

When Broadway Meets Cookie Run: Wicked Goes Digital

This collaboration highlights how Korean game IPs strategically leverage Hollywood franchises to boost global reach and create multi-regional marketing synergies—offering a strong reference point for cross-border content partnerships.

- ❑ **Hollywood IP Lands in Cookie Run: Kingdom**
 - Devsisters partnered with Universal Products & Experiences to launch Wicked characters Elphaba and Glinda as magic-type cookies
 - Iconic settings like Shiz University and Emerald City are recreated in-game with character-specific skills mirroring film moments
- ❑ **Story-Driven Gameplay & New PvP System**
 - Story battle mode delivers key Wicked plotlines through cinematic cutscenes, while new PvP mode “Arcade Arena” runs weekly seasons
 - Arena reward boxes drop soulstones for Wicked cookies, linking competitive play to limited-edition character progression and extending player retention
- ❑ **Premium Aesthetic Items & Interactive Decor**
 - Skins and interactive decor like Glinda’s bubble suite and the Wizard’s tower integrate OST tracks including “Defying Gravity”
 - Special phonograph items allow players to swap the island BGM to Wicked numbers, turning game spaces into personalized musical theatre experiences
- ❑ **Global Co-Marketing Rollout**
 - Korean CGV theaters screen Wicked × Cookie Run etiquette videos and reward moviegoers with in-game coupons
 - In-game mission event distributes cookies, soulstones, skins, and decor through December 31, sustaining engagement across regional markets

Source

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