# Nicole Kidman reflects on surprising cultural impact of her AMC Theatres commercial



Nicole Kidman has recently expressed her astonishment at the ongoing discussions surrounding her viral AMC Theatres commercial. In a conversation featured on Allure’s YouTube channel, she remarked with a mix of disbelief and amusement, “The AMC commercial. Are we still talking about that?” This light-hearted inquiry underscores the cultural footprint her ad has left in the midst of a pandemic that challenged the very existence of cinemas worldwide.

Reflecting on the ad's creation, Kidman revealed that it was birthed from a place of genuine love for cinema during a particularly trying time. “I’m very, very glad to be able to say that we did that during COVID,” she noted, emphasising the collaborative spirit of the project. The commercial was crafted with a team that included the Oscar-nominated screenwriter Billy Ray and the director's cinematographer. Kidman recalled their collective resolve: "We all just were like ‘Okay, we can do this. Quick, buckle down, we’ll do it in a day.’" Their enthusiasm was rooted not just in the desire to promote AMC, but in a commitment to the broader film industry that had been left reeling by the pandemic.

The sincerity behind the production choices is evident, as Kidman explained, “It kind of took on a life of its own, thank God.” With a wardrobe choice—“a Michael Kors suit,” curated by stylist Julia von Boehm—being made without excessive deliberation, the commercial stands testament to spontaneity and passion over polish. Kidman's heartfelt ties to cinema are clear as she shared her own experiences as a cinema-goer, stating, “I pay money, and I go, and I see my commercial in the AMC, but then I always go and see movies.”

The ad, which premiered in September 2021, quickly became a viral sensation, racking up millions of views and even inspiring a parody on "Saturday Night Live" featuring Chloe Fineman’s comedic take on Kidman’s narrative style. In a 2022 correspondence with GQ, Kidman expressed her confusion over the commercial's unexpected success, noting that the enthusiastic response seemed to reflect the public's eagerness to return to theatres. “But what I can tell you is that the reaction is a direct result of the amount of people going back to theaters to enjoy the movies. And that is exciting,” she shared.

Kidman's husband, Keith Urban, also weighed in on the phenomenon, revealing in a recent podcast that neither of them anticipated the cultural impact of the ad. He explained, “She did it because we love movies…Never in a million years expecting that to be this cultural thing.” This sentiment encapsulates the surprise that many feel regarding the ad's enduring relevance.

As Kidman continues to engage with the film community, her reflections on the commercial serve as a reminder of the resilience of cinema and the power of art to uplift during challenging times. The connection she fosters with audiences highlights not only her dedication to the industry but also the shared joy that films can bring, even amidst a global crisis. In an environment where creativity was often stifled, Kidman's ad serves as a beacon of hope and a celebration of the cinematic experience.

## Reference Map:

* Paragraph 1 – [[1]](https://www.aol.com/nicole-kidman-6-word-those-162632231.html), [[2]](https://www.aol.com/nicole-kidman-6-word-those-162632231.html)
* Paragraph 2 – [[1]](https://www.aol.com/nicole-kidman-6-word-those-162632231.html), [[3]](https://www.aol.com/nicole-kidman-6-word-those-162632231.html)
* Paragraph 3 – [[4]](https://www.aol.com/nicole-kidman-6-word-those-162632231.html), [[5]](https://www.aol.com/nicole-kidman-6-word-those-162632231.html)
* Paragraph 4 – [[6]](https://www.aol.com/nicole-kidman-6-word-those-162632231.html), [[7]](https://www.aol.com/nicole-kidman-6-word-those-162632231.html)

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## Bibliography

1. <https://www.aol.com/nicole-kidman-6-word-those-162632231.html> - Please view link - unable to able to access data
2. <https://www.aol.com/nicole-kidman-6-word-those-162632231.html> - Nicole Kidman reflects on the enduring popularity of her AMC Theatres commercial, expressing surprise at its viral success and discussing the collaborative effort behind its creation during the COVID-19 pandemic. She shares insights into the production process and her personal connection to the project, emphasizing the genuine intentions and the unexpected cultural impact it achieved.
3. <https://www.aol.com/nicole-kidman-6-word-those-162632231.html> - In a recent interview, Nicole Kidman discusses the lasting impact of her AMC Theatres commercial, highlighting the collaborative effort during the COVID-19 pandemic and expressing gratitude for its unexpected success. She shares personal insights into the production process and her connection to the project, emphasizing the genuine intentions behind it.
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