



LOOK UP: THE SUCCESS OF SUPERMAN'S MARKETING

A FILM CASE STUDY BY GINNA NEBRIG

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FILM INDUSTRY IN TODAY'S CLIMATE

THE FILM INDUSTRY

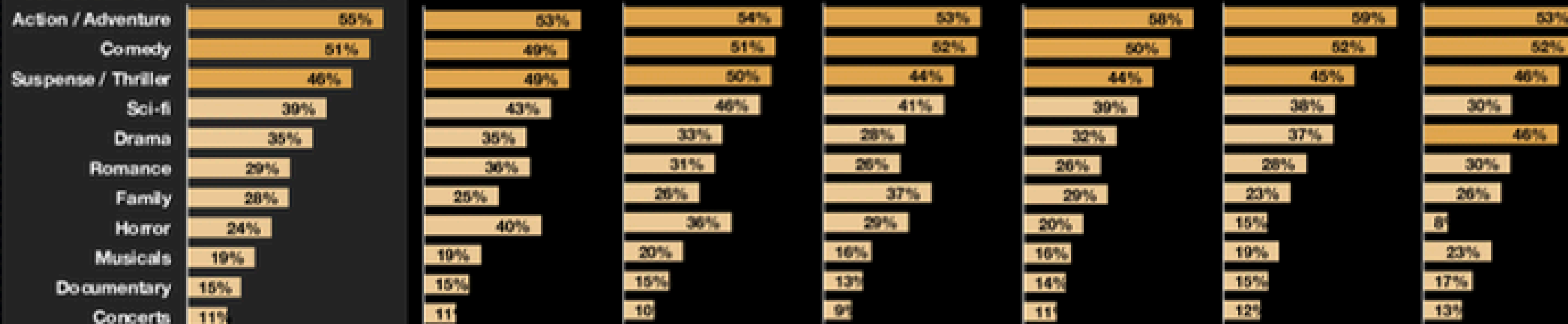
- Film production is financially risky: **high film production costs & unpredictability of audience taste**
- Industry tilting toward **home-viewing**...less opportunity to generate income from theater ticket sales
- Studios are **less willing to greenlight original screenplays** that do not have an **existing fan base**

“[Studios] adapt **best-selling books, TV series, and comic books**, or they invest in **sequels and spinoffs** of previous hits—anything that can bring in at least a **small preexisting audience eager to see the film version of something they already love.**” -Hollifield & Coffey

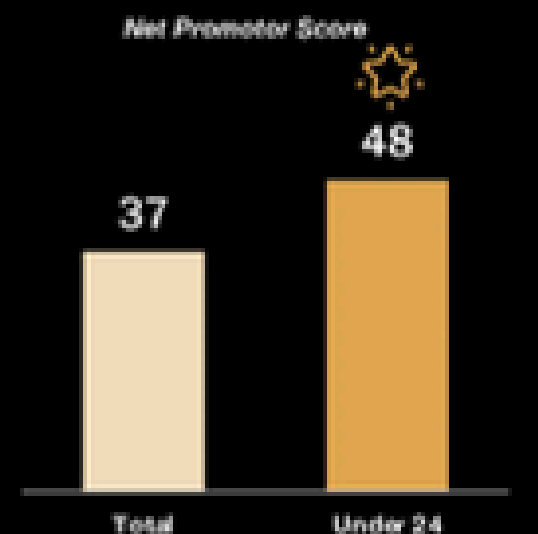


How do studios successfully market a **fresh take on an established IP** to connect with audiences in theaters?

CUSTOMERS WANT MORE IN CINEMAS...



CINEMA EXPERIENCE HAS STRONG ENGAGEMENT

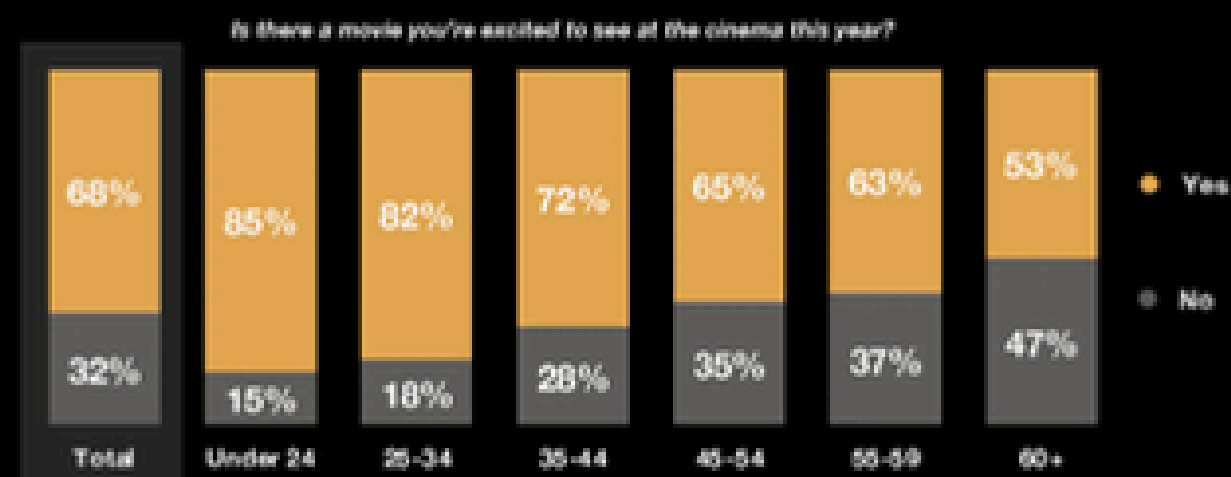


GLOBAL INNOVATION INVESTMENT IN CINEMA IS PAYING OFF



MORE THAN 2 IN 3 COULD RECALL AN UPCOMING MOVIE THEY WERE EXCITED TO SEE IN CINEMAS

WITH LESS MOVIES RELEASING THAT APPEAL TO OLDER AUDIENCES, THIS EXCITEMENT DECLINES WITH AGE



1	A Minecraft Movie	\$423,949,195	4,289	\$423,949,195	Apr 4	Warner Bros.
2	Lilo & Stitch	\$423,778,855	4,410	\$423,778,855	May 23	Walt Disney Studios Motion Pictures
3	Superman	\$354,184,465	4,275	\$354,184,465	Jul 11	Warner Bros.
4	Jurassic World: Rebirth	\$339,640,400	4,324	\$339,640,400	Jul 2	Universal Pictures
5	Sinners	\$279,653,537	3,518	\$279,653,537	Apr 18	Warner Bros.
6	The Fantastic Four: First Steps	\$274,286,610	4,125	\$274,286,610	Jul 25	Walt Disney Studios Motion Pictures
7	How to Train Your Dragon	\$262,958,100	4,373	\$262,958,100	Jun 13	Universal Pictures International (UPI)
8	Captain America: Brave New World	\$200,500,001	4,105	\$200,500,001	Feb 14	Walt Disney Studios Motion Pictures
9	Mission: Impossible - The Final Reckoning	\$197,413,515	3,861	\$197,413,515	May 23	Paramount Pictures International
10	Thunderbolts*	\$190,274,328	4,330	\$190,274,328	May 2	Walt Disney Studios Motion Pictures

Patterns?

Established IPs

Major studios

April-July



SUPERMAN: A BRIEF HISTORY

AN ESTABLISHED IP

- In the last 15 years there have been 4 film adaptations of the Superman character / universe
- Released by DC Comics under Warner Bros. company
- Zach Snyder's Superman: **“a god among mortals”**
- Generally successful and well-received → Recent Snyder **Justice League movie unsuccessful**

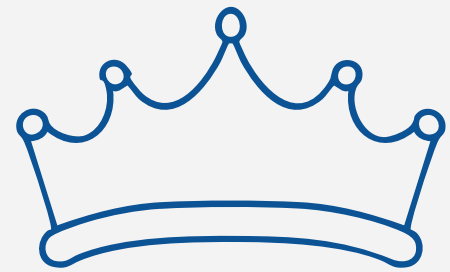


- **Superman (2025): 3rd Domestic BO**
- Fresh take on Superman IP: James Gunn establishes new DCU
- Action/Adventure genre
- Premium large-screen experience
- Warner Bros.
- Released July 2025
- Successful marketing campaign

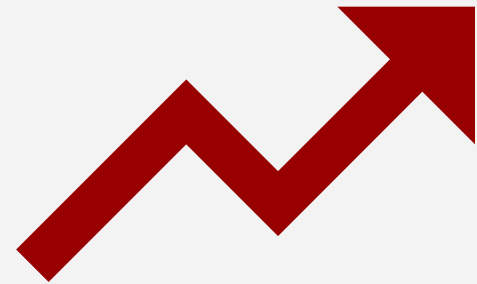
A man in a red cape with a yellow 'S' on his back, seen from behind, looking at a dog in a dark, rocky landscape.

2025 SUMMER RELEASE

THE HERO WE NEED



Opened with
over \$177mm
in domestic
box office in
July



Spent two
weeks as #1
film in the
domestic box
office



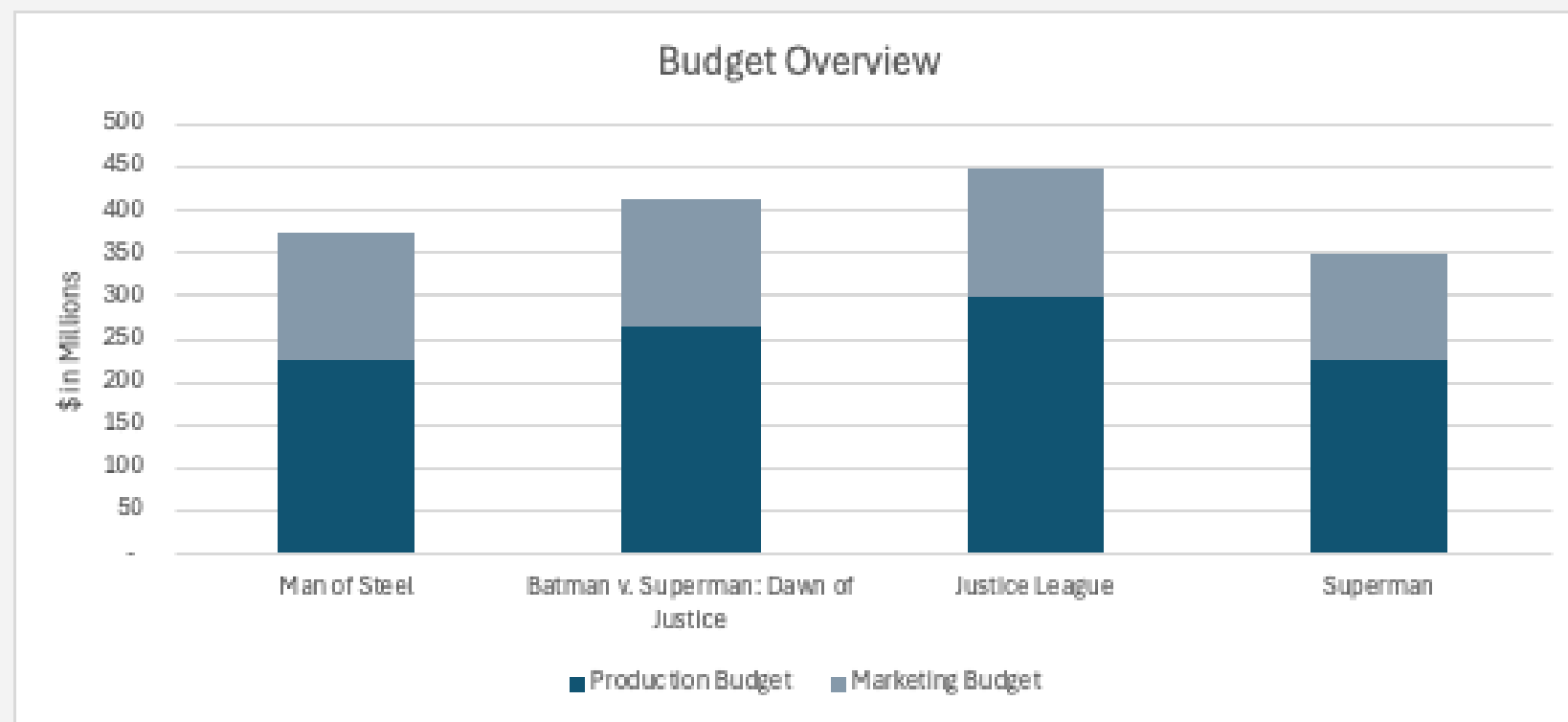
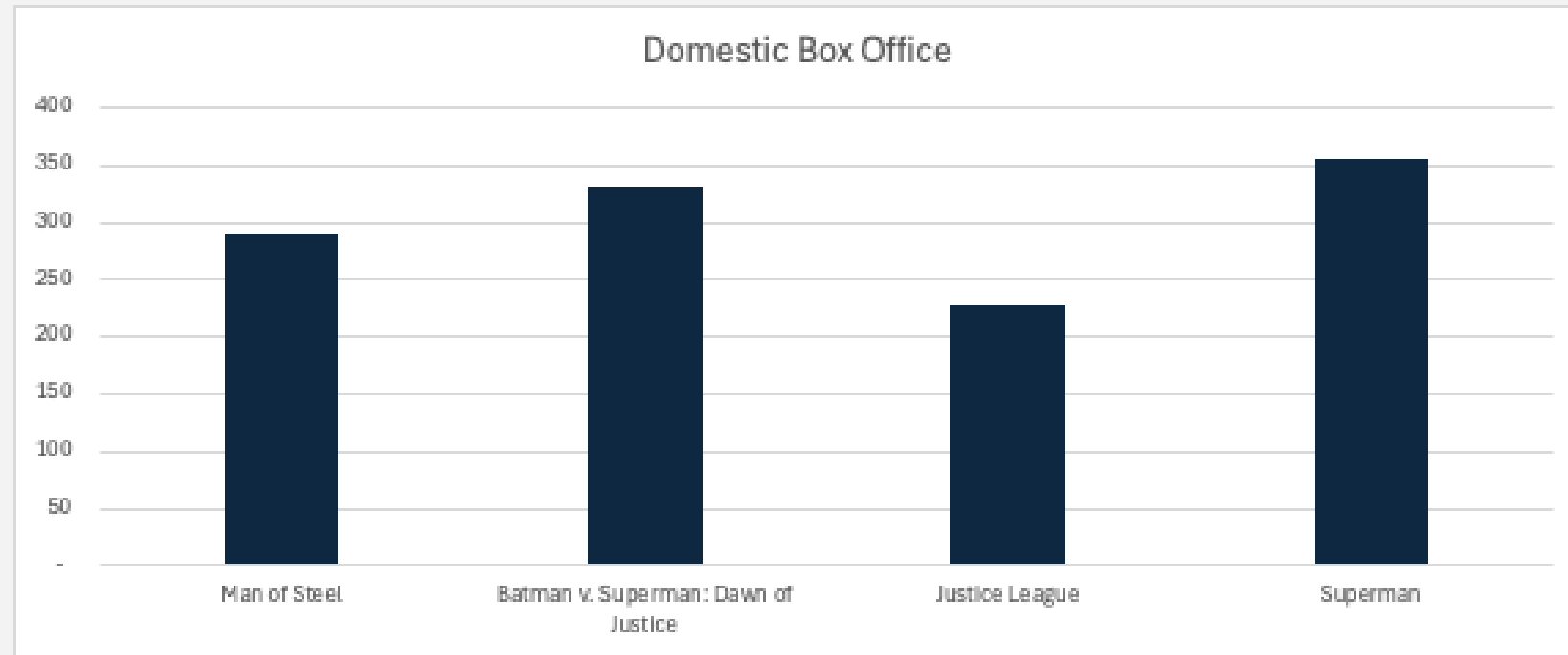
3rd largest
domestic
release, 7th
largest
international



Has grossed
over \$660mm
since its
release in the
summer

BETTER THAN EVER


Superman (2025) outperformed all other franchise films in the domestic box office while also having the lowest budget



FAN AND CRITCS AGREE

- The film received high scores on Letterboxd(3.9/5.0), Rotten Tomatoes(83%), and IMDb(7.1)
 - “The best Superman movie in 44 years offers everything that was lacking in 2013’s dismal Man of Steel”
 - “It doesn’t get more Superman than this... DC IS BACK!!”
- Titled “The Film of the Summer” in many newspapers
 - “Is it a bird? Is it a plane? No, it’s the summer movie we’ve all been waiting for.” - The Times

A SYMBOL OF HOPE

- Traditional marketing - Gen Z twist
 - “A new symbol of hope has arrived”
 - David Corenswet “IS Superman”
 - Wholesome brand partnerships
 - **Selling hope**
 - Global fan resonation & engagement
- 
- Film edits & memes
 - “Punkrocker” trend

5:31 5G 69

Find related content Search

Watching SUPERMAN realising being a superhero isn't just about super powers, it's about...

93.3K 419 7,992

Movie · Superman

Warner Bros. UK Photo · 7-18

Punk rock Superman

Pretty punk rock if you ask us 🤘 ... more

Contains: Punkrock (fe...)

Search · superman punk rock scene

Add comment...

8/9

Being a source of hope

93.3K 419 7,992

3/9

Being a great friend

93.3K 419

2/9

Looking out for others

93.3K 419

7/9

Never giving up

93.3K 419

9/9

That's pretty punk rock

93.3K 419 7,992

See me die on Bleecker Street

I'm bored with being god

See me sneering in my car

I'm driving to my star

I'm listening to the music with no fear

You can hear it too if you're sincere

'Cause I'm a punk rocker, yes, I am

Well, I'm a punk rocker, yes, I am

-Punkrocker by Teddybears

 **hbomax and herom...**
Original audio [View profile](#)



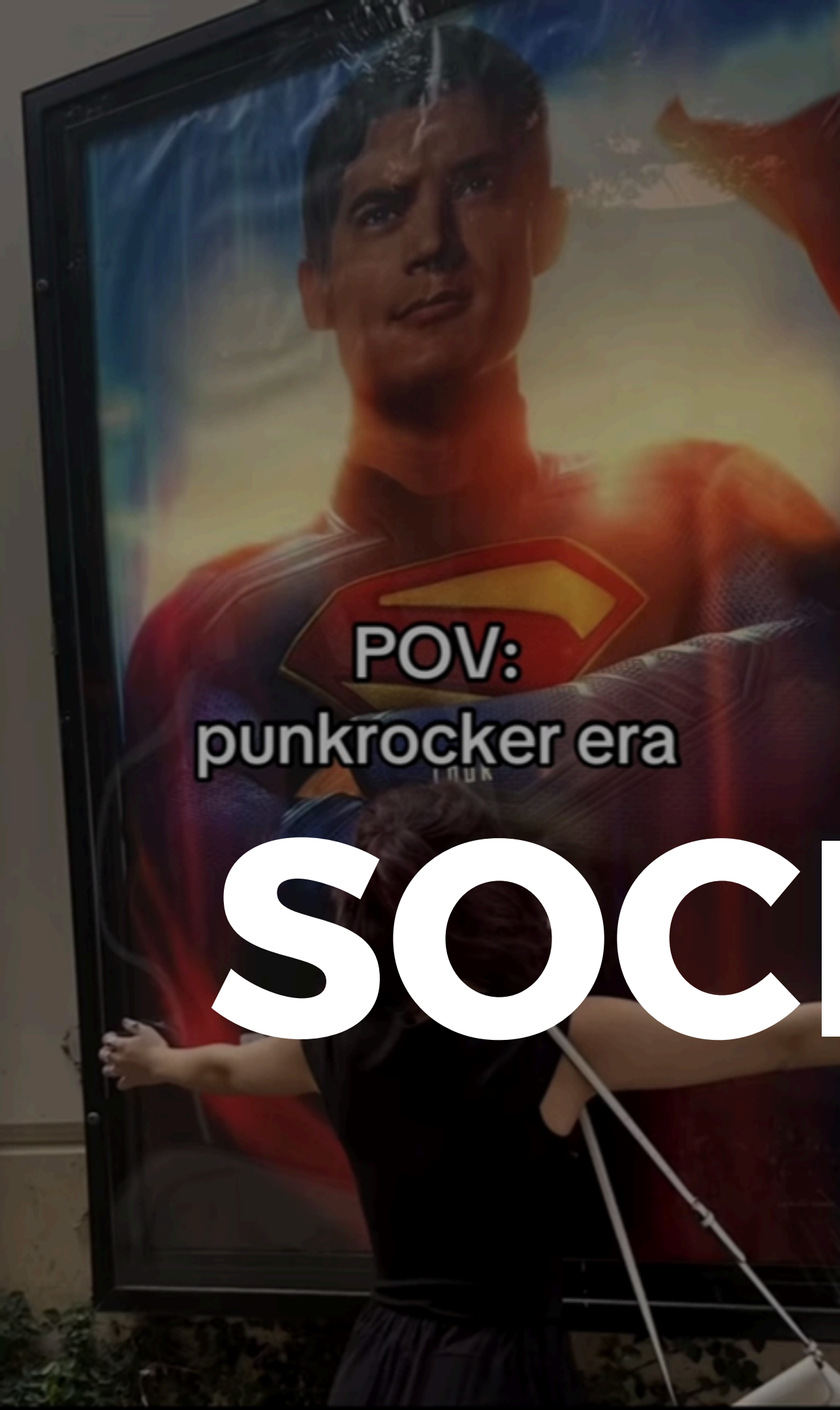
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442,406 likes

Add a comment... 

“Everybody’s ironic about everything all the time. And he (Superman) is a good-natured guy who wants to be kind. And **when you see the world through Superman’s eyes, everyone is beautiful.” - James Gunn, Director**



lilmijo2 7w
BEST SUPERMAN MOVIE EVER 🔥🔥🔥
Reply 523
View 12 more replies

66koya99 7w
We live in a world where being kind and having feelings is considered cringe
Reply 8,917
View 15 more replies

wrigam_ 7w
This movie made me fall in love with who Superman really is and has always been at his core
Reply 5,975
View 13 more replies

ps 7w
this movie let me cry. This is my superman. Our superman ❤️💙
Reply 20
View more replies

vertotolok 7w
SUPER man ❌ super MAN ✅
Reply 13K



SOCIAL MEDIA CHATTER

‘PRETTY PUNK ROCK’

- “Being kind is the new punk rock”
- **Refreshing take on Superman** as a do-good human being
- A “must-see” event and experience of the summer
- Some disappointment with new take on the traditional hero:
“#Wokeman” “#Weakerman”
- Inspired influx of edits and **trends encouraging hope & positivity**

me all of a sudden after never caring about superman in my life

306.5K

2,151

24.6K

14.9K

Use template | 2

azi · 8-31

james gunn i love you, you have genuinely upped my mental health... more

🎵 Punkrock (feat. Iggy Po...

POV: punkrock era

98.6K

537

11.6K

7,283

Movie · Superman

talking comics · 10-30

What a time #fyp #foru #superman #dc #comics

🎵 Punkrock (feat. Iggy Po...

POV your lowkey down in the dumps so you put on a hope filled masterpiece to brighten the day

76.8K

970

8,687

July is best month of 2025

10-30 Reply 5,977

View 65 replies

im still in my punkrock era

11-2 Reply 2,554

View 13 replies

☆ jack ! (frank castles bf)

i need another superman summer

11-1 Reply 1,459

View 11 replies



 **lilmijo2** 7w
BEST SUPERMAN MOVIE EVER 🔥🔥🔥 
Reply 523
View 12 more replies

 **66koya99** 7w
We live in a world where being kind and having feelings is considered cringe 
Reply 8,917
View 15 more replies

 **wrigam_** 7w
This movie made me fall in love with who Superman really is and has always been at his core 
Reply 5,975
View 13 more replies




 **bobs_tee_** 7w
This movie legit make me cry. This is my superman. Our superman ❤️💙 
Reply 20
View 2 more replies

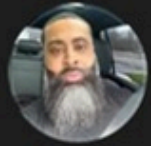
 **vertotok** 7w
SUPER man ❌ super MAN ✅ 
Reply 13K

 **@harmanbedi9472** · 5mo ago 

For the character to return to its roots of "Idealism" is honestly so refreshing.

I know it might sound preachy but we need a little bit of this right now.

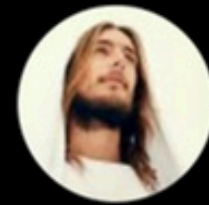
 1.7K  



jerseydude_05

Agreed....this new Superman is perfect for this new generation....cheesy, soft, and he got beat up the entire movie...to those who liked it, good for you nothing wrong with that...,,but they definitely watered down Superman for sure...

7-15 Reply

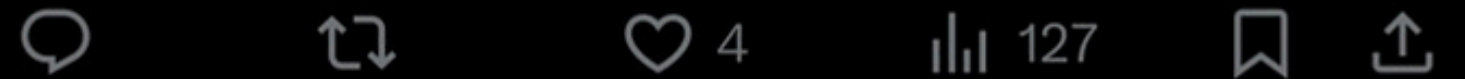


Paul @PaulAbejide1 · 8/15/25



The movie is just saddd!!!!

Disappointing,it more a like a TikTok gen-z shit!!!! 😭😭





isaac.geranton 8w

It's not a perfect movie but man it's a perfect superman

Reply



1,161

A cinematic still of Superman from the movie 'Man of Steel'. He is sitting on a dark, modern chair in a high-rise apartment or office. He is wearing his blue and red suit with the 'S' shield on his chest. He has a serious, contemplative expression, looking down and to the left. The background shows a cityscape at night with lights, and a large window behind him shows a bright, glowing purple and pink energy source or explosion in the sky.

THE FUTURE OF SUPERHERO FILMS?

BEING HUMAN IS SUPER

- Superheroes as human beings → emotional connection
- Blend of traditional & Gen-Z focused marketing targets wide age range and creates global social media chatter
- “Superman summer” & film releases as events audiences can’t miss out on in theaters → song/trend association
- **Selling an idea: films that make us feel hopeful**

“People want to feel empowered. They want to feel as though they can make a contribution in some way and change the dynamic to change this dysfunctional paradigm. And so we turn off the lights and go into a small theater because we want to see collectively, decide what our values are and who we are, where we’ve been, where we’ve failed, where we can triumph. But ultimately **decide what our values are and walk out of the theater and act on those.” - Wendell Pierce, actor (Superman)**



CONCLUSION

SUPERMAN & THE INDUSTRY

KNOWN & NEW

- A successful film in today's creative climate = **familiar franchises offering new, relevant ideas**
- Superman as a case study: a stronger message about **hope, humanity, and kindness**
- **Universal marketing** that targets the movie-goer, the superfan, the trend-hopper, and the younger generation



THANK YOU!

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