

## ***Wicked: For Good* Final Project Written Report**

### **Executive Summary:**

For a legacy musical event like *Wicked: For Good*, the marketing strategy must not only capture the film's emotional magic but elevate it into an unforgettable launch. From April to November 2025, teaser ads, creator collaborations, immersive live events, and promotional partnerships will energize the fan base and build excitement for the film's highly anticipated second installment. Unlike the first film, this campaign focuses on emotional resonance and authenticity, showcasing a transformed Oz and deepening the audience's connection through joy, nostalgia, and catharsis. Every ad will serve as a celebration of empathy, friendship, and community, brought to life through movie magic.

### **Content/Product Strategy:**

*Wicked: For Good* is the highly anticipated sequel to *Wicked: Part 1*, following into the second act of Jon M. Chu's adaptation of the hit Broadway musical. *Wicked: Part 1* followed Elphaba and Galinda at the beginning of their journeys at Shiz University, ending with the musical's climax of Elphaba's "Defying Gravity." *Wicked: For Good* picks up where Part 1 left off, revealing the consequences of Elphaba and Galinda's opposing choices and a further exploration of their relationship. The film is much darker than the first, diving deeper into themes of betrayal, sacrifice, redemption, and love. *Wicked: For Good* promises an unforgettable conclusion to this beloved reimagining of Oz.

### **Positioning:**

The target audience for this film is females aged 18-35, including musical theatre enthusiasts, longtime *Wicked* fans, Ariana Grande followers, and those who grew up with *The Wizard of Oz*. The film offers a reflection of the audience's fears of change, betrayal, and death, while also fulfilling their needs and desires for connection, love, and personal growth. This film is directed by Jon M. Chu, known for his work in *Crazy Rich Asians* and *In the Heights*. Elphaba and Galinda are played by Tony winner Cynthia Erivo and Grammy winner Ariana Grande, with additional stars including Oscar winner Michelle Yeoh, Jeff Goldblum, and Jonathan Bailey. This is truly a once-in-a-lifetime film with a cast that deeply cares about the art they are creating. Similar to the first film, *Wicked: For Good*'s main source of revenue will come from its wide theatrical release, offering multiple premium formats.

### **Marketing Plan Objectives:**

This marketing plan will build awareness while simultaneously connecting to fans through emotional participation. We aim to exceed the performance of *Wicked: Part 1*, which earned \$753 million globally and had over 800 million streaming minutes in its first week on Peacock. Our box office goal is between \$750–800 million, and our streaming goal is 900 million minutes in the first week. We also want to generate at least 750 million impressions across digital and social platforms before release. These goals are based on the success of the first film and comparable musical/fantasy releases like *Frozen II* and *The Greatest Showman*. Beyond numbers, we want to foster community through fan content, TikTok trends, and creator collaborations to sustain momentum beyond opening weekend.

Since *Wicked* has such an expansive audience, we wanted to be strategic in choosing communication channels that would cover all our bases the most effectively. Apart from its

primary audience, *Wicked* has a large Gen Z fan base, a Gen X fanbase that form part of the original Broadway fan base alongside the millennials, and general families that watch movies during holidays.

When choosing the communication channels, we considered the main differentiation from the first *Wicked* movie to the second which is its darker tone and addition of original songs. We aim to appeal to younger audiences and leverage the original songs as a fresh emotional hook.

We will utilize social media to fuel Gen Z & Millennial buzz, mainly Instagram and TikTok, since these platforms are where this audience is most active. The official *Wicked: For Good* accounts will share short form trailer clips and song teasers. Centering on the film's iconic ballad, "For Good" we will encourage influencers to share stories of how someone has changed their life. This content will lead our owned media strategy, with some posts featured on digital billboards in major cities to reach a broader audience. Additionally, we will leverage experiential and PR Events to create shareable moments and boost cross-generational excitement.

According to a 2023 Nielsen Report, 60% of families still watch TV together once a week, so we will strategically use television to appeal to families. Inspired by *Frozen II*'s successful marketing campaign, which debuted its second trailer on ABC to a large number of viewers (as reported by the Hollywood Reporter), we will follow a similar approach. *Frozen II* faced the challenge of a darker tone compared to the first film, but balanced it with comedic characters like Olaf to keep the trailers light and family-friendly. Similarly, *Wicked: For Good* trailers will highlight emotionally pivotal moments, as well as, bold, visually striking colors to keep the attention of the younger viewers. Ultimately our goal is to communicate the film's emotional stakes and hopeful message across age groups. These trailers will form a key part of our paid media strategy.

Spotify remains a key platform for reaching Gen Z audiences. Inspired by The Greatest Showmen's soundtrack-first strategy, which led to a Billboard #1 debut and major box office success (Forbes) we plan to release *Wicked: For Good*'s original songs early. To deepen emotional engagement, we will launch a Spotify experience featuring exclusive cast commentary on the music.

While the "For Good" influencer campaign is central to our social media engagement, it also serves a major role in our PR strategy by generating organic storytelling. Featuring user-submitted stories on billboards adds a public facing, community driven dimension that news outlets can spotlight.

*Wicked: For Good* will partner with iFly at Universal Studios, to offer a branded Defying Gravity experience. Guests will wear pink and green gear, creating a magical, family-friendly activity inspired by Elphaba's journey. In the weeks leading up to the film's release, we will collaborate with Street Food Cinema to host outdoor screenings of the first movie in Los Angeles and New York reigniting excitement and building anticipation for the sequel. To further immerse fans, we will launch the Yellow Brick Road Experience, a museum style exhibit where guests follow a yellow brick road through costumes, props, and behind the scenes content. The exhibit will feature exclusive interviews from the cast and crew as well as people associated with The Wizard of Oz.

Our visual campaign will shift towards intimacy and emotion, emphasizing close-ups that reflect the character's inner journeys. To deepen cultural relevance we will collaborate with artists to paint murals highlighting themes of friendship, courage, and transformation, even incorporating lyrics from the songs into the art.

Following the success of *Wicked: Part 1*'s Target collaboration, we will reimagine Wonderful for a comedic, musical commercial featuring Jeff Goldblum. He'll wander through Target calling everything "wonderful" ending with a musical number throughout the store. This playful moment links the character's charm to retail in a memorable and shareable way.

*Wicked: Part 1* earned \$114 million domestically and \$164 million globally during its opening weekend, ultimately grossing \$753 million worldwide. With over \$100 million in digital revenue and 880 million first week streams on Peacock, the film proved to be a cross platform success. *Wicked: For Good* (releasing on November 21, 2025) will mirror the proven distribution plan that was used for the first film. In addition to the general distribution plan, this film should release a behind-the-scenes documentary similar to the first film. For this second film, they should include interviews with other cast and crew members. *Wicked: For Good* primarily focuses on Elphaba and Galinda, but characters like Fiyero, Madame Morrible, and the Wizard have crucial roles in the film that fans would want to hear from as well. Lastly, they should release deleted footage alongside the digital purchase, as they did with the first film, as it was an amazing way to give fans more to watch and talk about.

To drive deeper emotional connection and sustain fan engagement, our campaign blends live experiences with digital participation. *Wicked*-themed events like the Lincoln Center Cabaret, iFly's Defy Gravity experience, and Street Food Cinema park screenings are crafted to be visually engaging, shareable, and emotionally resonant. These activations fuel user-generated content across platforms while reinforcing the film's core themes.

Creator collaborations with theater, beauty, and pop culture influencers will generate organic content across fan communities. These creators will participate in exclusive experiences and promote the film through trends like "Glindify Yourself," driving excitement and reach. To further engage digital audiences, we will launch a *Hidden Spell Sweepstakes* tied to ticket sales, and encouraged participation in the #WickedDuality TikTok trend, where fans show their Glinda vs. Elphaba sides. These activities empower fans to become a part of the *Wicked* narrative, extending engagements across platforms.

Our paid media strategy supports a phased rollout to maximize awareness and drive conversions. Social media advertising will receive 40% of the budget, and will be focused on TikTok, Instagram Reels, and YouTube Shorts. The next 20% will go to display and video ads, including YouTube Pre-Roll and IMDb homepage takeovers, optimized for trailer drops. We will allocate 15% toward out-of-home advertising in Times Square and major metro areas. Another 15% will support paid influencer collaborations timed with key campaign beats. Finally, 10% will go toward podcast sponsorships on platforms like Spotify and Apple Music. The campaign will roll out in three main phases: whisper teaser ads and creator seeding in April through June, full trailer promotion in July through August, and the final push leading into the theatrical release will take place from September through October.

The franchise synergy plan will expand the *Wicked* universe across three key media channels: gaming, publishing, and television, each developed internally through Universal's media divisions. The mobile role playing game, *Wicked World* will allow users to customize their own Ozian characters, choose their magical path, and explore the world of Oz. The game will feature seasonal story events aligned with *Wicked: For Good* promotions and interactions with characters like Glinda, Elphaba, and the Wizard. In collaboration with Universal's Publishing and Brand Development departments, the book series, *Emerald Library: Special Edition Series*, will include in-universe journals, retelling of stories from new perspectives, hidden lore, magical textbooks, and exclusive artwork. These hardcover collectors editions will deepen the mythology

of Oz while appealing to devoted fans and new readers. *Shiz Life*, a live-action spin-off streaming on Peacock, will follow Pfanne and ShenShen's prequel journey at Shiz University. The series will have a tone that blends fantasy and comedy with campus drama. *Little Witches* is a Peacock exclusive animated series developed for younger audiences. Set in a reimagined, whimsical Oz, the show centers on younger versions of iconic characters and explores themes of kindness, acceptance, and friendship.

To support the release of *Wicked: For Good*, the promotional strategy will include two brand partnerships that align with the film's core themes of empowerment, connection, and transformation. First, a collaboration with Bumble titled "Find Your One for Good" leverages the app's female led identity and unique BFF mode to promote both romantic and platonic bonds. Bumble's focus on female empowerment and meaningful connection makes it an ideal partner for reaching young women, especially given its history of successful entertainment partnerships. Second, a partnership with Extra Gum inspired by Glinda's signature bubble will expand *Wicked* consumer packaged goods catalog. The brand is known for its emotional and heartfelt campaigns, which would amplify the film's narrative of personal growth and encourage shareable moments.

Similar to the distribution plan, *Wicked: For Good*'s marketing should also mirror *Wicked: Part 1*'s due to the success of their marketing campaign and film overall (Table 2). The average marketing budget for a film is at least 50% of the production budget, but for a blockbuster like *Wicked*, which is set to make over \$500 million, the marketing budget is usually 100%-125% of the production budget. Because *Wicked: For Good* is reported to have had a higher production budget than *Wicked: Part 1* by ~\$10 million, the marketing budget should reflect that. With a higher box office, digital, and streaming goal, \$175 million for the marketing budget is the right balance, as it is more than enough for the film to be promoted globally without overspending or reducing profitability.

### **Insights and Research:**

To optimize the reach and impact of *Wicked: For Good*, we will implement a multi-phase research and data strategy that informs decision making throughout the film's life cycle. Before the film is released we will begin with audience segmentation using outside softwares and internal data to identify high potential audience clusters. Additionally, we will employ social listening tools to analyze sentiments on platforms like TikTok, Twitter, and Reddit, particularly tracking responses to the first film. The data will guide tone, visuals, influencer selection, and teaser content. Concept testing will also be used to refine franchise extensions.

During the marketing rollout, we will conduct testing across paid media sources to determine which messages and visuals generate the most engagement. Performance tracking of pre-orders for merchandise will inform inventory adjustments and promotion focus. Search and hashtag trend analysis will inform campaign timing and activation opportunities based on interest and cultural relevance.

After the film is released we will use sentiment analysis tools to assess the emotional responses and fan feedback across social platforms. Monitoring this data will allow us to adapt tone and messaging in follow up content like the spin off or animated series. For the game, we will analyze in-app behavior data, such as character choices and drop off rates, to improve engagement and retention through targeted updates. Finally, we will evaluate streaming and UGC engagement metrics to identify which characters, songs, or themes resonate the most. This will help to inform future creative, product development, and franchise expansion.

Visuals:

1)

Distribution Plan	
<i>Wicked: Part I</i>	<i>Wicked: For Good</i>
Released in 3,888 theaters domestically	Aim to release in 3,800-4,000 theaters domestically
Wide theatrical release (IMAX, RealD 3D, 4DX, Dolby Cinema)	Wide theatrical release (IMAX, RealD 3D, 4DX, Dolby Cinema)
Sing-Along Version in Theaters: 12/25/2024 (3 weeks after original release)	Sing-Along Version in Theaters: 12/24/2025 (3 weeks after original release)
Digital Purchase: 12/31/2024 (4 weeks after original release)	Digital Purchase: 12/30/2025 (4 weeks after original release)
Streaming on Peacock: 03/21/2025 (4 months after release)	Streaming on Peacock: 03/20/2025 (4 months after release)

2)

Financials	
<i>Wicked: Part I</i>	<i>Wicked: For Good</i>
Production Budget: ~\$145-\$150 million	Production Budget: ~\$150-\$160 million
Marketing Budget: ~\$150-\$200 million	Marketing Budget: \$175 million
Box Office Revenue: \$753 million	Box Office Goal: \$750-\$800 million
Digital Revenue: \$70 million (first month)	Digital Revenue Goal: \$80 million (first month)
Streaming: 880 million minutes watched (first week)	Streaming: 900 million minutes watched (first week)