

WILDWOOD

Wildwood Trailer #1

Social Media Toolkit

Go-live/embargo date:

Wednesday, August 19, 2026 at 5:30am PT / 8:30am ET / 1:30pm BST

Assets Available

- Official Trailer – 16x9 – 2:30
 - Best for Instagram, Facebook, X, LinkedIn, YouTube
- Official Trailer – 9x16 0:60
 - Best for TikTok, Instagram Reels
- Publicity Still/Thumbnail – 4x5 and 16x9
 - Best for Instagram, Facebook, X, Pinterest, LinkedIn

Post Copy

How far would you go for those you love? Experience Wildwood, in theatres everywhere October 23. #Wildwood @laikastudios

Alt Post Copy (No Date)

How far would you go for those you love? Experience Wildwood. Coming soon to theatres. #Wildwood @laikastudios

Alt Post Copy - Long

How far would you go for those you love?

Experience Wildwood, in theatres everywhere October 23.

From the makers of Coraline, Wildwood is a sweeping, darkly magical adventure about Prue, a young girl who journeys into a hidden forest to rescue her younger brother. Along the way she encounters warring factions, extraordinary creatures, and a world unlike anything she's ever known.

Sign up to be first in line for tickets and new experiences at <https://wildwoodmovie.com>.

Hashtag: #Wildwood

Tag: @laikastudios

Emoji options: 🌲 🌱 🌿 ❤️ 🐦

Website for CTA: wildwoodmovie.com

About Wildwood

Wildwood is a handcrafted epic fantasy adventure that transports audiences into a secret, magical, and dangerously alive world just beyond their doorstep. At its heart is the story of a courageous girl, Prue McKeel (PROO muh-KEEL), on a desperate mission to rescue her baby brother from a forbidden forest filled with enchanted creatures, endearing allies, and formidable adversaries. Her journey unfolds into a spectacular, high-stakes adventure where the fate of an entire hidden world hangs in the balance.

Adapted from the novel written by Colin Meloy and illustrated by Carson Ellis.

Director: Travis Knight

Voice Cast:

- Carey Mulligan
- Mahershala Ali
- Peyton Elizabeth Lee
- Jacob Tremblay
- Awkwafina
- Angela Bassett
- Jake Johnson
- Charlie Day
- Amandla Stenberg
- Jemaine Clement
- Maya Erskine
- Tantoo Cardinal
- Tom Waits
- Richard E. Grant

Guidelines

Do

- invite audiences into a hidden world
- center around love, loyalty, courage, and consequence
- keep language cinematic and emotionally grounded

Don't

- over-explain mythology or plot
- lean whimsical, cute, or self-aware
- use generic fantasy language when a more specific line is available
- create channel-specific voices that depart from the core system

This vs that reference

- Emotional, not explanatory
- Invitational, not descriptive
- Mythic, but not whimsical
- Serious, but not self-aware
- Grounded, not ironic
- Cinematic, not generic
- Darkly wondrous, not playful

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