



APRIL 2025

EXECUTIVE SUMMARY

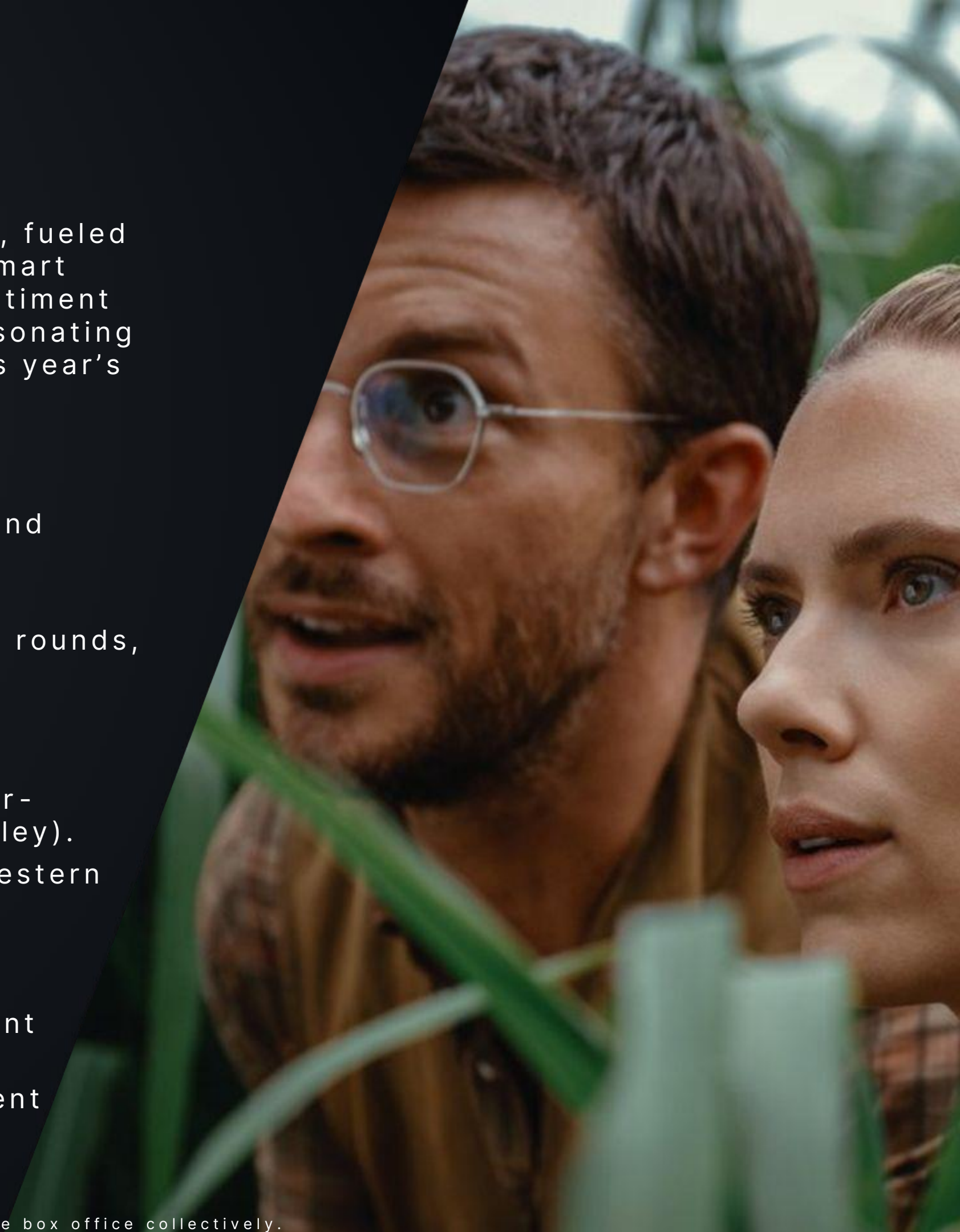
Jurassic World: Rebirth continues to track as a “Major Release”¹, fueled by a reinvigorated creative direction, A-list star power, and a smart nostalgia-meets-suspense marketing strategy. With positive sentiment rising across social platforms and recent promotional blitzes resonating globally, the film is well-positioned as a top-tier tentpole in this year’s theatrical landscape.

Current Status

- Generating sustained buzz with enthusiastic fan engagement and surging mainstream anticipation.
- Tracking as the “Major Release”¹
- Momentum fueled by high-impact trailer views, cast-led media rounds, and immersive promotional activations.

Strength

- Broad four-quadrant appeal through franchise nostalgia, horror-adventure tone, and star-studded ensemble (Johansson, Ali, Bailey).
- Strong global traction across North America, Latin America, Western Europe, and key Asian markets.
- Clear thematic shift sets it apart from superhero-heavy slate, delivering suspense over spectacle.
- Strong franchise appeal for licensing – dinosaur-themed content continues to captivate kids globally, with Jurassic historically delivering best-in-class consumer product success tied to content tentpoles (toys, apparel, theme park integration).



ANTICIPATION

Current tracking: “Major Release”¹

Jurassic World: Rebirth (hitting theaters July 2, 2025) is emerging as one of the most buzzed-about blockbusters of the summer—and it’s doing so by toppling some of Hollywood’s biggest names in the pre-release hype game. While Marvel and DC are usually the go-to titans in the summer movie conversation, this year the buzz is skewing prehistoric. The dinosaurs are back, and they’re stomping all over the superhero playbook.

Based on audience anticipation, Rebirth ranks as a top and most anticipated summer release, beating out Fantastic Four, Superman: Legacy, Mission: Impossible – Final Reckoning, and Thunderbolts. That’s a major comeback moment for a franchise that just three years ago was navigating the mixed reception of Dominion. But audiences seem ready for a creative reboot—and Universal appears to be delivering one with a darker, suspense-driven tone that echoes the Spielberg classic.

A major momentum shift happened with the launch of the film’s first trailer during Super Bowl LVIX. Within just a few days, the trailer racked up over 30 million views, outpacing other major tentpoles.

That trailer hit a nostalgic nerve. Between the unnerving jungle atmosphere, shadowy new dinosaur designs, and the reveal of Scarlett Johansson leading the cast, fans old and new locked back into the Jurassic universe. Universal has smartly leaned into that response, positioning Rebirth as both a return to the franchise’s horror roots and a fresh start for a new generation.

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

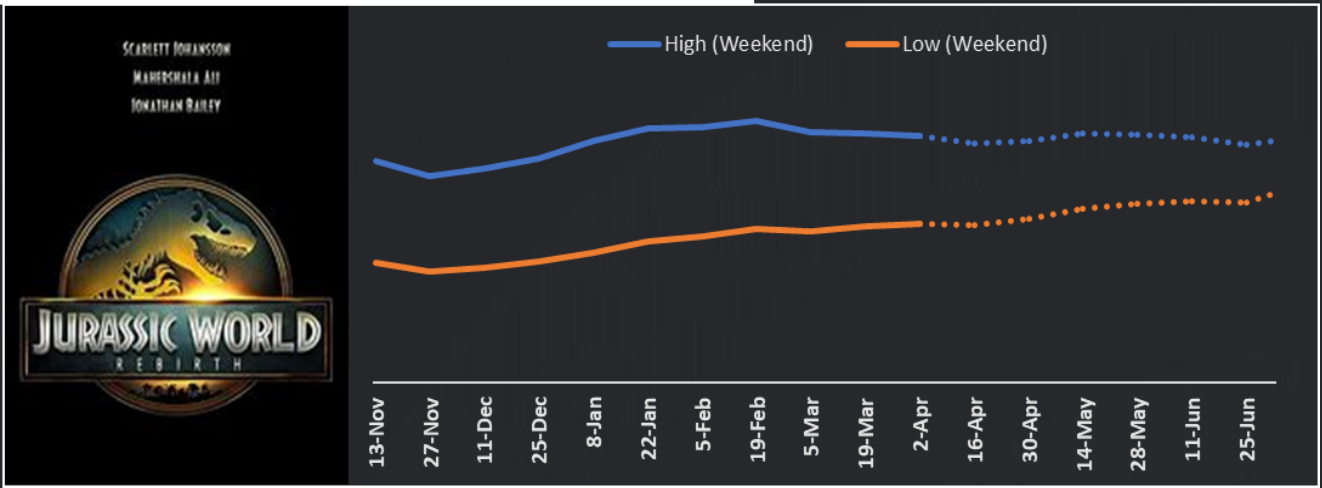


High
prestige action, Tom Cruise stunts, slightly lower digital buzz



Moderate
trailing buzz vs. other Marvel entries

Jurassic World: Rebirth
Opening Weekend Box Office Projection



FAN & SOCIAL BUZZ

In recent weeks, the online buzz around Jurassic World: Rebirth has evolved from a steady hum to a full-on roar. With every new reveal—be it a trailer beat, cast moment, or press interview—excitement continues to grow across social platforms. Longtime fans and newcomers alike are expressing cautious optimism, if not outright hype, and one phrase keeps popping up: “back to its roots.”

Much of the positivity stems from the film’s tonal shift. The latest trailers have leaned heavily into suspense, isolation, and jungle-set dread—clear homages to Spielberg’s 1993 original. Fans have been quick to spot (and celebrate) the visual parallels, from dark corridors and lurking predators to a new generation of kids in danger.

Universal has embraced the fan nostalgia in full, leaning into it with the hashtag #ReturnToJurassic—one that’s quickly gained traction across Instagram, TikTok, and Twitter/X. Even the studio’s social copy reflects a return to suspense: “It’s not just about survival. It’s about what we left behind.”

Of course, not all corners of the fandom are fully on board just yet. Some longtime franchise-watchers remain skeptical, wondering if lightning can really strike twice. A few movie forum regulars have raised continuity questions too—most notably, whether the plot walks back the “dinosaurs-loose-in-the-world” ending of Dominion. One viral post asked, “So we’re just pretending the Earth isn’t a dinosaur jungle now?” It’s a valid point—and one the filmmakers have been quick to clarify in interviews.

Across TikTok and YouTube, the vibe has turned overwhelmingly excited. Reaction videos to the latest trailer have gone viral, ranging from pure scream-fests to heartwarming clips of parents introducing their dino-loving kids to the franchise. One standout TikTok—featuring a paleontology grad student breaking down species frame-by-frame—racked up over a million views. His caption? “Jurassic Park nerds, we feast 🦖”

Over on Reddit, the r/JurassicPark community has been thriving, with new threads daily on topics like creature design, theme park tie-ins, and yes, potential legacy cameos. Jeff Goldblum added fuel to the fire with a cryptic tweet to Scarlett Johansson: “Don’t get eaten 🦖” —enough to make fans bet on Dr. Ian Malcolm’s return.

What’s especially notable is that the hype hasn’t plateaued. As of early April, the online chatter is not only sustained—it’s building. Compared to the buzz surrounding Jurassic World in 2015, Rebirth is tracking similarly, if not higher in some key fan segments. The difference this time? A mix of nostalgia, renewed trust in tone, and a fresh ensemble that’s genuinely exciting audiences. If current trends hold, Jurassic World: Rebirth is poised to ignite another full-blown dino-mania.

GLOBAL INTEREST & REGIONAL TRENDS

Awareness for Jurassic World: Rebirth isn't confined to North America. The film has ignited significant attention globally, with particularly strong traction in Latin America, Western Europe, and key Asian territories



Unsurprisingly, this remains the strongest region of awareness and buzz. The Super Bowl spot, CinemaCon presentation, and widespread TV/streaming ads have made Rebirth a household name. Canadian fans are also excited



Jonathan Bailey's casting is giving the U.K. a strong hometown hero connection, with British press like Empire and the BBC fueling coverage. In France and Germany, dubbed trailers are performing well, and fan forums are dissecting every frame. The movie's suspenseful tone resonates especially well in these markets.



One of the film's loudest and most passionate fan bases. Brazilian audiences, in particular, are rallying behind the localized title Jurassic World: Recomeço. The dubbed trailer has earned millions of views, and major entertainment shows are running coverage weekly. TikTok in Mexico has exploded with comedic reactions and fan parodies.



India is showing robust excitement, with Hindi-dubbed trailers trending and Scarlett Johansson's name driving significant interest. In China, early buzz on Weibo is strong, aided by nostalgia and fewer anticipated Hollywood imports this summer. In Japan and the Philippines, localized trailers and fan art are gaining traction, with many praising the horror-leaning approach.

CAST HIGHLIGHTS & WHO'S DRIVING BUZZ

In March and April, Jurassic World: Rebirth's marketing kicked into high gear, blending blockbuster spectacle with personal, fan-friendly charm. At CinemaCon, director Gareth Edwards and stars Scarlett Johansson and Mahershala Ali unveiled exclusive footage to a thrilled audience, with Johansson joking about her decades-long dream to be part of the franchise—even if it meant being dino bait. She also teased the film's return to a scarier, more suspenseful tone, a sentiment echoed in behind-the-scenes reveals showing a grueling shoot in Thailand's rainforests and Malta's open seas.

The result? Rebirth remains a red-hot topic across fan circles and media, with audiences more excited than ever for this suspense-heavy reboot of a beloved franchise.



Scarlett Johansson

As the film's anchor, her star power is the centerpiece of mainstream buzz.

Her interviews, convention presence, and childhood fandom narrative are making her the emotional core of the film's campaign.



Jonathan Bailey

A breakout internet darling, especially among millennial and Gen Z fans.

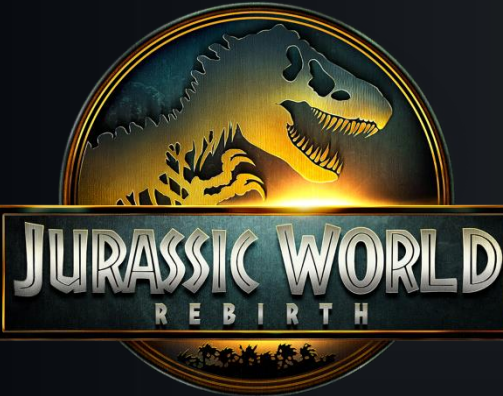
His charming nerdy aesthetic has turned his character into a memeable favorite.



Mahershala Ali

Bringing gravitas and crossover appeal to older or more serious filmgoers.

He's not the flashiest character in terms of viral moments, but his prestige presence elevates the film.



Supporting Cast

The ensemble members are creating buzz within niche communities. Blaise is pulling in Gen Z fans, Friend's villainous character is sparking speculation in sci-fi circles, and Garcia-Rulfo is receiving attention from Latin American fans.