

# ***MARVEL UNIVERSE*** **BRANDED BLOCK** **MARKETING SUPPORT PLAN**



# GOALS

- **Support** Disney XD's launch plan to exceed **ratings** goals
- **Sustain** marketing plan
- **USM: New** and **different**
- Generate **buzz** among **influencers** and **geek press**



# STRATEGY

- Utilize **Marvel Entertainment** lines of business support series/block and engage fans in a **360° experience**
- Position ***Ultimate Spider-Man*** and ***Marvel Universe*** as a family-friendly entry point to the larger Marvel Universe and brand
- Integrated **two-target** approach
  - Make **kids** feel like they're a part of the Marvel Universe
  - Encourage **adult Marvel fans** to share the Marvel Universe with children



# PUBLISHING

## Custom Publishing

- Custom Comic Book
  - 300,000 copies (extra run for synergy promotions)
  - Digital Release (including mobile apps)
  - Online Support



## In-Book Advertising

- Traditional ad space
- House ads

## Publishing Partners

- Comic-book store promo
  - Premium posters
  - Sizzle pack – clips, trailers and promos play on in-store loops
  - Event support sent at key push periods/holidays



# EVENTS

## Conventions

- Wonder Con (March 16-18)
- C2E2 (April 13-15)
- San Diego Comic-Con (July 12-15)
- New York Comic Con (October 11-14)



# ONLINE



- Home base for *Marvel Universe* promotion
- Site redesign TBD
- *Marvel Universe* microsite (TBD)

- Over 3MM unique visitors per month
- Launch: Week-long countdown with exclusive content
- Sustain: Interviews, clips, special features
- Live blogging
- Podcast
- Newsletter – 500,000 subs



# SOCIAL MEDIA



- Marvel Facebook page support: Over 2.4MM fans
- Marvel FB ecosystem: 12MM
- Launch: Week-long countdown with exclusive content
- Sustain: Interviews, clips, special features



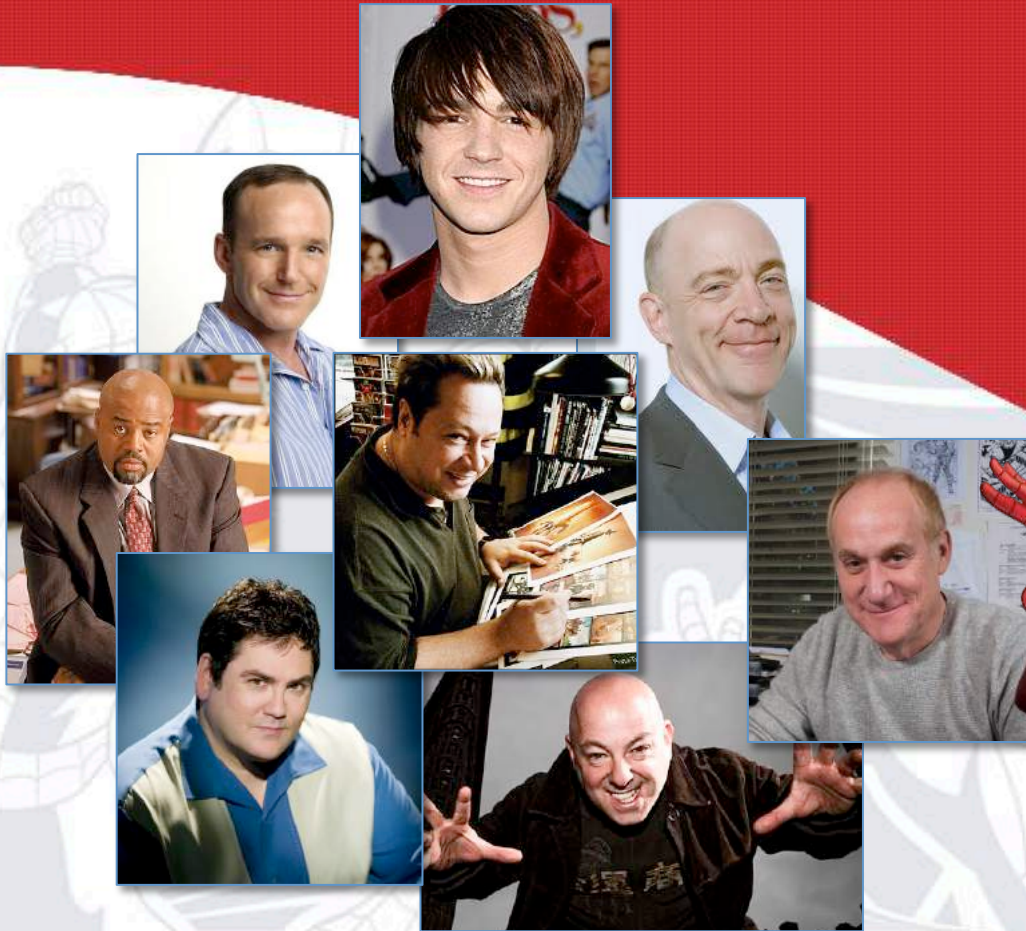
- Marvel Twitter and “Agent M”
- Seed stories from Marvel.com



- 221,855 Marvel Subscribers



# PR/ PUBLICITY



- Lead by Disney
- Talent interviews/appearances
- National radio, print, podcasts and online
- Blogs
- Trade targets
- Geek Press (MTV Geek!, Slashfilm, Ain't It Cool News)





# MARCH PROMOTIONS

March 2012							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Marvel Press				1	2	3	4
Marvel Key Dates				Power Man Reveal - Interview & Character art	Nova Reveal - Interview & Character art		
Marvel Marketing							
Marvel Online				Power Man Reveal - Interview & Character art	Nova Reveal - Interview & Character art		
DVD Press							
DVD Key Dates							
DVD Marketing						Promo: Marvel Invasion Tease :15	
DXD.com							
Disney Strategy							
Marvel Press	5	6	7	8	9	10	11
Marvel Key Dates				SXSW Tease - Episode World Premiere, release USM Trailer #2			World premiere of Ultimate Spider-Man
Marvel Marketing							Jeph: SXSW Presentation
Marvel Online	Release :30 Series Premise - kick off Month of Marvel Universe	Meet MoA #1	New EMH Costume Reveal. (Thor, Cap, IM)	SXSW Tease, USM Trailer #2	USM Villain Comparison		
DXD Press	Pitching EW First Look		NY Press Junket / Press release announcing short form programming and four teenage Super Heroes				
DVD Key Dates							
DVD Marketing	In-theater Marketing (The Lorax), online, Mail, TV and outdoor campaigns begin						
DXD.com	Promo: Series Premise :30, :15, High School Friends :30						
Disney Strategy							
Marvel Press	12	13	14	15	16	17	18
Marvel Key Dates				WonderCon Tease: Release :60 Block Sell		17 St Patrick's Day	18
Marvel Marketing						Wondercon Panel: USM 101, A:EMH 201, HAS Tease	
Marvel Online	Looking Ahead at A:EMH S2 - Release A:EMH S2 Trailer	Meet MoA #2	USM and EMH WallPapers	WonderCon Tease/:60 Block Sell	Bendis interview: From comics to series	WonderCon Coverage	
DXD Press	TV Guide and Movie Magic stories run					Potentially invite local press to interview Jeph @ Wondercon	
DVD Key Dates							
DVD Marketing	Promo: Spider-Man/Villain Sell :30, :20				Promo: :30 DXD.com/MarvelUniverse		Promo: Overall Block Sell :60, :30, :20
DXD.com							
Disney Strategy							
Marvel Press	19	20	21	22	23	24	25
Marvel Key Dates				Release USM Sizzle with Tag			
Marvel Marketing							
Marvel Online	Release Short-Form Sell - Marvel Mash-Up feature	Meet MoA #3	Mighty Marvel Podcast: Chris Yost interview- A:EMH	Avengers Villain Comparison	Spider-Man Legacy Stories (creators, stars talk about memories of Spidey with family)		
DXD Press	Begin tweeting character facts and images	Press Junket					
DVD Key Dates							
DVD Marketing	Promo: Cast Sell :30, :15	Re-Marveled Sell :30				Promo: Series Video Bug	Marvel Bloo/A:EMH :30
DXD.com							
Disney Strategy							
Marvel Press	26	27	28	29	30	31	1
Marvel Key Dates							1
Marvel Marketing							Premiere liveblog featuring show execs - 11a -12:30p EST
Marvel Online	Coming this season on...	Meet Moa #4	Mighty Marvel Podcast:USM Talent TBD	USM Clip, Event Promo	EMH Clip		
DXD Press	Tweet character facts, images and episode facts						
DVD Key Dates							
DVD Marketing							
DXD.com			Digital Comic Release				
Disney Strategy							
Marvel Press	PR Target: Mass + Geek Tactics: BTS, interviews with all major media outlets, etc. Show clips and press release Spider-Man is recruited by S.H.I.E.L.D. and meets his new teammates! Focus on favorite characters known mostly to comic fans						Messaging:
Marvel Key Dates	Event Promo local press	USM Comic Release	Press receives AVX1 Screener				USM 101: GREAT POWER One year after becoming Spider-Man, teenage Peter Parker is approached by Nick Fury to train with S.H.I.E.L.D. Spidey turns Fury down -- but soon finds that villainous forces may require him to join the big leagues after all. Character Appearances: Aunt May, Harry, M.J, Norman Osborn, Doc Ock, Nick Fury, Flash(Matt Lantier), Trapper(Steven Weber), Wizard(Tom Kenny), Klaw, Thunder(ara Strong), Junior Star(Sam Lee)
Marvel Marketing		Comic Shop Promo				USM Day: NY and LA Kickoff Events	USM 102: GREAT RESPONSIBILITY Spider-Man joined S.H.I.E.L.D. so Nick Fury could train him to become the Ultimate Spider-Man. But Spidey didn't know that meant he'd be put on a team of fellow teen super heroes. Character Appearances: Nova, White Tiger, Power-Man, Iron Fist, Aunt May, Harry, M.J, Norman Osborn, Doc Ock(Tom Kerney), Nick Fury, Coulson, Flash, Wizard, Klaw, Thunder, Dr. Connors(Tom Kenny), Junior Star
DXD Press			MK.com digital comic release				A:EMH 201: THE PRIVATE WAR OF DOCTOR DOOM The Avengers and Fantastic Four are attacked by the forces of Doctor Doom, who have come to capture Wasp and the Invisible Woman. As the two teams fight to save New York from Doombots and rescue their teammates, they soon realize that there's more to Doom's attack than meets the eye. Available Assets: Show clips, Screen Grabs, Press Releases, DTG Interviews = execs and cast
DVD Key Dates							
DVD Marketing						Kids Choice Awards Promo: 24 hr Countdown Clock	
DXD.com							Promo: This Season On Sell :30, Team Sell :30, :15, USM Generic Bumpers 2 x :05, MJ/A:EMH :30
Disney Strategy							



# KICKOFF EVENTS

- **Celebrate the launch of Marvel Universe with kickoff the day before the premiere**
  - New York: Midtown Comics (Downtown location)
  - Los Angeles: Meltdown Comics
- **Events to include**
  - Screening of premiere episode for press, VIPs and local families
  - Marvel (and series) talent to sign free comic book
  - Appearance by Spider-Man for photos
  - Merchandising displays for Marvel product
  - Press release and invitation
  - Radio Disney Partnership
    - Potential for in-store remote appearance
    - On-air giveaways, event promotion



# ROLL OUT



# DISNEY SYNERGY SUPPORT



- Posters (DL)
- Giveaways
- Promo signage in hotels
- Promo on in-room loop at hotels
- World of Disney stores

- Customize Marvel area within stores
- Promo on in-store theater area/media wall
- NYC Jumbotron



## Event Opportunities

- Overall Marvel support
- DXD Booth Space
- Premium Distribution
- Co-branded promotions
- Kickoff Event support



## Home Entertainment

- WDSHE/Shout Factory triling, inserts



# OTHER MARVEL OPPORTUNITIES



## Broadway Tie-In Spider-Man: Turn Off the Dark

- Playbill
- Premium Distribution
- Co-promotions – USM Ep 121 tie-in



## Games

- Amazing Spider-Man game release (July)
- Inserts, other promotions



# ***MARVEL UNIVERSE*** **BRANDED BLOCK** **MARKETING SUPPORT PLAN**

