



# COASTARS

*The show that's **dropping names...**  
**launching them...and dropping them again.***

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## CONCEPT

A high-energy interview series where a celebrity duo experiences one of Universal's world-class attractions while promoting an upcoming project

## FEATURED PARKS

Universal Orlando Resort (FL) • Universal Studios Hollywood (CA)  
Universal Kids Resort (TX) • Universal Horror Unleashed (NV)

## TARGET AUDIENCE

Gen Z adults (18-27) – YouTube's largest audience

## DISTRIBUTION

YouTube (Primary) • Instagram • TikTok • YouTube Shorts • Web • PR • Email



# EPISODE FORMAT



## INTRO

Host introduces the celebrity duo and engages in light banter while teasing the attraction experience.



## WALK & TALK

Host and duo chat about their history with each other, connection to Universal parks, career highlights, and upcoming projects.



## ATTRACTION EXPERIENCE

Celebrities scream and laugh their way through one of Universal's attractions.



## HOST REACTS FROM VIDEO VILLAGE

Host offers color commentary as the duo experiences the attraction.



## COASTER CHIT-CHAT

Host engages the duo with playful questions and remarks.



## RIDE RECAP & REACTIONS

Riders debrief with the host in video village, watching and reacting to attraction footage and their unfiltered emotions.



## RIDE PHOTO

Celebrity duo is presented with a framed on-ride photo that they autograph.



## OUTRO / PLUG

Celebrity duo signs off and teases their upcoming projects.



@TheTeawithMati 7 months ago

Now THIS is how you do a press tour!!! Wasn't planning on watching the movie but now I'm sold 😊



@ChillOcBR 7 months ago

Universal keeping up the magic ✨ ✨



@mea68488 7 months ago

Such a fun concept for a show!! Can't wait to see who's next!



@AlexTraynham 7 months ago

Absolutely Great Video! This is what Universal should be doing with their video series!



@mrchrisliddell 7 months ago

This was not the intersection of my fandoms I was expecting today 🤔 🤩 🙏 🙏



@AutismThespian1993 7 months ago

This is so appropriate with the new movie!!!!



@flicksandchris 7 months ago

i have been waiting for this love it!



@triciacleppe5655 7 months ago

I am having so much fun watching this



@mrchrisliddell 7 months ago

This had me SMILING!! Thank you!



# VIEWER SENTIMENT

# SERIES SUCCESS

**2**

EPIISODES

**2.3M**

AVG. VIEWS/EP

**4.3M**

IMPRESSIONS

**270K**

HRS. WATCHED

**98%**

POSITIVE  
SENTIMENT





# HOLLYWOOD'S FAVORITE PLAYGROUND

## Celebrities love Universal.

From Ariana Grande and Jimmy Fallon to Mariah Carey and the Kardashians, this is where Hollywood comes to have unabashed fun.

COASTARS invites celebrities to let loose, be their most authentic selves, and celebrate the work they're proud of – all while experiencing our vacation playground.