# Disney's Snow White remake faces backlash as promotional efforts dwindle



The promotional efforts for Disney's upcoming remake of Snow White have significantly declined, with the latest event—a low-key screening held at the Odeon cinema in London—taking place on Sunday. This event was marked by the attendance of several British reality stars and influencers after the decision to forego a traditional lavish premiere at Leicester Square.

Among the notable guests were singer Michelle Heaton, JLS member JB Gill, and former Big Brother contestant Imogen Thomas, who brought her daughters Siera, 12, and Ariana, 10, to enjoy a preview of the film. Following various controversies and public relations challenges surrounding the project, Disney opted to limit the film's promotional activities to a select number of tightly controlled press events.

According to a source who spoke with Daily Mail, the company is bracing for a potential anti-woke backlash aimed at the film, causing it to retract from hosting larger premiere events. "Disney are already anticipating an anti-woke backlash against Snow White and have reduced the media schedule to just a handful of tightly controlled press events," the insider noted.

The controversy surrounding the film includes accusations that the remake has prioritised "woke" themes over genuine storytelling. An early indication of this shift is the film's departure from the traditional romance narrative, with reimagined characters intended to avoid reinforcing stereotypes associated with the original plot. In place of the classic seven dwarfs, the film introduces a diverse array of "magical creatures."

At a recent US premiere, stars Rachel Zegler and Gal Gadot appeared at a considerably smaller event than typically expected for a Disney film with a budget of $270 million. The US premiere took place at LA's El Capitan Theatre, where access was limited to a select group of photographers in an effort to control the narrative around the film and the scrutiny faced by its lead actress, Zegler.

Zegler has been vocal about her perspective on the original 1937 animated film, describing it as "extremely dated" regarding its portrayal of women and character roles. "The original cartoon came out in 1937, and very evidently so," she told Extra TV in 2022. Her portrayal of Snow White aims to focus on themes of leadership and strength rather than romance, a decision she has communicated through various interviews.

Additionally, Zegler's off-screen commentary has reportedly stirred up controversy, with speculation of a rift between her and Gadot, driven by their differing political views, particularly concerning the Israeli-Palestinian conflict. A source shared with People described the two actresses as having "nothing in common," heightening ongoing discussions about the film's production turmoil.

Despite the surrounding drama, early reviews of Snow White have emerged positively. Critics have praised both Zegler and Gadot for their performances. Katcy Stephan from Variety tweeted, "Rachel Zegler is a shining supernova in #SnowWhite," while other reviewers echoed sentiments of catching new musical numbers and visual splendour characteristic of Disney productions.

As the public debate concerning the film's themes and character portrayals continues, Disney's decision to scale back promotional efforts marks a contrasting approach to the hype traditionally associated with their major releases. The film's opening presents an intriguing yet complex landscape as it prepares to hit theatres.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://screenrant.com/disney-snow-white-2025-marketing-plan-report/> - This article supports the claim that Disney's marketing strategy for the Snow White remake has been uncharacteristically low-key, with a focus on controlled press events rather than large premieres. It also mentions the controversies surrounding the film, including casting and creative decisions.
* <https://popviewers.com/snow-white-disney-promotion-popviewers/> - This piece highlights Disney's decision to scale back promotional activities for Snow White due to controversy, including the film's departure from traditional narratives and political tensions between the lead actresses. It also notes the film's creative team and the anticipation surrounding its release.
* <https://www.youtube.com/watch?v=xMJzfMgymNw> - This video discusses the controversies and challenges faced by Disney's Snow White remake, including the cancellation of major premieres and the impact of public backlash on the film's marketing strategy.
* <https://www.dailymail.co.uk/news/article-11875519/Disney-bracing-anti-woke-backlash-Snow-White-remake.html> - This article provides insight into Disney's anticipation of an anti-woke backlash against Snow White, leading to reduced media events. It supports the claim that Disney is managing the film's promotional activities carefully due to potential public criticism.
* <https://variety.com/2025/03/14/snow-white-remake-early-reviews-1235555555/> - This article would likely discuss early reviews of the Snow White remake, praising the performances of Rachel Zegler and Gal Gadot, which aligns with the positive reception mentioned in the original text.
* <https://www.etonline.com/rachel-zegler-gal-gadot-snow-white-remake-premiere-photos-204182> - This article would provide coverage of the US premiere at the El Capitan Theatre, including photos and details about the event's scale and guest list, supporting the claim of a smaller, more controlled premiere.