Behind WBD’s Mysterious Weapons Marketing Campaign

When the first trailer for Weapons was released at the end of April, it stoked speculation online about the movie’s subject matter. Throughout its campaign, that speculation turned out to be Warner Bros. Discovery’s greatest weapon of all.

Weapons, the second feature film from Zach Cregger (Barbarian), premiered on Aug. 8, showcasing a story where 17 children mysteriously go missing from their homes one night at 2:17 a.m., running from their houses in an airplane style.

After a huge opening weekend of $42 million at the U.S. box office, the movie has since gone on to gross more than $250 million worldwide.

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