



Paramount

CALL^{OF}DUTY

2025

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INTRODUCTION

The significance of Activision's Call of Duty franchise extends far beyond gaming. Over the last two decades, the series has sold more than 500M copies across 20+ mainline titles, cementing its place alongside Pokémon, Mario, and Grand Theft Auto as one of the most lucrative franchises in history, with nearly \$30B in lifetime revenue.

Today, it sustains a massive player base of around 100M monthly active users, with anchor markets in the U.S., Japan, South Korea, Germany, and the UK. Its mobile extension alone has generated over \$1.8 billion, successfully expanding into emerging markets like Brazil, India, and Mexico.

The global reach is already enormous—an estimated 335 million players, predominantly men aged 18–34—but the data points to clear growth opportunities. In short, there's white space to grow well beyond the traditional core audience. Equally important, CoD has become a cultural and competitive powerhouse. The 2025 championship finals broke viewership records, underscoring the franchise's enduring esports appeal.

On the cultural front, Call of Duty tropes and icons have transcended the games themselves. Infamous missions, the instantly recognizable Ghost mask, and Captain Price's one-liners have all entered the broader internet and pop culture lexicon through memes, cosplays, and shorthand references.

This depth extends across platforms. From console and PC to mobile, esports, and soon film, Call of Duty stands as one of the rare IPs that fully spans the entertainment stack. And that's why it matters: very few franchises have proven capable of dominating across platforms and generations. With its Hollywood adaptation on the horizon, Call of Duty is uniquely positioned to evolve from a gaming giant into a cross-media ecosystem that blends interactive entertainment with cinematic storytelling.



THE STORY ARSENAL

With a global built-in fanbase, a Call of Duty live-action film could realistically target a \$500–650M worldwide gross in a strong case scenario. With the right marketing push, it has the potential to climb higher, positioning itself as a true theatrical event.

Modern Warfare: The safest and most commercial path. Familiar faces like Captain Price, Soap, Ghost, and Gaz anchor the story, with clear-cut villains (ultranationalists, terror cells) and globally recognizable backdrops (London, the Middle East, Eastern Europe). A modern military thriller angle offers broad, four-quadrant appeal—akin to films such as American Sniper or 13 Hours.

Black Ops: A grittier, darker take rooted in Cold War espionage. Themes of psychological manipulation, brainwashing, and morally complex characters (Mason, Woods, Reznov) would give the film an edge, positioning it as a spy-action competitor to Mission: Impossible or Atomic Blonde.

Hybrid Approach: Paramount could merge iconic characters across Call of Duty titles into an ensemble, Avengers-style lineup (Price + Ghost + Mason + Woods). This maximizes fan recognition but carries the risk of alienating purists if executed as shallow fan service rather than a grounded narrative.

Original Story within the CoD Universe: A fresh squad introduced for the film, complemented by cameos from fan favorites. This route offers creative flexibility while still anchoring the story in recognizable lore—and could strategically align with the Call of Duty game release on the movie year for seamless cross-promotion.



CHARACTERS & CASTING ARCHETYPES

Bringing Call of Duty to the big screen isn't just about spectacle, it's about anchoring the film in memorable, marketable characters who can carry both narrative weight and franchise potential. The right casting strategy balances authenticity, cultural resonance, and merchandisable star power.

Captain Price: The cornerstone of the franchise. Needs an actor with gravitas and authenticity—rugged, commanding, and battle-worn. Archetypes include seasoned 40s–50s action stars with natural authority (a Russell Crowe or Gerard Butler type). Essential traits: military credibility, British accent, iconic beard, and a no-nonsense leadership style.

Soap MacTavish: The charismatic, high-energy younger soldier who brings heart and relatability. Requires a rising star with action chops and charm—someone in the mold of Jacob Elordi, Jack Lowden, or Nicholas Hoult. Soap adds youth appeal and balances Price's gravitas with humor and humanity.

Ghost: The franchise's most merchandisable character. His skull mask is instantly recognizable, on par with Marvel's Deadpool or Star Wars' Stormtroopers. Casting is flexible since his face remains hidden—allowing separation of stunt performance and voice acting. This opens the door for marquee talent to lend star power without requiring full physical presence. Ghost represents both marketing gold and franchise iconography.

Mason & Woods (Black Ops integration):

- Woods: Loud, brash, and instantly audience-friendly. Best served by a charismatic, broadly appealing actor (a Chris Pratt archetype).
- Mason: The dramatic anchor, carrying psychological complexity, trauma, and moral ambiguity. Requires a performance-driven actor in the vein of Cillian Murphy to ground the story in emotional depth.

Supporting Cast: Expanding beyond the core with characters like Farah Karim (MW2019), Alex Keller, and CIA operatives introduces diversity and female representation—critical for modern audiences. This not only broadens appeal but also strengthens credibility for a global, contemporary military narrative.

STRATEGIC CATEGORY MAP

Transmedia expansion is the key to unlocking Activision Blizzard’s licensing potential. With the right structure, the CoD franchise could generate more than \$400 million in consumer product sales, rivaling projections for Grand Theft Auto. Apparel and collectibles would form the backbone of the portfolio, but the upside extends far deeper. A single hero SKU (such as Ghost’s iconic mask) has the potential to become a perennial, multimillion-dollar item, much like Marvel’s Iron Man helmet, fueling both cultural relevance and recurring retail revenue.

CATEGORY	EXAMPLES	Sales Mix
Apparel	<ul style="list-style-type: none">Tactical streetwear (cargo pants, camo hoodies, bomber jackets).Esports jerseys for Call of Duty League teams.High-fashion collabs (capsule collections styled on Ghost’s mask).	35-40%
Collectibles	<ul style="list-style-type: none">Replica weapons (Soap’s knife, M4A1 rifles, RCXD drone models).Funko Pop!Premium statues and busts.Building SetsCard GamesCollector action figures	25-30%
Accessories	<ul style="list-style-type: none">Headsets, controllers, phone cases, tactical backpacks.Dog tags, watches, military-style jewelry.Gaming desk accessories (mousepads, LED desk lamps shaped like perks).	15-20%
Home Décor	<ul style="list-style-type: none">Perk-a-Cola pillows, wall posters, framed maps.Mystery Box lamps, neon signage (“Spawn Point”).Drinkware: tactical mugs, water bottles, pint glasses.	10%
Publishing	<ul style="list-style-type: none">Comics (Dark Horse precedent), artbooks, lore novels.Strategy guides with unlock codes.Behind-the-scenes “Art of Call of Duty” tied to the movie.	5%
Food & Beverage	<ul style="list-style-type: none">Promotions with Doritos, Monster, Mountain Dew.In-game redemption tied to snacks.Real-world Perk-a-Cola branded sodas or MRE kits.	5%
Seasonal/Specialty	<ul style="list-style-type: none">Halloween costumes (Ghost mask = guaranteed hit).Holiday ornaments (grenade baubles, dog-tag decor).Cosplay props and high-end replicas.	5%



REGIONAL NUANCES

Regional tailoring ensures Call of Duty isn't seen as a monolithic U.S. military brand, but as a flexible global IP. Just as GTA VI flexes with Vice City's Miami aesthetic, CoD can adopt local cultural cues to embed itself into each region's lifestyle.

NORTH AMERICA

Focus: Tactical streetwear (hoodies, camo jackets), collectibles (replica weapons, Funko Pops), home décor (Perk-a-Cola pillows, Mystery Box lamps).

Creative: Lean into military authenticity meets pop culture. Highlight Ghost's mask as an icon, Price's gritty British leadership, and patriotic motifs. Crossovers with U.S. holidays add seasonal spikes.

LATIN AMERICA

Focus: Apparel (soccer jerseys with CoD branding), caps, accessories, and vibrant collectibles.

Creative: Tactical streetwear, and fuse street and football culture. Neon graffiti-inspired designs, team colors with operator insignias, Day-of-the-Dead Ghost masks.

EUROPE

Focus: Streetwear, automobilia (model vehicles, tactical car gear), art prints/posters, premium collabs with European fashion labels.

Creative: Minimalist design language — subtle CoD insignias, "military-chic" fashion. Play into espionage roots (Black Ops aesthetics) and heritage Cold War narratives (Berlin, London settings).

ASIA-PACIFIC

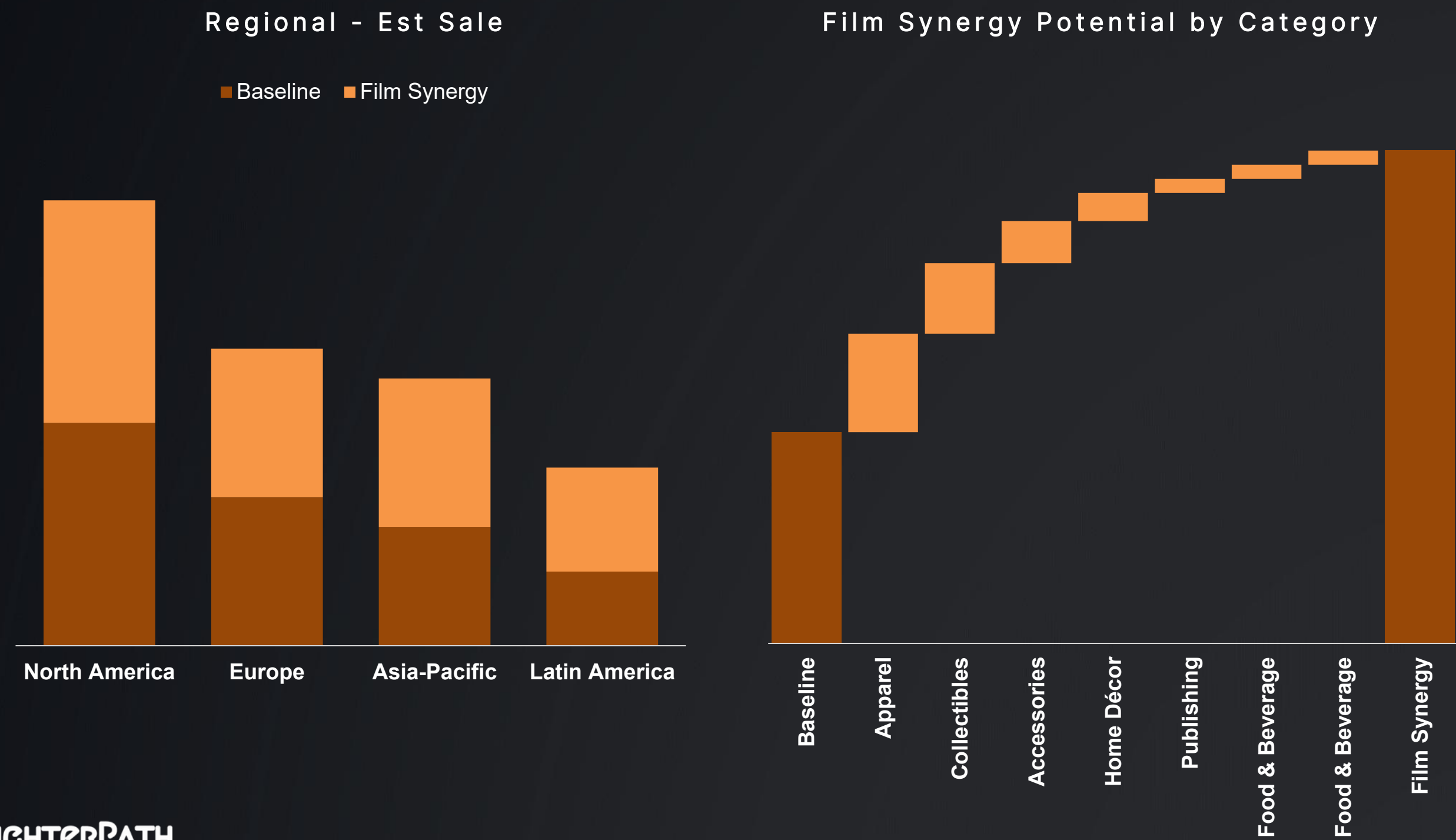
Focus: High-end collectibles (statues, figures), fashion accessories (phone cases, limited-edition Ghost masks), esports tie-ins.

Creative: Anime/manga-inspired character reinterpretations in Japan, sleek urban streetwear in Korea, mobile-first bundles in Southeast Asia. Celebrity collabs (K-pop idols as "operators") expand beyond core gamers.



GLOBAL SALES

In the film synergy case, CoD breaks into Tier 2 licensing territory, rivaling Marvel mid-tier films or Star Wars spin-offs in merchandise performance. The Ghost mask alone, if tied to the film, could become a \$50–75M SKU globally.



CP INTEGRATION TENTPOLES & TIMING

By aligning CP tentpoles with movie marketing beats, CoD transforms from a linear film campaign into a 360° global event. The interplay of in-game activations, retail launches, film PR, and seasonal drops ensures momentum and maximize cultural footprint and revenue velocity.

Pre-Trailer

- Tactical streetwear pre-drops (“Gear Up” campaign).
- Tease limited-edition Ghost mask collectibles.
- Retail presence: mass-market basics (tees, caps) seeded early.

Trailer Release

- Trailer/Game Crossover: Trailer debuts inside Warzone (cinema screen, stadium event). Bundled product codes with apparel/collectibles (e.g., “Buy the Ghost hoodie, unlock a trailer-exclusive Operator skin”).
- Coordinated retail push with film artwork tees, posters, and first wave of tie-in collectibles.

Lead-Up

- Actor-inspired apparel capsules drop at premium retailers.
- CDL events + streamers showcase movie-themed products.
- Pop-ups activated: Verdansk Experience stores launch in NYC, São Paulo, London, Tokyo.

Theatrical Release Window

- Coordinated Launch Windows: Movie in theaters + CoD 2026 game release + full CP line in retail = cultural saturation.
- Fast-food tie-ins (McDonald’s, Burger King) with in-game redemption codes.
- Ghost mask Halloween launch synchronized with movie premiere.

Global PR/Events

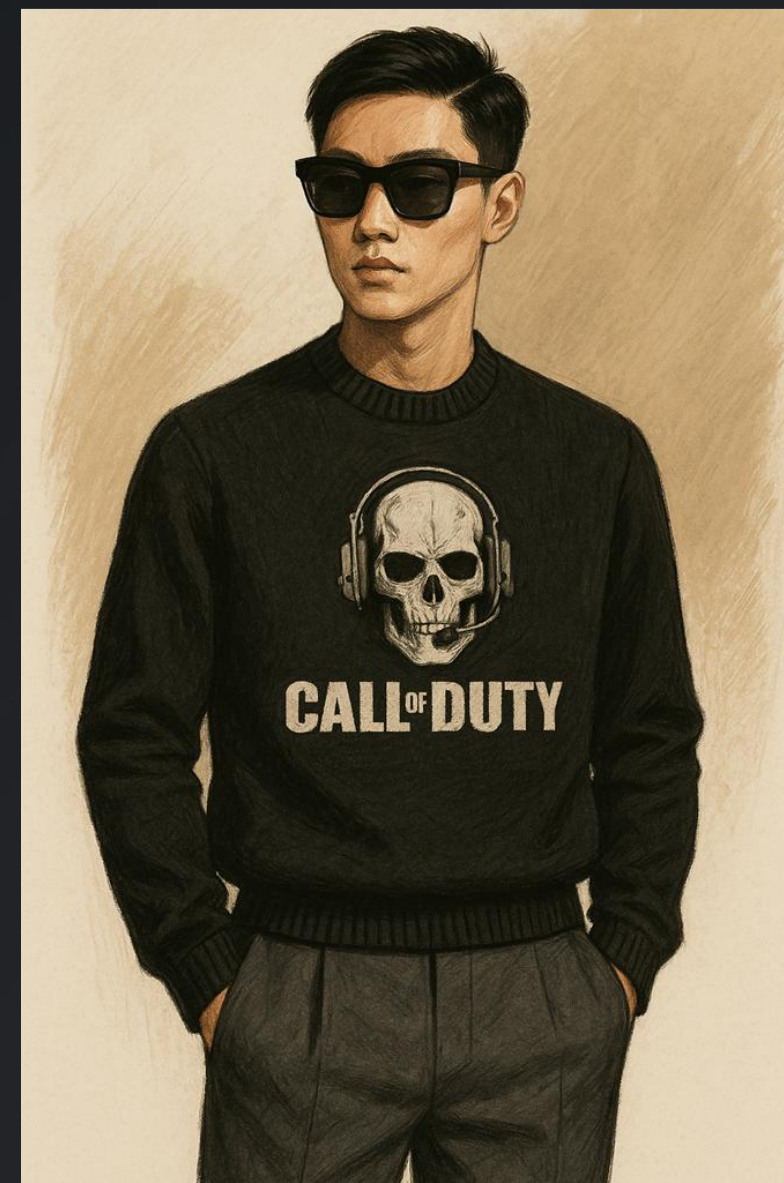
- Star Power on Tour: Cast attends SDCC (North America), CCXP (Brazil), Gamescom (Germany), Tokyo Game Show. Each stop tied to exclusive regional merch (e.g., CCXP-exclusive Brazil jersey).
- Veteran/Military Partnerships: Call of Duty Endowment activations — portion of proceeds from select product lines.

Post-Film (Streaming + Paramount+)

- Drop “Art of the Movie” books, soundtrack vinyl, and secondary collectibles.
- Streaming launch bundles with Paramount+ subs (exclusive skins + apparel tie-ins).
- Holiday capsule collection (“COD Winter Ops”) closes the year.

CREATIVE IDEATION (EXAMPLE)

From battlefield to brand: bringing Call of Duty to life through product and place. From tactical-inspired streetwear to premium collectibles and immersive retail experiences, these executions show how Call of Duty can transcend traditional merch—and evolve into a cultural statement that bridges gaming, fashion, and fandom.



THANK YOU

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