



USA/Syfy's "Chucky" Screams for Ice Cream at NYCC

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NBCUniversal cable networks USA and Syfy rolled into New York Comic-Con over the weekend in Chucky's I Scream Truck.

The live activation, which boasted two-hour lines, accompanied a screening of the series' first episode followed by a Q&A with series creator and showrunner Don Mancini and actress Jennifer Tilley. Chucky's I Scream Truck was created in collaboration with Pacific Palisades, Calif.-based integrated agency The Many.

At the truck, Chucky himself was in the driver's seat of a stolen "Good Guys" branded ice-cream truck. Chucky had apparently murdered the driver and then vandalized the truck with a few choice phrases in red spray paint. Inside the truck, fans literally had to scream for their ice cream.

In addition to being onsite at NYCC, Chucky is all over social media leading up to the premiere, with custom Twitter Hashflags, Instagram augmented-reality effects (must be viewed on a mobile device to see the effect), a TikTok staring contest with Chucky that can be remixed for Instagram Reels, and GIPHY stickers that pop up when fans search #ChuckySeries in Instagram Stories.

Custom 'Chucky' Twitter hashflags

The series also is sponsoring an episode of Verzuz on Oct. 17, airing live from Brooklyn's Barclays Center and featuring hip-hop stars Big Daddy Kane and KRS-One.

Chucky premieres Tuesday, Oct. 12 at 10 p.m. ET on USA and Syfy.

[Images courtesy of Cooper Naitove/USA/Syfy]