

DUNE: Part Three

ONLY IN THEATRES

12.18.26

Filmed for IMAX



BRAND BACKGROUND

Momentum, Market, and Conversion

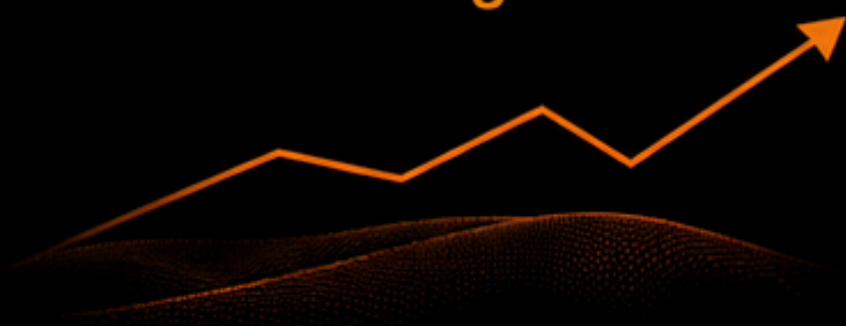
01

Box Office Momentum

Dune: Part One — \$410.7M worldwide

Dune: Part Two — \$714.8M worldwide

+74% growth



02

TAM

Global Theatrical Market



Approx. **\$30B–\$34B** annually

Dune competes as a premium event film

03

SAM

Serviceable Audience



Young, open-minded non-core sci-fi audiences

Engaged with *Dune*, but did not prioritize theaters

Dune already has proven demand. The next challenge is converting non-theatrical interest into theatrical attendance.

Source: Box Office Mojo; Gower Street Analytics; team consumer research

SWOT Analysis

Strengths

- Box office momentum
- Premium theatrical identity: scale, sound, IMAX, visual craft
- Distinctive desert world, sandworms, costumes, and characters

Opportunities

- Frame Part Three as the unmissable final chapter
- Use iconic visuals and characters to lower entry friction
- Transform cinema visits into must-attend events with IMAX and AMC

Weaknesses

- Emotional distance
- Dense worldbuilding can feel hard to enter
- Harder to spark casual social conversation

Threats

- Crowded holiday release window competing for premium screens and young audience attention
- Audiences may defer to streaming instead of theatrical viewing, if positioned as "more Dune,"

Consumer Profile

- **Gender:** Both films show a consistently male-skewed theatrical audience
- **Age:** Concentrated among viewers 25+
- **Core Audience Preference:** Premium formats (IMAX/PLF) are the default choice for blockbuster viewing
- **Audience Viewing Trend:** A sizable segment of infrequent moviegoers turns out specifically for major event films



Dimension	Dune: Part One	Dune: Part Two
Gender	68% male (Opening weekend)	59%–72% male (Opening weekend)
Age	Strongest groups: 25–54	64% over 25; strongest groups: 25–54
Moviegoing Frequency	42% infrequent moviegoers	45–46% infrequent moviegoers
Premium Format	18% IMAX / 17% PLF	23% IMAX / 24% PLF; 48% premium formats incl. IMAX/70mm

Brand Challenge

“

How can we convert viewers who did not watch the first two Dune films in theatres into theatrical audiences for Dune: Part Three?

”

Target Audience

- Viewers who did not watch either of the first two Dune films in theaters
- Open-minded audiences who are not opposed to sci-fi
- Ages 20–25, all genders

Brand Message

Dune: Part Three is an unmissable event movie, the final chapter that contains iconic characters and visuals

From Dense Sci-Fi to an Unmissable Theater Event

Aesthetic Domination

Own the “desert wasteland” look
Gold. Burnt orange. Deep shadows.



Character Charisma

Using the unforgettable presence of our
lead cast to drive visual impact



Cultural Urgency

The Final Chapter !
One Cultural Moment !

“I Can’t Miss This.”

Executing the Must-Be-There Theater Experience

Make the theater feel more urgent than streaming

Leverage Denis Villeneuve's Final Epic Production's Scale to Build Trust Continuity

- Returning Stars, Signature Visuals
- New Star, **Final Chapter Stakes**

Use Character-Led Trailer Strategy to Increase Emotional Engagement

- Close-up Emotions, Desert Romance
- War & Conflict, Silent Tension

Creating Experiential & Shareable Theater Marketing to Drive FOMO

- IMAX exclusive formats
- AMC Bundles, Photo Walls
- **Limited-edition Merch**

We aren't just marketing a movie; we are marketing a cultural moment our audience wants to be part of



Returning Stars: Timothée • Zendaya
New Stars: Pattinson • Anya Taylor-Joy

Trailer & Poster Rollout Strategy

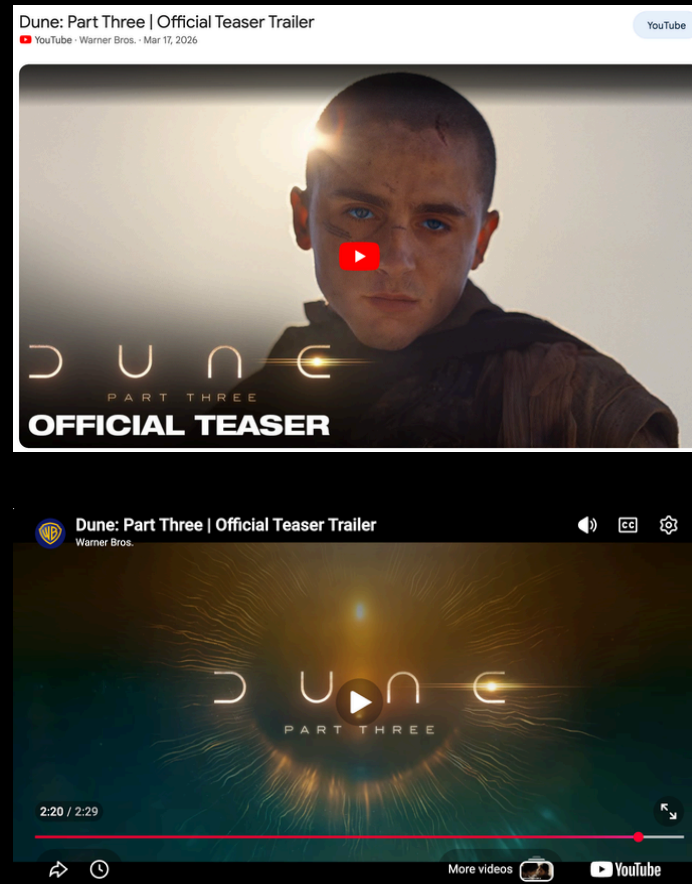
June-Sep. 2026



First look poster (June)

Creating Mystery

Using a minimalist aesthetic to restart the cultural conversation without revealing plot



Trailer 1 (June)

Creating Visual Awareness

Prioritizing atmosphere over plot, spotlighting character appeal, and building anticipation around the final battle



Character poster (Aug.)

Using high-contrast close-ups

Released weekly with hidden clues, and uniform format across characters



Main poster (Sep.)

Eventizing the release

Showcasing the full lead cast and the epic scale of the coming war

Trailer & Poster Rollout Strategy

Oct. 2026

Final Trailer (Oct.)

Make it clear on screen: **Only in IMAX / Theatres**



Paul vs. Villain Focus:
Center the final confrontation, ending on an unresolved, high-impact shot to drive urgency.



Epic Finale Scale:
Showcase war-scale battles and spectacle to signal a must-see theatrical event built for IMAX.

Mass Culture Partnerships

Late October-Release

Own the “Sandy/Burnt Orange” Color of the season

Turn Dune’s signature desert palette into a fashion trend signal, making the color instantly recognizable and tied to the film



Louis Vuitton: Color Authority



Rick Owens: Desert Aesthetic



Mugler: Character-Fashion Bridge

Mass Culture Partnerships

Late October-Release

Haribo and Trolli Partner
Dune-Inspired Sandworm Gummy Candies



Venchi Partner
"Spice Melange" Luxury Chocolate & Gelato Collection



Offline Domination

Early Dec. 2026

AMC Partnership Package



Sandworm Popcorn Bucket

Collectible hero item



Water of Life-Inspired Blue Drink

Photo-friendly mythology item



AMC Theater Plaza Installation

Immersive shareable photo moment



Limited-edition Collectible Ticket Cards

Low-cost collectible proof of participation

Turn moviegoing into a Dune ritual.

Media POWER

Mar-Nov. 2026

Viral Strategy: Being Part of Dune

Digital outlets and strategy

E-Commerce Strategy

Traditional Outlets and Strategy

Media POWER

Mar-Nov. 2026

- Focus platforms: TikTok, Instagram, YouTube, X, Reddit, Letterboxd, Hollywood Reporter
- Teaser clips + character posters → trailer breakdowns → Ticket is Live
- “Choose Your Fate” social filter
- Meme templates around sandworms, desert visuals, and stars
- Fan challenges: “Walk Like You’re Entering Arrakis”

Digital Outlets and Strategy



Media POWER

Mar-Nov. 2026

Digital Outlets and Strategy



Quinn's Ideas

SC

ScreenCrush



Mina Le



ModernGurlz



Better Than Food

- Partner with sci-fi, film analysis, fashion, and book creators
- Creating different ads for different audiences

Media POWER

Mar. - Nov. 2026

- Ticket sales
- Streaming access
- Social media
- Behind-the-scenes content

E-Commerce Strategy

The screenshot displays the website for 'DUNE: PART THREE'. The navigation bar includes 'DUNE: PART THREE', 'TICKETS', 'STREAMING', 'SOCIAL', and 'BEHIND THE SCENES'. The main banner features the movie title and the tagline 'THE SAGA REACHES ITS CLIMAX'. Below the banner are three buttons: 'BUY TICKETS', 'VIEW SHOWTIMES', and 'STREAM ACCESS'. The content is organized into four sections:

- 1. TICKET SALES:** Experience it first on the biggest screen. Includes options for IMAX (starting at \$19.99+), STANDARD (starting at \$12.99+), and FAN PREMIERE (starting at \$34.99+).
- 2. STREAMING ACCESS:** Watch at home when available. Includes options for EARLY ACCESS RENTAL, PREMIUM STREAMING, and 4K DIGITAL.
- 3. SOCIAL MEDIA:** Join the conversation. Features social media handles for @dune, @dunemovie, @dune.world, @duneofficial, and @dune.fans.
- 4. BEHIND-THE-SCENES:** Go deeper into the world of Dune. Includes video thumbnails for 'Making of Dune: Part Three', 'Cast Interviews', 'Costume Design', and 'Director Commentary'.

At the bottom, there is a 'STAY UPDATED' section with an email subscription form and social media links for 'FOLLOW DUNE'. The footer contains copyright information and links for FAQ, CONTACT US, TERMS OF USE, PRIVACY POLICY, and COOKIE SETTINGS, along with the logos for LEGENDARY and WARNER BROS.

Media POWER

Oct. - Nov. 2026

- **Television:** trailers/TV spots, and franchise reruns
- **Radio:** regional radio ads
- **Print:** Ads on newspapers and magazines covering movies, entertainment, and celebrities
- **Out-of-Home:** billboards, subway posters, bus shelters

Traditional Outlets and Strategy



Media POWER

Nov. 2026

Experiential Marketing Strategy



PR POWER: The Final Chapter

Mid-Nov. 2026



Director Interview



Red Carpet

PR POWER: The Final Chapter

Mid-Nov. 2026



Casting Interviews



Vogue

CAMPAIGN CALENDAR

MEDIA WARM-UP
(MAR.-MAY)

AWARENESS & STORY SELL
(JUNE-SEPT.)

CULTURAL BUILD + FINAL TRAILER
(OCT.-EARLY NOV.)

TICKETING URGENCY
(MID-NOV.-DEC.)

CREATIVE / ASSETS



June:
Poster +
Trailer 1

Aug.:
Character
Posters

Sept.:
Main
Poster

Oct.:
Final
Trailer



Dec. 18:
Opening
Weekend

MEDIA POWER

Mar.-May:
Creator
Seeding



June-Sept.:
Social
Content



Oct.-Nov.:
TV / Radio /
Print / OOH

Mid-Nov.:
Ticket is
Live

Late Nov.-Dec.:
Final
Reminders

PARTNERSHIPS / PRODUCTS



Oct.:
Fashion
Drops



Mid-Nov.:
Gummies +
Venchi



Early Dec.:
AMC
Package

PR + THEATRE CONVERSION



Mid-Nov.:
Interviews +
Red Carpet

Mid-Nov.:
Cast +
Vogue

Final 2 Weeks:
AMC
Activation

Dec. 18:
Only in
Theatres /
IMAX

**12.18.26 -
ONLY IN
THEATRES
/ IMAX**

CAMPAIGN KPI TARGETS

Every campaign action measured by the resulting cultural and financial conversion.

Tactical Tracking Matrix

Campaign Action	KPI Target	Measurement
Poster + Trailer 1	20M-35M YouTube views; +12 pts aided awareness	YT analytics; Brand lift survey
Recap & Story Entry	≥60% of target viewers understand final-chapter stakes	Exposed vs. unexposed survey
Character Poster Drops	≥4.5% engagement rate; ≥20% save/share share	IG, TikTok, YT Shorts analytics
Final Trailer (Oct)	≥40% completion rate; +25% search lift (first 7 days)	Video analytics; Google Trends
Fashion Partnerships	+30% lift in aesthetic mentions; ≥75% positive sentiment	Social listening; Earned media
Ticketing + IMAX Push	≥8% click-to-buy; 35%-50% domestic opening from PLF; ≥25% first-time theatrical viewers	Ticketing data; AMC/IMAX data; Exit survey

BUSINESS OUTCOMES

\$75M – \$90M

Domestic Opening Weekend

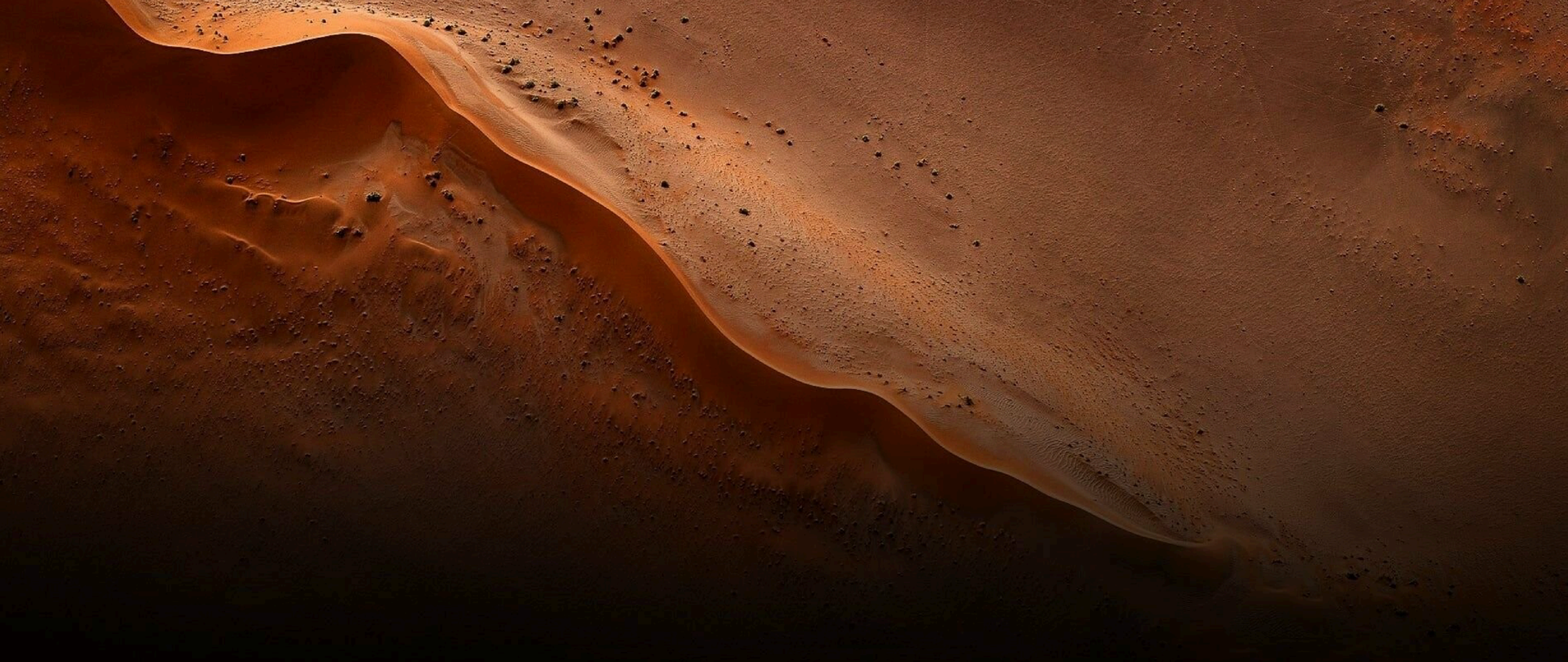
\$170M – \$200M

Worldwide Opening Weekend

\$650M – \$750M

Final Worldwide Gross

SUCCESS = Converting non-theatrical viewers into Opening Weekend PLF/IMAX attendance.



Thank you

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