30

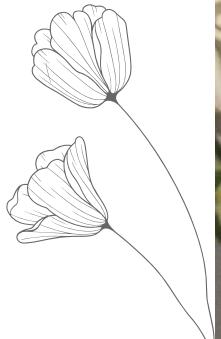
FEED?





08.

Post-Mortem Analysis



Recap of Paramount's Approach



4th

Monsterverse Franchise Movies

- Recreated the Godzilla and King Kong IP
- Bring two legendary characters into one movie

50%

Age 16-32 Audience

- According to exit polling of Godzilla and King Kong previous movies on Reddit
- Should target audience age from 16-32

72

Average Trending Score

- Top interest states include Nevada, Texas, New Mexico, Hawaii, Arizona, Utah and California.



Recap of Social Media Campaign

Pros

- Multiple platforms
- Successful Twitter campaign
- Exposure was GREAT
- Partnerships



Cons

- Scattered strategies
- Not enough reach
- Lack of official events
- More content on YouTube



Recap of The Forecast/Challenges



Days of data available

- limited amount of resources available
- A bigger sample size would create a more accurate forecast



US Theater Capacity

- Forecasting is based on the current data, with only 12 days available, so the variance is huge within the model
- The pandemic kept the US Theater at a 55% capacity level at this time, so the box office number has the potential to explode after widely distribution of the vaccine.



Thanks



Resources

- [https://www.the-numbers.com/movie/Godzilla-vs-Kong-\(2020\)#tab=box-office](https://www.the-numbers.com/movie/Godzilla-vs-Kong-(2020)#tab=box-office)
- <https://www.boxofficemojo.com/releasegroup/gr3306770949/>
- <https://www.boxofficepro.com/weekend-box-office-godzilla-vs-kong-voyagers/>
- <https://ritetag.com/hashtag-stats/godzillavskong>
- https://en.wikipedia.org/wiki/Godzilla_vs._Kong#Marketing
- [https://en.wikipedia.org/wiki/Godzilla_\(franchise\)](https://en.wikipedia.org/wiki/Godzilla_(franchise))
- [https://en.wikipedia.org/wiki/King_Kong_\(franchise\)](https://en.wikipedia.org/wiki/King_Kong_(franchise))
- https://www.reddit.com/r/GODZILLA/comments/bnpl3/godzilla_fan_demographics_survey_results_followup/
- <https://deadline.com/2021/04/godzilla-vs-kong-hbo-max-viewers-weekend-box-office-1234727926/>
- <https://trends.google.com/trends/explore?q=%2Fg%2F11fd7dbn8v&geo=US>
- [https://www.the-numbers.com/movie/Love-and-Monsters-\(2020\)#tab=summary](https://www.the-numbers.com/movie/Love-and-Monsters-(2020)#tab=summary)
- <https://www.the-numbers.com/movie/Pacific-Rim-Uprising#tab=summary>
- <https://cinematicslant.com/2021/03/31/godzilla-vs-kong-marketing-recap/>
- <https://www.sportskeeda.com/esports/godzilla-vs-kong-memes-trend-online-fans-pick-sides>
- https://www.rottentomatoes.com/m/godzilla_vs_kong
- Godzillavskong Twitter Account
- Godzillavskong Instagram Account