

Deadpool 2: You Never Forget Your 2nd Time

Twitter Insights Analysis
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How can we use key audience insights extracted from social media chatter to generate hype for Deadpool 2?

Overview:

- ★ Data cleaning & de-identification
- ★ Condensed key audience insights
- ★ List of actionable insights for studio



Data cleaning & De-identification

Data Cleaning

- Duplicate Removal
- Filtered out irrelevant data (keywords: Deadpool2, movie)
- Standardization of times, dates
- Language filter to English

User Privacy

- Username, handle, profile link replaced by specified number

Analysis Sample

- Data narrowed to 583 rows out of initial 32,352
- ChatGPT randomly chooses 300/583 rows for analysis
- Opened in Excel

Key Audience Insights

Deadpool is not your average Marvel character

Will it live up to the success of the first film?

The people love Ryan Reynolds (and other cast members)

Dislikers of the 1st film will also *not* enjoy this one

Movie of the year - but make it intriguing & unusual

Action Items



Poke fun at other Marvel/DC movie franchises to continue Deadpool's reputation as an unconventional, raunchy, humorous superhero franchise: **posters mimicking other superhero poses, trailer text, one-liners throughout the film.**



“So dark.
You’re sure
you’re not from
the DC
Universe?”



Emphasize the “two is better than one” trope to hype up the second movie as an event that is just as good as, if not better than, the first Deadpool movie.



**YOU NEVER
FORGET
YOUR
SECOND TIME**

**“Stop at two,
you killed it.”**

Ensure that the energy of Deadpool does not diminish with the second film: continue to hone in on inappropriate jokes, gory scenes, and obnoxious character quotes to cater to audiences who have already seen the first film. The viewers that know Deadpool as an established IP will generate chatter for the film rather than attempting to attract new audiences that may find his character off-putting

“The only movie that actually stuck to the true roots of the character.”

“I need me a movie that makes fun of the MCU.”

“I just hope that #Deadpool2 recaptures the spirit of the first movie.”

“#Deadpool2 already looks like the X-men movie I always wanted.”

“Every ad for this movie is just so much damn fun. Other studios should be taking notes.”

*Quotes extracted from data

Cast interviews, challenges, and social media trends to establish the familial connections between film characters and the unserious nature of the franchise: audiences love the actors in these films and are excited about the inclusion of the XForce into the film, so their online presence will be crucial before the movie's release.

Turn hate comments and critiques into satire promotional content for the film: because Deadpool as a franchise is almost entirely satirical, using comments such as “worst film ever” or “Deadpool is so annoying” in advertising such as posters, social media posts, and other merchandise could serve as a playful sense of intrigue for new viewers.

“Overhyped movie. Now a sequel for that. Holyshit someone end this madness.”

“Worst movie i have ever seen.”

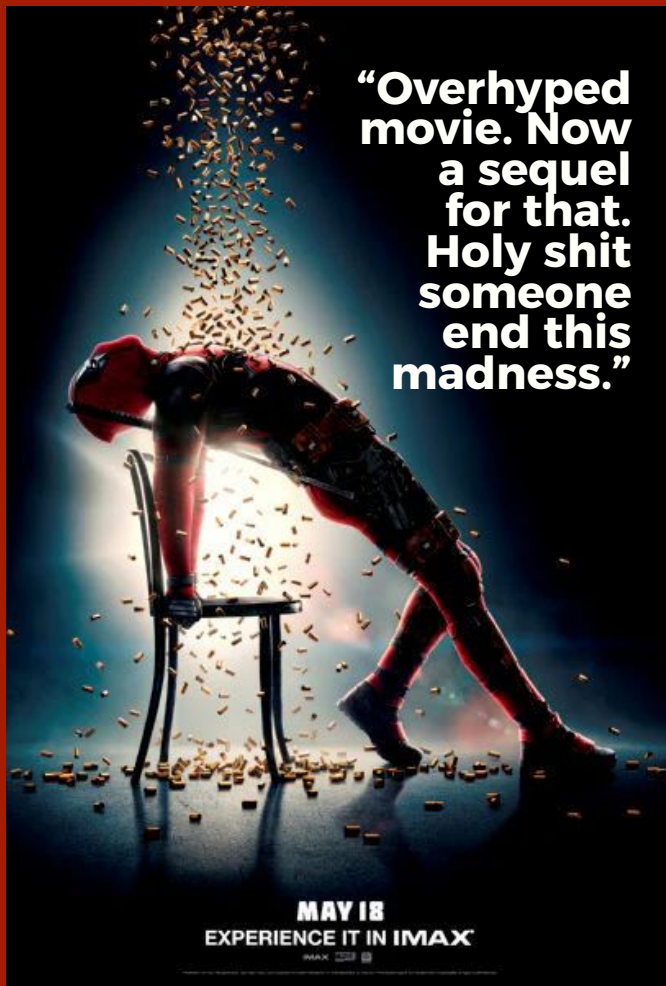
“Honestly thought it looked dumb.”

“I assume they are saving the funny jokes for the movie?”

“This somehow looks even worse than the first movie.”

“Deadpool is a stupid character.”

*Quotes extracted from data



*Promotional mockups

Utilize hashtags in all social media content to create outlets for fan art, challenges, Tiktok dances, edits, etc. to spread visibility and target young adult audiences.

#DEADPOOL2
#RYANREYNOLDS
#WORSTMOVIEEVER
#FEELSBIGGER
#SECONDCOMING
#DEADPOOLDANCE
#DP2FANART
#DEADPOOLEDIT

Potential for collaborations with atypical brands to create comedic intrigue for new and returning audiences that will set Deadpool apart from other releases: Hello Kitty (cute contrasting violence), cleaning products (cleanliness contrasting gory film), or even other superhero franchises such as DC Comics to create that shock factor.



Thank you!

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