

<table-cell-rows> Bringing Hyrule to Life 🛶

What a Zelda Movie Must Get Right

An early read from gamers on the building blocks of a legendary adaptation

AUDIENCE SAMPLE







AMONG: CASUAL, FANS, AND SUPER FANS OF ZELDA IP

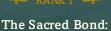
Desired Core Essence for the Legend of Zelda Movie

Top Rank Importance – 10 Categories

Core Essence

Non-negotiables For Live-action Success





Zelda and Link

Whether partners in

prophecy or separated by time and fate, this relationship drives the story

Darkness Incarnate: Epic **Battles with Ganondorf**

Every legend needs its monster and a high-stakes dimactic showdown

Symbols & Settings: The Master Sword, Triforce, and Kingdom of Hyrule

These define the world's mythos, giving the franchise epic scale and a timeless quality

The Power of Sound: Music and Atmosphere

The right aural elements bring both magic and emotion to life

Importance of Character Appearances

Non-Negotiables for Live-Action Success





Princess Zelda



Ganondorf





Should Appear



More Than A Princess



Dark Link

Mostly Silent Protagonist

Speaks With A Defined Personality

ZELDA

Link's Inner Circle

Even without dialogue, Link's journey has never been a solo act. These companions ground him and keep him focused. Think of them not as sidekicks, but as extensions of Link's character.

Avoid

The appearance of Sheik isn't just about fan service, it's about giving Zelda depth. Like Princess Peach in the Super Mario Bros. Movie, this is a chance to rewrite expectations for the wider au dience.





Creative Elasticity of Video Game Adaptations

Among Fans of Each Game Franchise

HORIZON





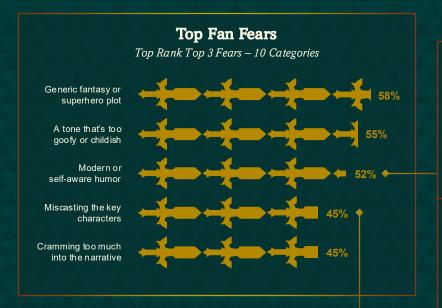
Adaptation Must Be Completely Faithful

Adaptation Has Complete Creative Freedom

Study Date: 04/21/2025 – Sample N = 361

Key Character & Tone Considerations

Addressing common fears and building the right tone for success.





Tone is the Tightrope

Get the tone wrong, and the whole story collapses.

Fans don't want another generic fantasy blockbuster or kid-friendly romp. They're asking for something emotionally resonant and classic. Humor should feel earned, not snarky, and fantasy should feel ancient, not overproduced.

Preferred Movie Tone

Rank Top 3 Tones

55% Hope it's Epic & Mythic

33% Hopeful & Inspiring

33% Hope #\$
Adventurous & Swashbuckling

24% Mysterious & Atmospheric

20% Hope #'s Whimsical & Magical

20% Grounded & Character-Driven

12% Hope it's Dark & Mature •

26% More Importan

🛨 A YOUNGER, REALISTIC HERO 📑

Casting too young would directly contribute to a story that feels overly goofy or childish. The young adult age range hits the sweet spot for relatability and growth – a character old enough to face world-shaking responsibility but still discovering who he is.

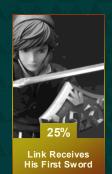
PG-13

🛨 EPIC & HOPEFUL, WITH AN EDGE 🛨

The ideal tone is epic in scope and hopeful in spirit, rooted in heroism and myth. Yet, just beneath the surface is uncertain mystery and a pulse of danger. Among Super Fans, there's an even louder call for maturity and dark tonal risk. In short, start with the light, but don't be afraid of shadow—this balance is where The Legend of Zelda thrives.

Top 4 Moments Gamers Want to See on the Big Screen

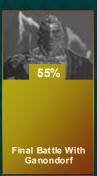
Rank Top 3 Moments From List of 12 Key Legend of Zelda Moments







Link Pulls The Master Sword





While a straight retelling of Ocarina of Time is unnecessary, this classic game holds a special place in the hearts of gamers and could ideally serve as a base for story development.