

Maze Runner: The Scorch Trials

Brand chatter



In Cinemas 10 September

Last year's *The Maze Runner* was one of the most successful young adult fiction adaptations and it was just the beginning. Based on the post-apocalyptic trilogy of novels by James Dashner, director Wes Ball is back with the second film, *Maze Runner: The Scorch Trials*, hitting cinemas this September. The first film was the seventh highest grossing debut in September 2014, making \$340m worldwide on its \$34m budget, with it taking £8.9m alone at the UK Box Office.



1m

expected DCM admissions



6m+

global trailer views



23.8K+

mentions



92.5m

opportunity to see (OTS)

Social Media Chatter

Online conversation is led by **females**.



69%

Female



31%

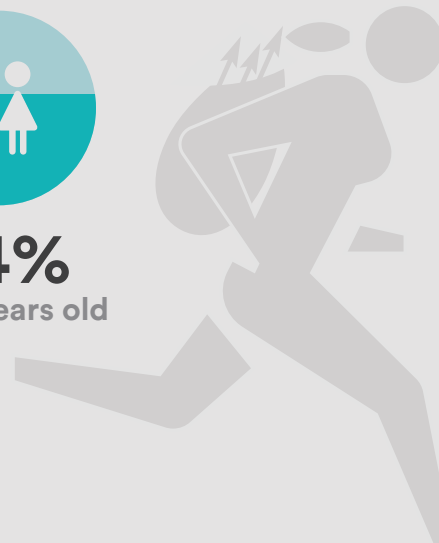
Male

Target audience



64%

12-24 years old



Brands looking to target young audiences should align themselves with this franchise. Successful partnerships could reflect key plot themes from the film, including clothing, fitness, healthy-eating and sports brands. Promising a third film, *Maze Runner: The Death Cure*, due to be released in 2017, it's the perfect time for brands wanting to form a long-term partnership with the successful franchise to get on board.

Premium Spot availability

Book into cinema's most premium positions to target a young, upmarket, early-adopting and socially savvy audience. Contact your DCM rep for more information.