

SKYDANCE / PARAMOUNT

*TOM CRUISE*  
**MISSION: IMPOSSIBLE**  
*THE FINAL RECKONING*

2025

APRIL 2025

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# EXECUTIVE SUMMARY

Mission: Impossible – The Final Reckoning is tracking as a “Major Release”<sup>1</sup> driven by legacy IP momentum, Tom Cruise’s unmatched global star power, and the emotional hook of a franchise send-off.

With nostalgia peaking, fan sentiment intensifying across social platforms, and promotional moments—from the Super Bowl spot to Cannes premiere—making global waves, the film is well-positioned as one of 2025’s top-tier cinematic events.

## Current Status

- Generating significant and sustained buzz across key demos and film fandoms worldwide
- Tracking in the “Major Release” tier based on pre-release awareness, poll rankings, and trailer viewership
- Momentum fueled by record-breaking trailer views, cast-driven social engagement, and global press activations buzz (including Seoul and Cannes)

## Strengths

- Unique franchise positioning: a real-stunt, non-superhero action saga with deep legacy fan appeal
- Global star power anchored by Tom Cruise, with key ensemble cast (Atwell, Pegg, Klementieff, Waddingham) generating cross-demo engagement
- Emotional finale narrative and “end of an era” marketing resonating across generations of moviegoers
- Strong international footprint—particularly in North America, UK, France, South Korea, Japan, and India
- Underserved in consumer products to date, presenting significant licensing upside in apparel, collectibles, immersive experiences, and premium tie-ins





# ANTICIPATION

## Current tracking: “Major Release”<sup>1</sup>

Mission: Impossible – The Final Reckoning is shaping up to be one of the most anticipated blockbusters of the summer—and it’s doing so by turning legacy status into a box office advantage.

While superhero titles often dominate the early buzz, this year the hype is leaning into high-stakes espionage, and audiences are showing up for what’s being marketed as Ethan Hunt’s final mission.

The momentum kicked into overdrive following the April 2025 trailer drop, which racked up over 13 million views in its first week and trended globally across platforms.

Fan sentiment surged as the trailer revealed callbacks to earlier films, an epic sense of finality, and glimpses of Cruise’s most daring stunts yet—including a sequence that sees Ethan Hunt clinging to the wing of a biplane mid-flight.

That trailer struck a nostalgic and emotional chord. With its sweeping scope, reverent nods to the franchise’s legacy, and a growing sense that this may truly be Ethan’s last mission, longtime fans and new viewers alike are locking in for a cinematic event.

Paramount is leaning into this moment smartly—positioning The Final Reckoning not just as another sequel, but as the conclusion to one of the greatest action franchises of the modern era.

## Anticipation (2025 movies)



**Highest**  
fan excitement, social chatter, new audience



**Very High**  
curiosity about new actor & tone shift)



**High**  
intense casting speculation, strong Marvel interest

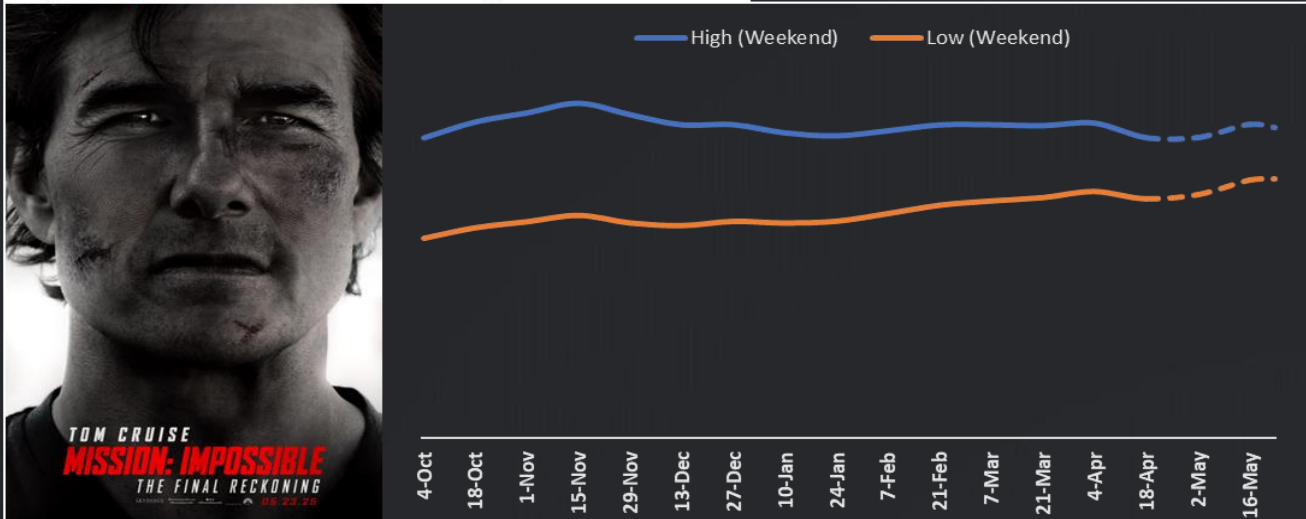


**High**  
prestige action, Tom Cruise stunts, slightly lower digital buzz



**Moderate**  
trailing buzz vs. other Marvel entries

Mission: Impossible – The Final Reckoning  
Opening Weekend Box Office Projection



# CAST HIGHLIGHTS & WHO'S DRIVING BUZZ

In April Mission: Impossible – The Final Reckoning ramped up its campaign with a mix of global spectacle and emotional resonance. At CinemaCon, footage of Tom Cruise's now-infamous biplane stunt drew gasps, while director Christopher McQuarrie teased a grand, full-circle conclusion to Ethan Hunt's story. Meanwhile, Cruise continues his international charm offensive with a personal video message to Korean fans ahead of his upcoming Seoul visit—further endearing him to a region where he's already known as "Kind Tom."

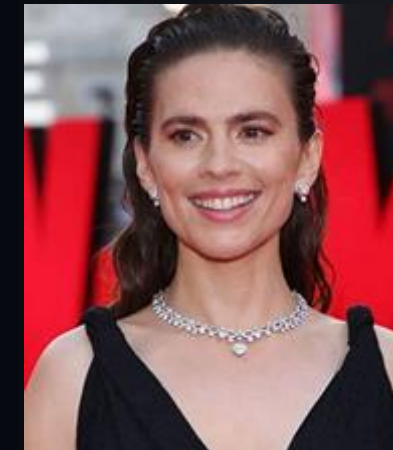
Elsewhere, co-stars Hayley Atwell, Simon Pegg, and Pom Klementieff fueled social buzz with behind-the-scenes content and fan interactions. Atwell in particular has emerged as a standout, with her character Grace earning praise from fans hoping she may carry the franchise forward. Meanwhile, Hannah Waddingham's reveal sparked excitement across new audience segments, as fans of Ted Lasso expressed surprise and delight at her unexpected role in the spy saga.

The result? With Cruise leading a fan-favorite ensemble and audiences emotionally primed for what's being billed as Ethan Hunt's final mission, The Final Reckoning remains a core conversation across film media, fan communities, and global press—cementing its status as one of the year's most anticipated cinematic send-offs.



**Tom Cruise**

Remains the center of attention. His personal promotion (Korean video messages, on-set videos) and extreme stunts are fueling global interest. He's seen as "the last true action star."



**Hayley Atwell**

Surged in popularity after Dead Reckoning. Massive fan interest in her arc continuation and potential spin-off discussions.



**Simon Pegg & Ving Rhames**

Beloved mainstays. Pegg's social media humor and fan interactions keep momentum high.



**Rebecca Ferguson**

Flashbacks in trailer triggered online debates and nostalgia.



**Pom Klementieff**

Cult following from Marvel fans + high-impact presence in Dead Reckoning.



**Hannah Waddingham**

Surprise factor generating buzz among Ted Lasso fans and broadening the demo reach.



**Esai Morales**

Returning villain sparks excitement for final showdown.





**Vanessa Kirby**


Intrigue around her character's loyalties remains a discussion point.





# FAN & SOCIAL BUZZ

-  Trailer trended worldwide. Sentiment overwhelmingly positive, marked by a mix of excitement and nostalgia. Emotional reactions praised Cruise's 29-year commitment to the role and practical stuntwork. Top viral commentary includes:
- "I was 16 when the original came out... 29 years later, we have the final chapter. Tom Cruise, you have my respect."
  - "When I was 20, I watched Tom Cruise running. Now I'm almost 40, he's still running—and I'm still showing up."

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- #MissionImpossible: Hundreds of millions of views
  - Trends: Ethan Hunt sprint challenges, behind-the-scenes stunt analysis, Cruise's biplane scene reaction edits
  - Younger audiences remixing franchise themes (e.g. latex mask reveals, MI theme in daily tasks)

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- Trailer viewership strong and sustained
  - Fan reaction videos, trailer breakdowns, and retrospectives gaining traction
  - Cruise's practical stunts are the lead talking points, especially underwater and aerial sequences

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- Behind-the-scenes posts from Hayley Atwell, Pom Klementieff, and director McQuarrie driving organic engagement
  - First-look of Hannah Waddingham trended film media pages
  - Holiday Arctic-set cast video reinforced ensemble chemistry and generated fan warmth

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- r/movies and r/Mission\_Impossible buzzing with theories (return of Rabbit's Foot? Ilsa's fate?)
  - Fan-organized rewatches and nostalgia threads ("Top 3 Ethan Hunt stunts ranked")
  - Sentiment: "This is the only action franchise that just keeps getting better."

# GLOBAL INTEREST & REGIONAL TRENDS



- Anticipation high post-Top Gun: Maverick. Super Bowl ad and summer date positioning MI8 as a “must-see.”
- Tentpole event film, with broad generational appeal.



- Cannes Film Festival Premiere provides cultural prestige and European press dominance.
- Heavy interest from British press and fans—thanks to prominent U.K. cast (Atwell, Pegg, Kirby).
- France buzzing over Cruise’s return to Cannes; parallels drawn to Fallout’s early footage premiere.



- Tom Cruise’s confirmed May 2025 Seoul visit triggered massive excitement—Cruise affectionately known as “Kind Tom” (친절한 톰 아저씨).
- Lotte Tower stunt recall + fan-organized welcome events expected. High local box office potential.



- Cruise remains a legacy star.
- Trailer trended, nostalgia angle appreciated; fan comments celebrate “Tomohisa” (Cruise’s affectionate name).
- Expect strong theatrical turnout and press interest.

## Latin America & Southeast Asia:



- Trailer dubs trending in Spanish/Portuguese.
- Strong historic turnout in Mexico, Brazil, Philippines.

## Middle East:

- Anticipation high due to prior Abu Dhabi sequences. UAE press speculating on sequel’s return to region.

# MERCHANDISE & LICENSING

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## Historical Gap:

Mission: Impossible has long underperformed in the consumer products space relative to its scale. But The Final Reckoning offers a rare opportunity to shift this.

## Emerging Demand:

- Prop replicas (cruciform key, IMF tech) gaining popularity via Etsy and fan customs
- Collectibles: Demand for high-end figurines (i.e. Hot Toys-scale Ethan Hunt) voiced across fan threads
- Apparel: IMF-themed jackets, mission-themed accessories (e.g. “Mission Accepted” caps, watches)
- Publishing: Coffee table books, complete saga soundtracks on vinyl, art prints
- Cinema tie-ins: Themed popcorn buckets, cups (e.g. fuse or mask-themed), “Ethan Hunt Running Club” novelty shirt for opening weekend
- Video Games: Renewed interest in an interactive experience; MI’s stunt/action DNA ideal for VR or escape-room activation
- Brand Collabs: BMW, Casio (G-Shock revival), tactical gear makers—opportunities for meaningful co-branded marketing