

## Halloween Kills Official Twitter Hides Replies From Peacock On Trailer

The official Twitter account for Halloween Kills sent out a tweet with the final trailer for the film, but replies from Peacock are hidden.

BY **STEVEN HERRERA** PUBLISHED SEP 21, 2021



The official Twitter account for *Halloween Kills* sent out a tweet this morning containing the final trailer for the film, but replies from Peacock have been hidden. The upcoming film is the next installment in Universal's distinguished slasher franchise, and is scheduled to be released both in theaters and streaming on Peacock. *Halloween Kills* is the sequel to *Halloween* (2018), which is a direct sequel to *Halloween* (1978). None of the other films featuring Michael Myers terrorizing the town of Haddonfield are part of this version of the franchise, including Rob Zombie's reboot films from the 2000s. In other words, *Halloween Kills* will be the third installment in this version of the Michael Myers story. As revealed in the first trailer for *Halloween Kills*, Michael Myers survived the house fire set by Laurie Strode (Jamie Lee Curtis) at the end of *Halloween* (2018), and Laurie is once again on a mission to take down Michael.

In the final trailer, it is more evident that Laurie Strode (Jamie Lee Curtis), her daughter (Judy Greer), her granddaughter (Andi Matichak), and Lindsey Wallace (Kyle Richards)—the women who have survived Michael’s attacks—are banding together in a unified effort to hunt down Michael. Laurie Strode proclaims that she wants to see Michael’s face. At the end of the trailer, the viewer sees someone’s hands grabbing onto Michael’s mask, struggling to remove it from his face.

Today, the @halloweenmovie Twitter account posted a tweet promoting the movie's final trailer. The tweet included the text *“No more running. No more hiding. It’s time to face the essence of evil. Watch the final trailer for #HalloweenKills – In Theaters & Streaming only on @peacockTV October 15.”* So far, Peacock has sent four replies, which have all been hidden by the official *Halloween Kills* twitter account. The hidden replies can be seen below:



## Hidden replies

Replies hidden by @halloweenmovie



**Peacock** @peacockTV · 11h



Replying to @halloweenmovie

We're ready

11



1



25



**Peacock** @peacockTV · 11h



Replying to @halloweenmovie

We couldn't be more ready

2

1

22



**Peacock** @peacockTV · 10h



Replying to @RealMattSears and @halloweenmovie

Getting our popcorn ready

3



13



**Peacock** @peacockTV · 7h



Replying to @darryl\_ti\_j and @halloweenmovie

\*resisting every urge to run and hide\*

2



8



Universal's decision to release *Halloween Kills* both in theaters and on Peacock on October 15 was recently announced. The streaming service has three tiers: Free (ad-supported), Premium (\$4.99 per month), and Premium Plus (\$9.99 per month). The film will be available to Premium and Premium Plus subscribers at no extra charge, but it will not be available on the free version of Peacock. The fact that the replies from Peacock were hidden by the official *Halloween Kills* Twitter account probably reflects the film team's desire to avoid a conflict of interest.

The producers of *Halloween Kills* want it to perform well both in theaters and on streaming. Therefore, the film's marketers would want to avoid showing favoritism toward the streaming service. Hiding the Peacock replies may also reflect the film marketing team's desire to maintain control of its own narrative. The *Halloween* franchise is a brand, and just like any other brand, it wants to communicate with its audience without interference from a third party.

Source: Halloween Kills