

# WICKED

ONLY IN CINEMAS

IN UK CINEMAS 22nd NOVEMBER 2024

WATCH THE TRAILER [HERE](#)

#WickedMovie

Starring: Cynthia Erivo, Ariana Grande, Michelle Yeoh, Jeff Goldblum, Jonathan Bailey, Ethan Slater, Marissa Bode, Bowen Yang, Bronwyn James and Keala Settle

Directed by: Jon M.Chu

Written by: Winnie Holzman, based on the musical Wicked, music and lyrics by Stephen Schwartz, book by Winnie Holzman, from the novel by Gregory Maguire

Enter the wonderful world of Oz as the highly-anticipated full trailer for Wicked has launched, ahead of the upcoming cinematic spectacular this November.

Wicked, the untold story of the witches of Oz, stars Emmy, Grammy and Tony winning powerhouse Cynthia Erivo (Harriet, Broadway's The Color Purple) as Elphaba, a young woman, misunderstood because of her unusual green skin, who has yet to discover her true power, and Grammy-winning, multi-platinum recording artist and global superstar Ariana Grande as Glinda, a popular young woman, gilded by privilege and ambition, who has yet to discover her true heart.

The two meet as students at Shiz University in the fantastical Land of Oz and forge an unlikely but profound friendship. Following an encounter with The Wonderful Wizard of Oz, their friendship reaches a crossroads and their lives take very different paths. Glinda's unflinching desire for popularity sees her seduced by power, while Elphaba's determination to remain true to herself, and to those around her, will have unexpected and shocking consequences on her future. Their extraordinary adventures in Oz will ultimately see them fulfill their destinies as Glinda the Good and the Wicked Witch of the West.

The film also stars Oscar® winner Michelle Yeoh as Shiz University's regal headmistress Madame Morrible; Jonathan Bailey (Bridgerton, Fellow Travelers) as Fiyero, a roguish and carefree prince; Tony nominee Ethan Slater (Broadway's Spongebob Squarepants, Fosse/Verdon) as Boq, an altruistic Munchkin student; Marissa Bode in her feature-film debut as Nessarose, Elphaba's favored sister; and pop culture icon Jeff Goldblum as the legendary Wizard of Oz.

The cast of characters includes Pfannee and ShenShen, two conniving compatriots of Glinda played by Emmy nominee Bowen Yang (Saturday Night Live) and Bronwyn James (Harlots), and a new character created for the film, Miss Coddle, played by Tony nominee Keala Settle (The Greatest Showman).

Directed by acclaimed filmmaker Jon M. Chu (Crazy Rich Asians, In the Heights), Wicked is the first chapter of a two-part immersive, cultural celebration. Wicked Part Two is scheduled to arrive in cinemas on November 21, 2025.

Wicked is produced by Marc Platt (La La Land, The Little Mermaid), whose films, television shows and stage productions have earned a combined 46 Oscar® nominations, 58 Emmy nominations and 36 Tony nominations, and by multiple Tony winner David Stone (Kimberly Akimbo, Next to Normal), with whom Platt produced the blockbuster Wicked stage musical. The executive producers are David Nicksay, Stephen Schwartz and Jared LeBoff.

Based on the bestselling novel by Gregory Maguire, Wicked is adapted for the screen by the stage production's book writer Winnie Holzman and by legendary Grammy and Oscar® winning composer and lyricist Stephen Schwartz. The Broadway stage musical is produced by Universal Stage Productions, Marc Platt, the Araca Group, Jon B. Platt and David Stone.

**WICKED is released in UK cinemas from 22nd November 2024**

Official Channels:

Universal Pictures UK on Instagram, TikTok, X, Facebook and YouTube



## Social Media Post

- **Target audience:** Young people aged 13+.
- **Purpose:** To highlight why young people should be excited about *Wicked* and give reasons why they should go and watch it at the cinema with their family and friends.
- **Character limit:** 280 characters (not words).
- **Language and tone:** Informal, positive, excited – you can include hashtags and emojis.

Use the *Wicked* press release above to re-write the content for three different audiences via three communication channels. Pay careful attention to the audience, purpose, character/word limit and language and tone of each, whilst ensuring that you retain the key messaging about the film.

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## Film Magazine Article

- **Target audience:** Specialist audience of film fans aged 18 – 35.
- **Purpose:** To analyse and discuss *Wicked* in terms of its remarkable production values e.g. special effects, cast, crew and script.
- **Word limit:** 200 words.
- **Language and tone:** Formal, positive, honest.

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## National Newspaper

- **Target audience:** General public, particularly families.
- **Purpose:** To highlight that *Wicked* is an unmissable film this Christmas and encourage everyone to watch it in cinemas throughout the festive period.
- **Word limit:** 200 words.
- **Language and tone:** Formal, positive, informative.

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## MARKETING WIZ

To celebrate the release of this year's must-see movie, *Wicked*, in cinemas November 22, we have partnered with Universal Pictures to invite you to enter our Marketing Wiz competition.

By entering our Wicked competition, you have the chance to win an iPad and Apple Pencil Pro, plus a cinema screening of *Wicked* for your whole class. There's *Wicked* prizes up for grabs for two runners-up, too!

To enter, you will need to use your knowledge of social media to create an exciting post that can include a combination of images and text that will help to promote *Wicked*.

Entries will be judged on creativity and how well they fit the checklist provided on the competition sheet.

Curious about which roles in the film industry might be perfect for you?

Scan the QR code to take our Wicked Futures quiz and find out!

[www.WickedFuturesQuiz.com](http://www.WickedFuturesQuiz.com)



**How to enter:** Students should complete their entry on the reverse side of this form. To enter the competition, please post your student's entry to:

**FREEPOST RTAE-BAZG-CSZZ,  
Into Film,  
31 Islington Green, London N1 8DU**

Or email a photograph or scanned copy of your entry to [entries@intofilm.org](mailto:entries@intofilm.org) with the email subject line 'Wicked Competition'.

All entries must be submitted by an authorised adult (18+) and must also include:

- Authorised adult's name and email address, provided as permission for the student to enter
- Student's first name, age and school name.

Any entry which does not follow these guidelines will be void. Photographs and scanned entries should be of the student's competition entry only; children should not feature in any of the photographs submitted.

**Please note:** Into Film will contact winners via their authorised adult's email address and only collect the necessary data to allocate the prize. We will not store or pass on your data; all data will be destroyed after the winner is selected.

**Terms and conditions apply.**

**DEADLINE FOR ENTRIES:**  
Friday 20 December 2024



## CHECKLIST

You will need to include the following.

- A tagline:** You can use the official tagline of the film 'Everybody deserves the chance to fly' or create a similar tagline of your own (linked to one of the key themes - see below).
- Representation of at least one of the key themes of the film:** These are equality, integrity, defiance, friendship and empowerment. This could be as drawings/symbols (e.g. holding hands to represent inclusivity) or as words (e.g. 'For everyone' to represent accessibility).
- A hashtag:** To encourage the audience to join in the conversation about *Wicked* online.
- A call to action:** This is what you want the audience to do (e.g. watch the film, re-post or join the online conversation about *Wicked*).
- The cinema release date:** 22<sup>nd</sup> November.

In the space provided, create a design for a social media post to promote the release of *Wicked*. You can use a mix of images and text.

Student name and age:

Authorised adult's name:

School name:

Authorised adult's email address:



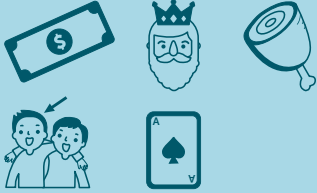
**The GCHQ Christmas Challenge**

Each of the seven puzzles below will lead you to the name of a UK landmark.

Use the names of these landmarks, and the front cover of the card, to discover what people across all of our GCHQ locations will be this Christmas.

**1**

What does this say?



**2**

What are you left with once you've removed the award, carrier, character, programme, route, and safety guide?

Black	Brick	Badge
Pink	Cross	Bag
Blue	Panther	Code
Brown	Paper	Hood
Green	Peter	Road
Yellow	Pool	Show
Red	Riding	Tower

**3**

Complete the sequences:

- TROIS, DEUX, \_\_
- II, III, \_\_, V
- OD, \_\_, IM
- QG, RH, \_\_
- QW, ER, \_\_
- JOAN, \_\_, ARC
- DLA, NOD, \_\_\_\_, DLO
- GRE, AT, \_\_\_\_, TA, IN
- KNO, WLE, \_\_

**7**

PERHAPS READING the start of this substitution cipher will help you solve it.

ISKGWIM KSWEBDU BN DFN LBIGSKSE BM IKBCWKBQX W QSWEBDU BDEBLWNBFD NF XFO

MFQPBDU NGBM WECBNNSEQX ESPBFOM BDBNBWQQX ODKSWEWAQS CSMMWUS.

Follow us or scan the QR code to find the answers soon.

[www.gchq.gov.uk/xmas2024](http://www.gchq.gov.uk/xmas2024)



**4**

Solve the clues. Only write in each square the single letter, if any, which appears in both the across answer and the down answer.

	Indian butter (4)			
	___ Voltemort, or ___ Asriel (4)			
	Football anti-racism campaign (4, 2, 3)			
	Woodwind reed instrument (7)			
Material that jeans are made from (5)				
Slang word for food (from a pub?) (4)				
Latin dance (3-3-3)				
Life ____, free ____, or hair __ (5)				

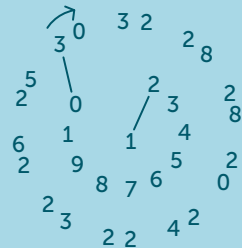
**5**

Replace the words in brackets:

An American (soldier) named Joe said that avoiding a huge colony of (insects) was the (basis) of him losing his (path).

**6**

We wrote the numbers 1-20 in order below, but made some mistakes. Calculate how far off we were.



**The GCHQ Christmas Challenge**



1, 2, 3, 4



11, 7, 5, 2



6, 14, 8, 10



20, 19, 11, 15



18, 4, 6, 11



16, 4, 5, 6



4, 9, 2, 6



*Merry Christmas and  
a Happy New Year!*



## Hints

1

Maybe one of your PALs can help you with the fourth picture.

2

What Code do you follow to Cross the road safely? Which show features a panther?

3

Not all of the sequences read forwards.

4

The letter in the top left box is E, as that is the only letter in both GHEE and DENIM.

5

What sort of insects live in colonies? Was not knowing that the CAUSE of you needing a hint for this puzzle?

6

Write out the numbers 1-20, and then write the numbers in the question underneath them. What are the numerical differences?

7

The first two words in are 'PERHAPS READING'. Use this to work out which letters represent A, D, E, G, H, I, N, P, R and S. These will help you find out how the MESSAGE is CIPHERED.

