

# Ted 2

## Brand chatter

### In Cinemas 8 July

Following on from Universal's highest-grossing film in 2012, making \$549.4m globally and over £30m at the UK Box Office, get set for another summer hit from Seth MacFarlane.

**£30m**

grossed by Ted at the UK box office



Almost  
**3m**

predicted DCM admissions for Ted 2



**22m+**

global trailer views



### Target audience



**77%**  
15-34 year olds

The film is set to target a predominately **15-34 year old audience**, who are light TV viewers, early adopters and active on social media.



People love a **comedy hit** over the summer. Previous huge successes include **The Hangover**, **Bridesmaids** and **The Inbetweeners 2**.

Brands looking to target young audiences should look to partner with this movie e.g. high-end publications, grooming products, fast food and beverage companies. Successful partnerships with the first film, Ted, included men's body care and convenience foods.

