

THE INHERITANCE CYCLE

MARKETING CAMPAIGN



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EXECUTIVE SUMMARY

Christopher Paolini, author of "The Inheritance Cycle," announced on March 06, 2026, the official commencement of the series development for the Disney+ adaptation of "Eragon."

"Eragon," the first book in "The Inheritance Cycle," was released in 2003; the series came to a close in 2011.

In the article released on Paolini's official website, it is explained that "Officially 'in development' is the stage right before you go into pre-production and then, later, actual production on a film or television series."

Paolini previously discussed, in a video interview, that the TV series will likely target an older, adult audience - those who grew up reading the series.

He will play a creative role in developing the Disney adaptation.

"I am going to be deeply involved in pretty much all aspects of the show," he said.

This Disney+ adaptation will spark nostalgia and boost awareness and engagement through targeted social media initiatives and participation in current industry trends.





SITUATION ANALYSIS

Market

Paolini's "Inheritance Cycle" falls within the **fantasy** and **young adult** genres.

There are a plethora of books and films/TV series that existing fans enjoy (or may find similar), including:

- "Percy Jackson and the Olympians."
- "Fourth Wing."
- "Harry Potter."
- "The Lord of the Rings."





SITUATION ANALYSIS

Competition

Book Releases: 2026/2027

Rebecca Yarros has confirmed a fourth and fifth installment of the “Fourth Wing” series, though release dates are unknown.

“Wrath of the Triple Goddess,” part of the “Percy Jackson” series, is set to release in September 2026.

Film Releases: 2026/2027

“Fourth Wing” by Rebecca Yarros is also being adapted into a live-action series, though a release date is unknown.

The Disney+ “Percy Jackson” series is confirmed for a third season, which will allegedly air near the end of 2026.

Warner Bros. has confirmed there will be a new “Lord of the Rings” installment, set to release in December 2027.

HBO has confirmed a “Harry Potter” live-action series to be released in 2027.

SITUATION ANALYSIS

SWOT Analysis

- Existing fanbase and active fandom - audience interested in the adaptation due to nostalgia.
- Paolini's involvement in series development.

- It has been nearly 20 years since the first film adaptation in 2006, and 12 years since the final book in the series was released.



- Increase engagement among existing fans.
- Youth market expansion.

- The first film adaptation received negative reviews - existing fans may be wary of the upcoming series, increasing engagement risk.

- Opportunities to boost sales (of merchandise, including special cover sets and author merch).
- Fantasy and "BookTok" trending on TikTok.

- The release date for the "Eragon" series is unknown. It may end up competing with other major film/book releases.



TARGET AUDIENCE

Research

“The Inheritance Cycle,” according to online forums and discussion groups, has a diverse audience. Traditionally, the book has appealed to **secondary school students (ages 11 to 18)**; however, Paolini stated in an interview that the new Disney+ series would cater to an older, more mature audience.

“I actually think we’ll be aiming a little bit older. That’s not to say this is going to suddenly turn into ‘Game of Thrones’ and there will be gratuitous nudity and violence left and right - because that will not suit the story,” Paolini explained.

Research shows that many current fans had initially read the series during secondary school. Because these individuals are now older, this television series will target adults.

According to a Reddit poll, **young adults (19-25)** and **adults (25-40)** are the largest demographics among current consumers of “The Inheritance Cycle.”

Therefore, this campaign will target the following audiences:

Primary Audience:

1. Young Adults (ages 19-25)
2. Adults (ages 25-40)

Secondary Audience:

1. Secondary School Students (ages 11-18)





AUDIENCE SEGMENTATION

Primary Audience

Young Adult

- Ages 19-25
- Annual income: \$33,696 - \$41,184
- Media consumers (i.e., movies, video games, television, books).
- Shops at bookstores (ex., Barnes and Noble) or consumes media digitally (ex., Kindle).
- Largest platforms:
 - Instagram
 - TikTok

Adult

- Ages 25-40
- Annual income: \$58,500 - \$69,264
- Media consumers (i.e., movies, television, books).
- Shops at bookstores (ex., Barnes and Noble) or consumes media digitally (ex., Kindle)
- Largest platforms:
 - Facebook
 - YouTube

Secondary Audience

Secondary Students: Middle School

- Ages 11-14
- No disposable income.
- Consumes media (movies, video games, television, books, etc.).
- Attends book fairs (ex., Scholastic Book Fair).

Secondary Students: High School

- Ages 16-18
- Average income: \$33,696
- Employment rates: 22.5 - 30.1%
- Consumes media (movies, video games, television, books, etc.).
- Largest platforms:
 - YouTube
 - TikTok
 - Instagram

SMART MARKETING OBJECTIVES

Specific, Measurable, Achievable, Relevant, Timebound

1

INCREASE **AUDIENCE ENGAGEMENT** ON KEY SOCIAL MEDIA CHANNELS BY **15%** WITHIN THREE MONTHS OF CAMPAIGN LAUNCH.

• **GOAL ACHIEVED BY: APRIL 16, 2027.**

2

BOOST **AUDIENCE AWARENESS** OF THE DISNEY+ SERIES AND BOOK SERIES BY **20%** WITHIN FIVE MONTHS OF CAMPAIGN LAUNCH.

• **GOAL ACHIEVED BY: JUNE 16, 2027.**

3

INCREASE **SALES** OF SPECIAL RELEASES AND BRANDED MERCH BY **10%** WITHIN SIX MONTHS OF CAMPAIGN LAUNCH.

• **GOAL ACHIEVED: JULY 16, 2027.**

4

INCREASE **READERSHIP** OF “THE INHERITANCE CYCLE” BY **5%** WITHIN EIGHT MONTHS OF CAMPAIGN LAUNCH.

• **GOAL ACHIEVED BY: SEPTEMBER 16, 2027.**



MARKETING MIX

PRODUCT

Physical product: Includes all editions of “The Inheritance Cycle” (including special releases and limited edition box sets), and all branded merchandise (ex., Paolini’s Etsy page, where he sells autographs and prints).

Media: Future Disney+ series adaptation.

PRICE

Physical product: Physical media is competitively priced (for all merchandise and branded products).

Media: Disney+ series available via subscription (Disney or bundled options).

PLACE

Physical locations: Target, Walmart, Hot Topic, Barnes and Noble, Books-A-Million, Disney Parks

Online platforms: Amazon, Disney, etc.

PROMOTION

Social Media: Instagram, Facebook, TikTok, and YouTube.

- Polls/Interactive elements
- Special reveals
- Giveaways

Events: Author signing events, Q&As, behind-the-scenes content. Cross-promotion between Paolini, Disney and Penguin Random House-owned assets.



PESO

Paid	Earned
YouTube, TikTok, and Instagram	<u>The Rolling Stone</u> , Billboard, Vanity Fair
Streaming platforms (<u>Hulu</u> , Amazon)	TikTok and Instagram
Barnes and Noble	GoodReads
	<u>Barnes and Noble</u>
	<u>Reddit</u>
	Kindle

PESO

Shared	Owned
Social Media	<u>Christopher Paolini's Instagram</u>
Online Discussion Forums	<u>Paolini's Official Website</u>
	<u>Paolini's Etsy Shop</u>
	<u>Penguin Random House</u>
	<u>Penguin Random House's Instagram</u>
	Disney+ series (and corresponding platforms)

A dark, scaly dragon with large, bat-like wings is shown in flight against a dramatic, cloudy sky filled with stars. The dragon is positioned in the lower-left and center of the frame, flying towards the right. The sky is a mix of dark blues and greys, with soft, white clouds and numerous small, bright stars scattered throughout.

Skulblaka.

**“INTO THE SKY
TO WIN OR DIE.”**



Skulblaka.

**“INTO THE SKY TO
WIN OR DIE.”**



MEDIA PLAN

CENTRAL THEME

The campaign will revolve around January 16, 2027, as it is designated as “National Appreciate a Dragon Day.” The name of this campaign is a direct nod to “Eragon.” According to Paolini’s official website, “Skulblaka” means “Dragon” in the book’s ancient language.

By integrating this convergence opportunity and book factoid into the campaign, we will engage longtime fans of the series and increase visibility for both the book and the TV series.

SOCIAL MEDIA

Instagram: Increase engagement and click-through rate through promotions (e.g., giveaways, product reviews, teaser videos). Target this platform, focusing on increasing follower count, click-through rate, and post engagement (likes, comments, and sharing).

- Ex. “Comment **Skulblaka** for a chance to see your favorite dragon rider take flight in a new illustrated box set of *The Inheritance Cycle*.”

TikTok: Activate the primary audience and increase awareness and engagement by leveraging TikTok’s “**BookTok**” trends (earned reviews, promotions, etc.).

- Ex., “For the dragon-obsessed girlies.”
- Ex., “**POV** you found the most perfect Eragon merch.”
- Ex., “You escape to Alagaësia for the first time.”



MEDIA PLAN

SOCIAL MEDIA

Facebook and Reddit: Increase awareness and interest through interactive activities and author engagement (increasing follower count, and post engagement-likes, comments, and sharing).


- Ex. Polls, quizzes, and updates.
 - **Video:** "Christopher Paolini explains what fans can expect from the Disney+ adaptation of *Eragon*."
 - **Quiz:** "Which dragon would you choose?"

Reddit: Author engagement (Q&As, polls, updates, etc.)t with the community to increase longstanding fan interest in the new upcoming series. Direct engagement can be used to generate excitement and intrigue while also gauging audience opinion about the series (risk prevention).

- Ex. "Calling all dragon riders! Tell us what you're most excited to see in the new *Eragon* series!"

PUBLICITY AND MEDIA OUTREACH

Podcasts: Several podcasts can be targeted to minimize threats to the campaign and to increase awareness with the series. For example, the 2006 film "Eragon" faced public criticism and received a poor rating. This could be a threat to the upcoming series. The podcast "Bad Movies Rule" would allow Paolini to discuss the first film's impact positively, appealing to fans of the movie and series while also addressing audience concerns moving forward.





MEDIA PLAN

PUBLICITY AND MEDIA OUTREACH

Magazines: There are several physical and digital media outlets to target, including The Rolling Stone, which covers entertainment and pop culture.

Events:

1. There are a variety of events Paolini could attend during a publicity tour to increase awareness of the series and effectively position the product in a new market. For example, Paolini can attend **Renaissance festivals**, where he can have a merch booth and host author Q&As. Moreover, these events can also be used to target local newspapers and radio stations. Paolini should attend festivals in states with the **highest readership** (or determined by the primary audience through polls to increase engagement).
 - Ex., The Colorado Renaissance Festival announced that it will host themed events on weekends, one of which is called "Fantasy Weekend." This event will help target the primary demographic while expanding the audience. Potential **newspapers** and **radio stations** will be determined based on locality.
2. Another event should be held at **Barnes and Noble** after the release of the illustrated book set. Moreover, this should be held at the Union Square location in New York, NY, the largest B&N store in the United States. There are other key locations, all of which would give the author more reach, increasing awareness of the book and television series.



MEDIA PLAN

PUBLICITY AND MEDIA OUTREACH

Events:

3. The San Diego Comic-Con is a prime event for Paolini to attend. According to one source, the event draws in about 130,000 people every year. Moreover, it is a heavily publicized event (with a variety of creators attending panels, contests and merchandise booths), making it a low-cost marketing opportunity to target. Paolini could attend and host a Q&A panel here, alongside introducing new branded merch. Other activities, such as contests, can be used to engage the audience. Prior initiatives (during the prelaunch phase) across social and owned media channels will be undertaken to generate excitement and engagement around the event (ensuring a higher turnout).

- Ex., Costume contests
- Ex., Art contests
 - “Skulblaka: The Best Dragon Wins.”



BRAND COLLABORATIONS

Several brand collaborations are feasible, especially after the release of the Disney+ series. Examples include:

- Build-A-Bear
 - Branded toys (i.e., Saphira plush).
- ColourPop
 - A ColourPop makeup line (ex., eyeshadow palette). This helps to trigger nostalgia within a primarily female demographic. ColourPop recently released a “Twilight” makeup line, garnering much attention online.
- BoxLunch
 - This brand targets different fandoms and is a popular shopping destination (with both online and in-person shopping opportunities). LunchBox already has a Disney line, making it a potential future partner.
- Pandora
 - Themed charms and jewelry based on the Disney+ series would target both male and female demographics and align with current Disney brand collaborations.

POV you read Eragon
for the first time



Christopher Paolini

Comment on your favorite
moment from
The Inheritance Cycle for a
chance to win a limited edition
illustrated box set.



For my dragon-obsessed
girlies



ERAGON

Christopher Paolini



RandomUser123

Fantasy readers, check out
Eragon!

##ERAGON #DRAGONS #FANTASY
#BOOKTOK #LORDOFTHERINGS #DISNEY



disneyplus 

Follow




Skulblaka.


“INTO THE SKY
TO WIN OR DIE.”



3,400 likes

disneyplus Calling all dragon riders! Something big is dropping **January 16**. Tag a friend who will be soaring the skies with you and comment your best guess below.  



Christopher Paolini 

Follow



Skulblaka.

“INTO THE SKY TO
WIN OR DIE.”



3,400 likes

christopher_paolini It's official! The special edition illustrated box set of The Inheritance Cycle will be out just in time for **National Dragon Day**. Imagine the world of **Alagaësia** as it's never been seen before! Click the link in the bio to be added to the preorder list (psst...the first 50 to sign up get 10 percent off their order)!



RATIONALE

Each of the creative mockups above aligns with the proposed marketing objectives. Moreover, each mockup prioritizes brand alignment and versatility (aligning with both Disney+ and Paolini's series).

POST 1: TIKTOK

This post combines experience and nostalgic elements. In this short-form video, viewers will understand what the series represents through visuals. Moreover, the caption helps meet all the proposed objectives — increasing engagement, awareness, sales and readership. It does so by including:

- A call to action (i.e., comment) driven by the chance to win an illustrated box set.
- Encouraging viewers to reread the series.

POST 2: TIKTOK

This post aligns with current “BookTok” trends and aims to increase awareness of and readership for the series. This post targets readers of the fantasy and young adult genres. It is meant to increase the current market for the book and television series. It does so by including:

- Relevant hashtags (which will target a broad group - for example, readers of the “Fourth Wing” series).
- A link to purchase the series (ex., Kindle/Amazon storefront).

POST 3: INSTAGRAM

This mockup serves as a bridge between Disney and Paolini, using the campaign poster as a visual reference.



RATIONALE

(CONT.)

It has two primary objectives: increasing awareness and engagement with the Disney+ series (and subsequently, the original book series). **It achieves the aforementioned objectives by including:**

- A call to action (i.e., commenting, tagging and sharing).
- Building intrigue and excitement through mystery.

POST 4: INSTAGRAM

This post addresses all four marketing objectives outlined earlier. This post achieves the key objective by including:

- A call to action (clicking the bio link leading viewers to Paolini's official website and increasing click-through-rates).
- A preorder promotion, which increases sales and engagement
- Increases awareness by creating excitement around January 16 (i.e., the rollout for the beginning of the campaign and greater marketing and publicity efforts).
- A visual campaign poster that aligns with the Disney+ visual release. Aligning these two entities will help generate more traction and attract a larger audience.

KEY PERFORMANCE INDICATORS

Key Performance Indicators (KPIs) are “a measurement used to define whether an organization, team or employee is meeting a predefined goal. By evaluating progress against KPIs, project managers, scrum masters, stakeholders and clients can determine if the current course of action is working or if changes need to be made.”

A variety of analytics, aligned with core objectives (increasing awareness, engagement, sales and readership), should be monitored throughout this campaign to measure its success.

Instagram

Instagram KPIs that should be measured during this campaign include:

- Views (organic and paid views)
- Engagements (organic and paid)
- Engagement rates (percentages - organic and paid)
- Reach (and reach by region)
- Total followers
- Brand mentions
- Interactions and saves
- Click-through-rate

TikTok

TikTok KPIs that should be measured during this campaign include:

- Engagement rate
- Follower growth
- Video watch time
- Conversion rate
- Hashtag performance
- Comment interactions



KEY PERFORMANCE INDICATORS

Reddit

Reddit KPIs to be measured include:

- Karma
- AMAs participated in
- Nano-influencers engaged
- Click-through-rate

Facebook

Facebook KPIs to be measured include:

- Reach
- Impressions
- Post engagement rate
- Leads (organic and paid)

Kindle

Kindle KPIs to be measured include:

- Sales rank
- Downloads
- Read-through-rates
- Amazon sales


Other

Measure KPIs on a variety of other platforms, including YouTube and Paolini's official website, measuring views, likes, comments, sales and overall engagement.



TIMELINE

PRE-LAUNCH
PRESENT-DECEMBER
2026



Continue current initiatives (i.e., social media promotions, teasers, series updates). Start teasing the January 16, 2027, date to generate awareness among the primary audience. See mockup #3.

LAUNCH
DECEMBER 2026 -
DECEMBER 2027

Begin specialized social media and publicity campaigns to target the primary and secondary audience and expand the audience base for the series (using nostalgic elements and current trends - like “BookTok”).

Release targeted information on January 16, 2027 (ex., a Disney mockup of Saphira, a cast list, a storyboard, etc.).

See mockup #4.



TIMELINE

POST-LAUNCH
DECEMBER 2027 -
DISNEY+ SERIES
RELEASE



Continue “Skulblaka” campaign, especially publicity efforts (book signings, author Q&A). After the television series' release, introduce brand collaborations and launch Disney-brand-aligned merchandise.

Leverage earned media (book reviews, product reviews).

Evaluate potential convergence opportunities post-release of the series (for example, chocolate dragon eggs for Easter).



CONCLUSION



This campaign reintroduces “The Inheritance Cycle” to existing and new audiences through targeted initiatives that blend nostalgia with current market trends. By combining paid, earned, shared, and owned media, the campaign creates multiple engagement points while maintaining brand identity and extending reach.

With clear audience segmentation, SMART objectives, media plans and a structured timeline, the campaign is designed to build anticipation before the Disney+ series release and sustain engagement (during and afterward).

Additionally, by utilizing publisher, author, and Disney platforms to share campaign-related content, the messaging remains consistent.

The campaign’s success is quantifiable, using tailored KPIs by media channel to verify that marketing objectives are achieved.

Overall, this campaign prepares “The Inheritance Cycle” for a successful transition to Disney’s streaming platform by expanding its audience, increasing engagement, and familiarity with the series. By doing so, “The Inheritance Cycle” will maintain relevancy after the eventual release of the Disney+ series.