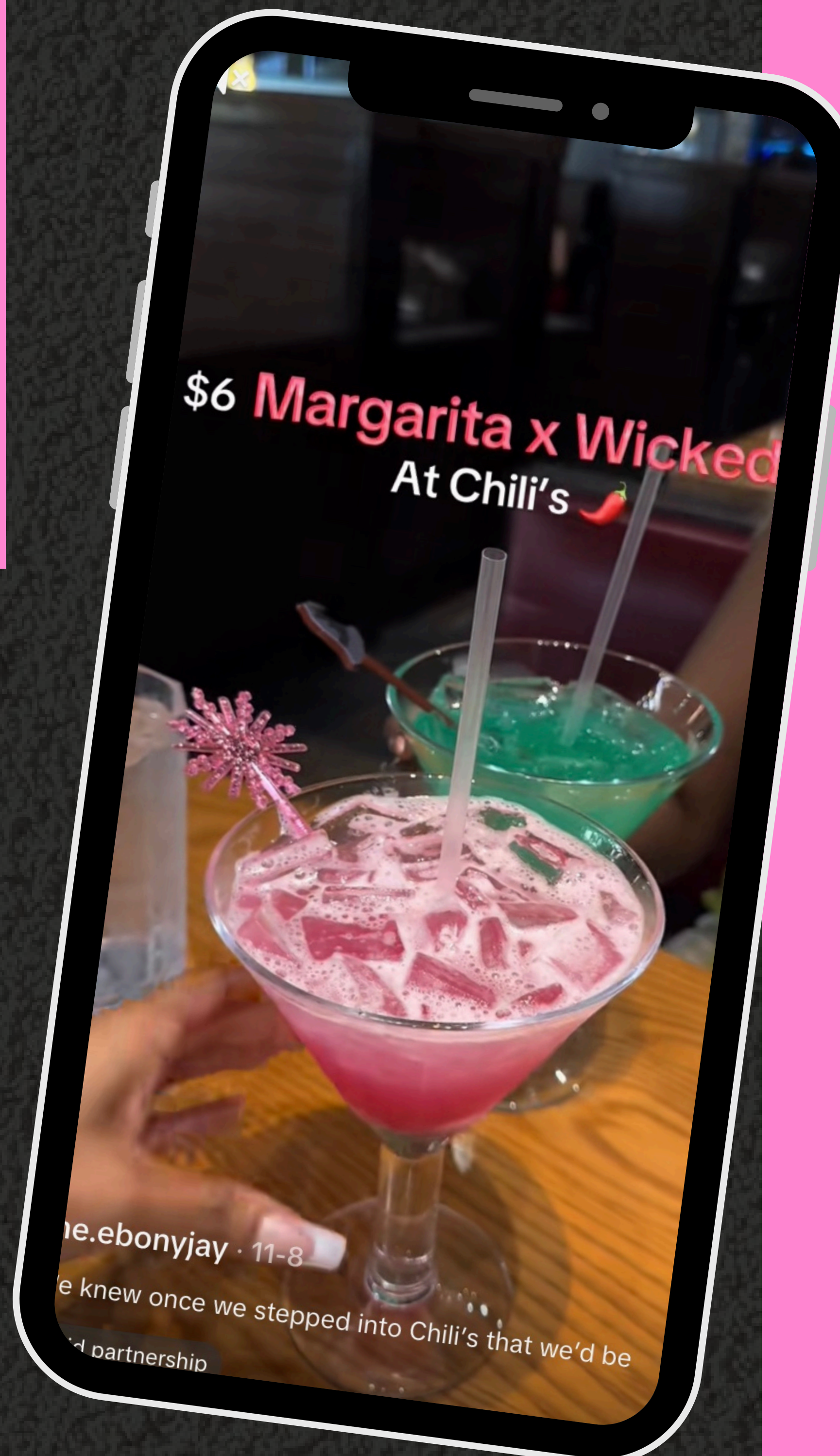


WICKED: FOR GOOD

PR & Marketing Playbook



Swipe to see how one of the highest-grossing film adaptations of a Broadway musical transformed into a cultural movement.



1

Creating a Cultural Moment, Not Just a Movie Release



Universal marketed *Wicked: For Good* as a cultural event, building momentum that extended far beyond the film itself.

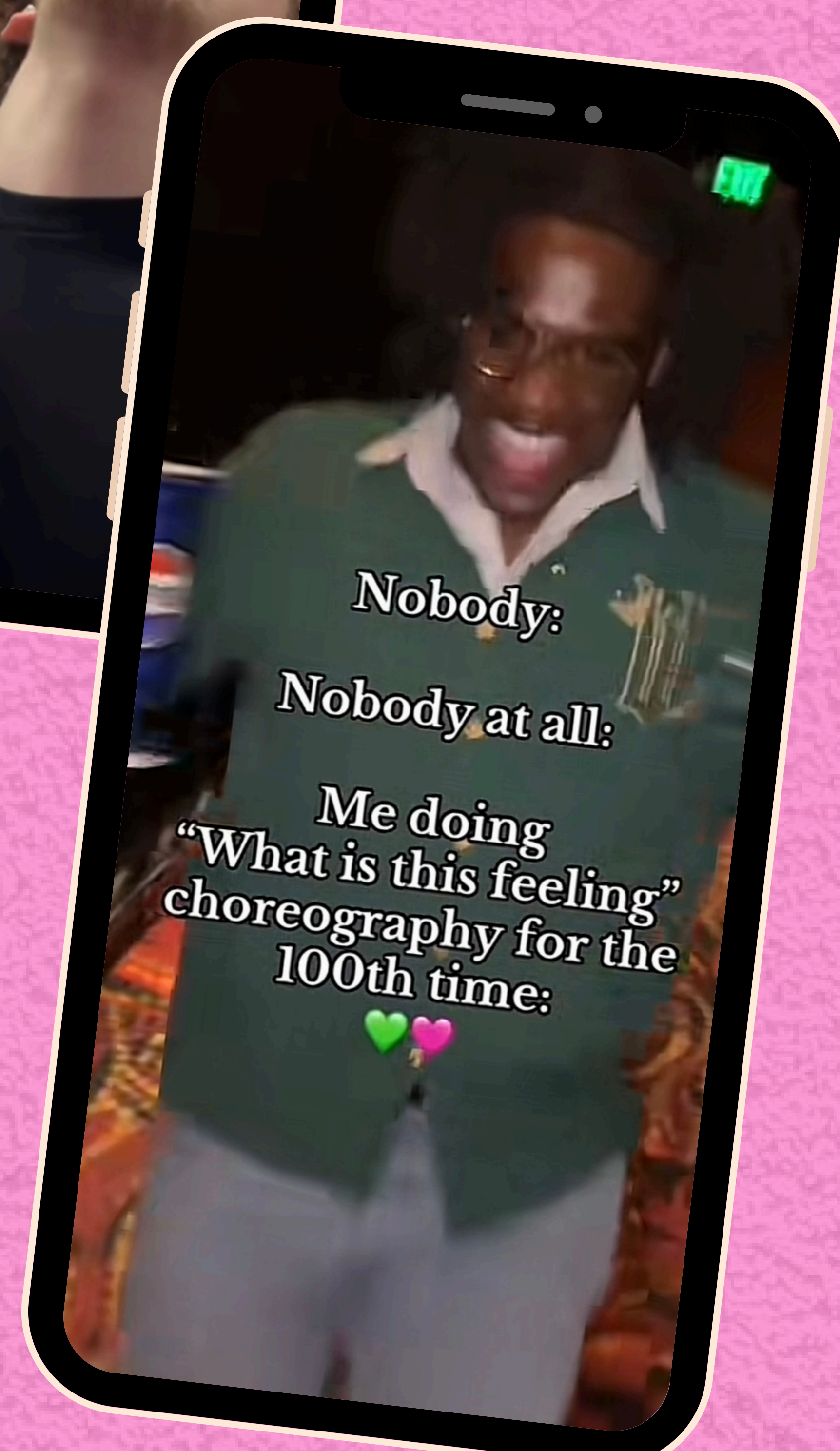
Social Media Virality and Audience Participation

Social media users on TikTok, Instagram, and YouTube amplified the film through organic, creative content.

Examples include:

- Re-creating the “What Is This Feeling?” choreography in everyday or humorous scenarios.
- Using the “Defying Gravity” and “No Good Deed” battle cry for trending audio moments.
- Remixing scenes, duets, and lines into memes, transitions, and fandom edits.

This level of user-generated content made *Wicked: For Good* a social language, allowing audiences to participate in the story before even seeing the film.



Connecting Through Emotion and Nostalgia

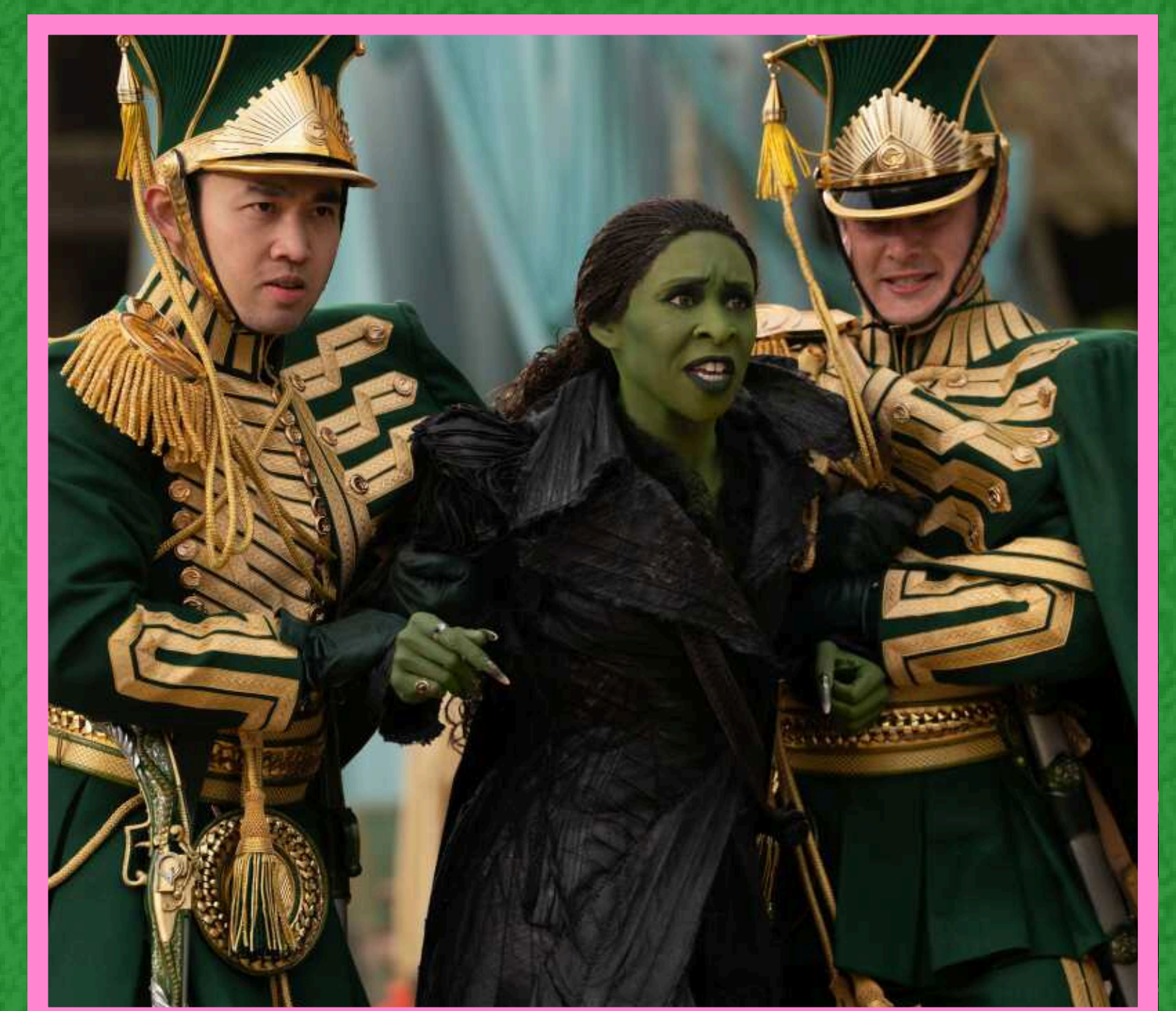
Wicked: For Good draws from the beloved Broadway musical and the iconic foundation of **The Wizard of Oz**.

This cultural lineage allowed the campaign to emotionally connect with multiple generations, including longtime musical fans, Oz enthusiasts, and new audiences discovering the story for the first time.



The film's messaging focused on **universal emotional themes** such as friendship and loyalty, misunderstanding and identity, and growth, courage, and transformation.

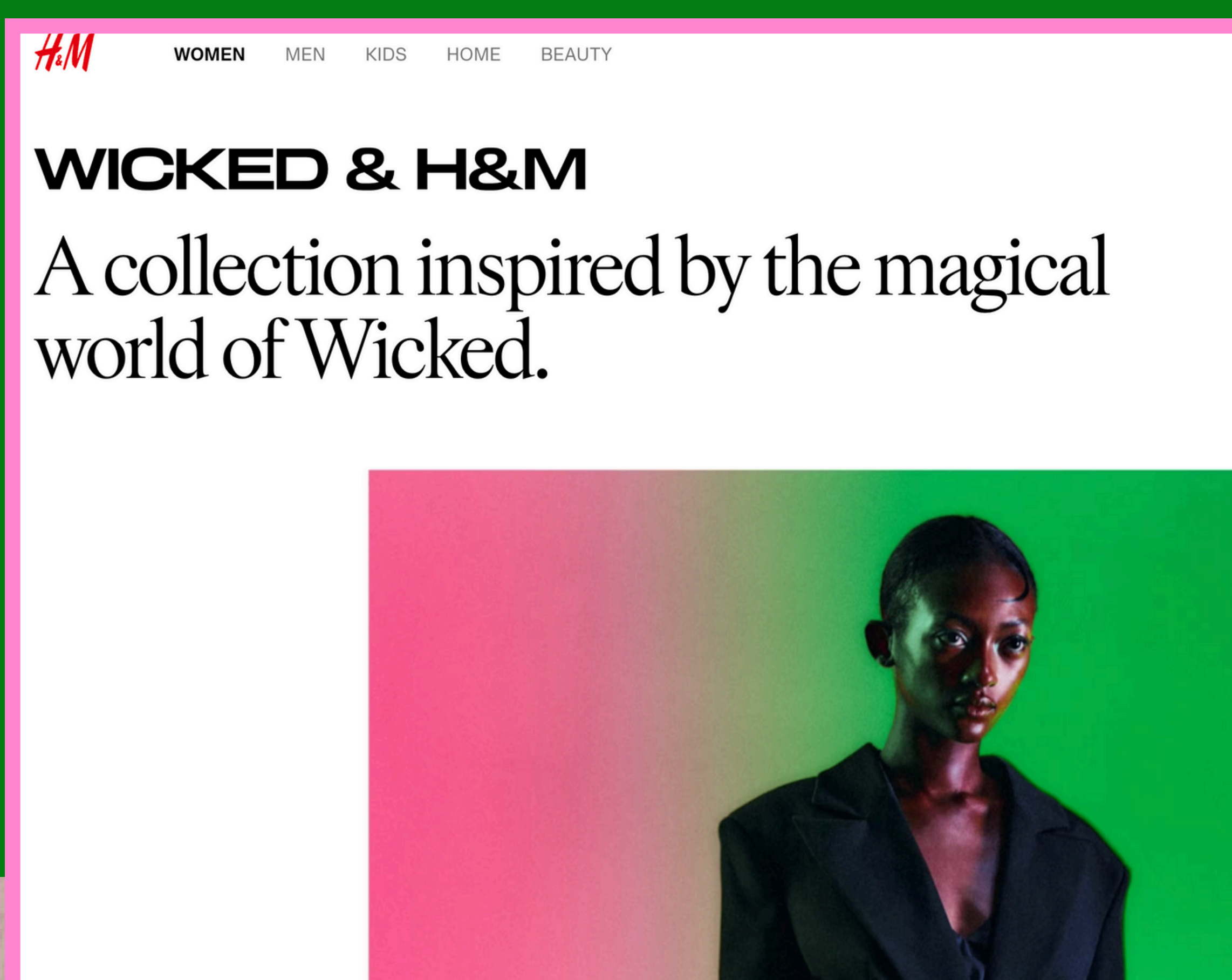
These messages gave fans a reason to connect emotionally with the characters and fully engage in the movie-going experience.



Strategic Brand Partnerships and Experiential Activations

Cross-Industry Partnerships

The film partnered with over 400 brands across different industries, from H&M and Lego to Dunkin, Stanley, Dawn, and so many more, building one of the largest movie partnership networks ever.



Immersive Experiences and Activations

Universal also created immersive in-person touchpoints for fans, including “Wicked: The Experience” at Universal Orlando and Universal Studios Hollywood with themed food, exclusive merchandise, and interactive photo areas, Fan Fest Nights featuring appearances from Elphaba and Glinda, and Wicked Celebration events at Universal Studios Japan.



Discover How the 'Wicked' Movie was Brought to Life Through Universal Destinations & Experiences

The cinematic event of 'Wicked' comes to life with inspiring experiential, retail and dining opportunities across Universal Destinations & Experiences.

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Using Media to Build Excitement and Worldwide Buzz

Wicked: One Wonderful Night

The NBC special brought *Wicked: For Good* to life by giving fans a first look at the film, showcasing performances, and creating interactive experiences that fueled anticipation.

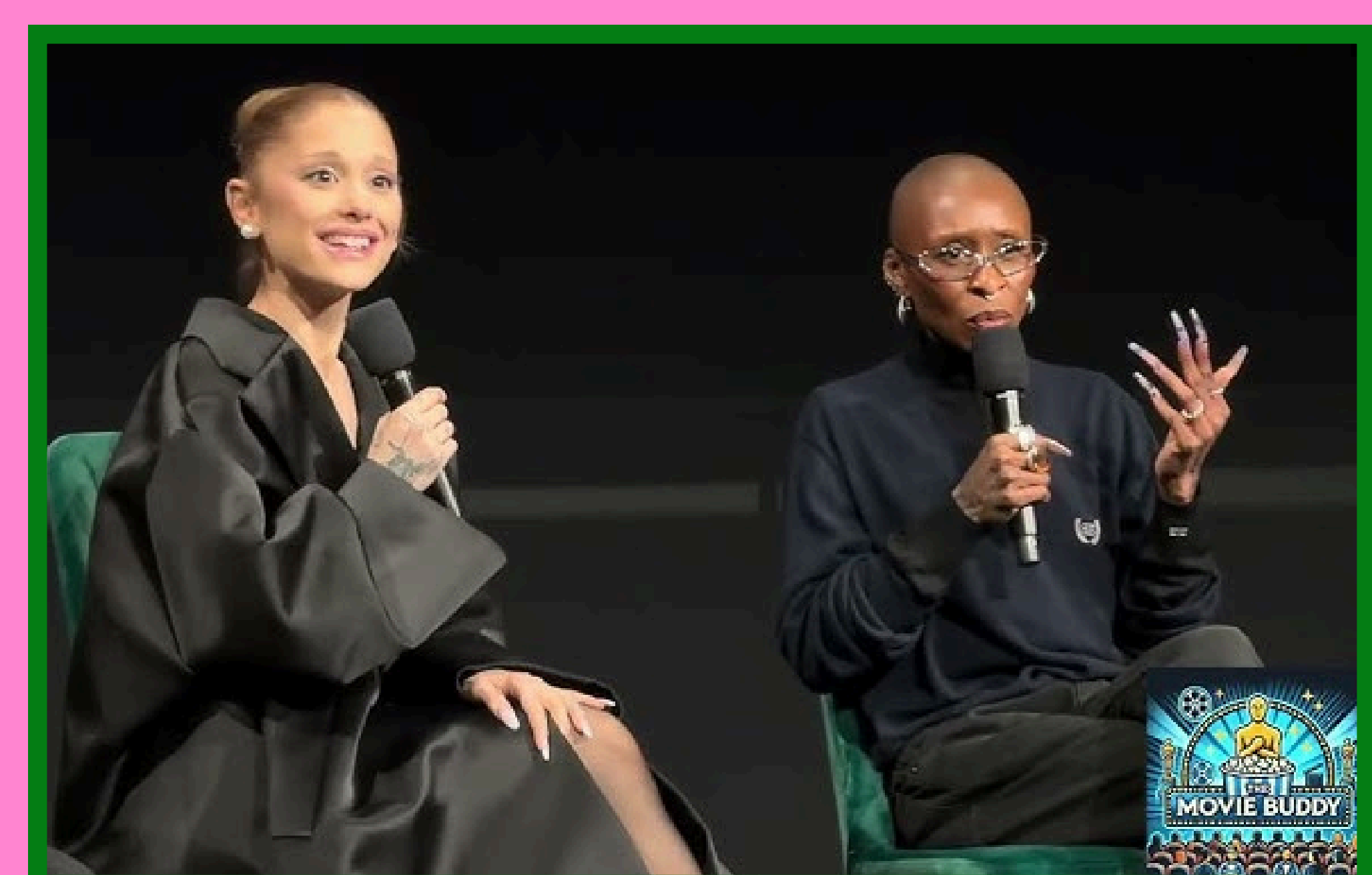
- Brought the film to life with **performances, interviews, and behind-the-scenes glimpses.**
- Gave fans first looks with **new songs and sneak previews** from the movie.
- Put **fans at the center** by including audience participation and fan-submitted content.



Wicked: For Good Press Tour

The press tour featuring Ariana Grande and Cynthia Erivo used interviews, public appearances, and red-carpet events to boost film awareness and deepen audience connection.

- Created emotional connection by sharing their friendship and the **importance of their roles**, with memorable on-screen and off-screen moments going viral.
- Reached global audiences through **talk shows, interviews, print coverage, and red-carpet events** in multiple cities.
- Kept the film in the spotlight even amid the **red carpet incident** involving Grande and Erivo.



PR & Marketing Takeaways from **Wicked**: For Good



1

Build Experiences, Not Just Promotions

Strong campaigns invite audiences into a world. Think beyond promotion and focus on how people can interact with the story in real, memorable ways.

2

Leverage Partnerships to Expand Cultural Reach

The right collaborations introduce your campaign to new communities and keep it visible in everyday spaces your audience already loves.

3

Blend Emotion and Media Strategy

When a campaign connects to how people feel and is supported by a smart mix of media channels, the message becomes more impactful and lasting.