

The Martian

Brand chatter

In Cinemas 30 September

Q4 has become the time for ground-breaking sci-fi. In 2013 it was *Gravity* and last year it was *Interstellar*. This year, it's Ridley Scott's *The Martian*, an adaptation of Andy Weir's thrilling best-seller.

1.5m

Estimated DCM admissions



13.1m+

Global Trailer views



7K+

Mentions



35.8m

OTS



Demographics

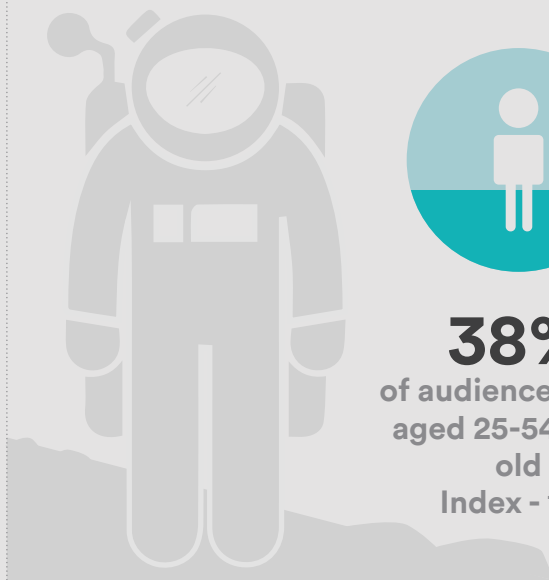


33%
Female



67%
Male

Target audience



38%
of audience is men
aged 25-54 years
old
Index - 184

It is no surprise that males are dominating the social chatter. Therefore, brands looking to partner with this movie should align themselves with the main themes of hope, strength and survival. Successful partnerships could include fitness and sport brands.

Ridley Scott...

...has directed some of the greatest films of all time, including *Alien* and *Blade Runner*. For *The Martian* he's assembled a stellar cast, including Matt Damon, Jessica Chastain and Chiwetel Ejiofor.