

# MARVEL AVENGERS ASSEMBLE™

## MARVEL MARKETING PLAN

Disney XD Presentation

April 4, 2013



# SERIES POSITIONING

*With an all-star roster consisting of Iron Man, Captain America, Thor, Hulk, Hawkeye, Falcon and occasionally – when she feels like it and only when she feels like it – Black Widow... the Avengers are a team in the truest sense. The Avengers save the world from the biggest threats imaginable – threats no single Super Hero could withstand.*

- Key Info:
  - Season 1: 26, ½ hour episodes
  - May 26: 1-hour Sneak Peek (11am)
  - July 7: Series launch (inside Marvel Universe block at 11am)
- Key messaging points:
  - The adventure continues: From the big screen, to your screen!
  - Assemble your team/family to watch together
  - First time this particular team has assembled in animation
  - Voice talents of Adrian Pasdar (*Heroes*), Fred Tatasciore and a number of today's top voice actors
  - Written by Man of Action Studios



# MARVEL TWO TARGET STRATEGY

## Share Your Universe

- Marvel will leverage its day-to-day interaction with loyal fans 12+:
  - As tastemakers and pop culture influencers
  - With **“Share Your Universe”** messaging
    - As ambassadors and gateways to the Marvel Universe for kids
    - To drive co-viewing
  - Outreach through:
    - Conventions
    - PR/Publicity
    - Online
    - Publishing/Comic Shops

**MARVEL**  
**SHARE YOUR**  
UNIVERSE



# MARVEL TWO TARGET STRATEGY

## Kids 6-11 & Families

- As an extension, Marvel will complement this strategy by targeting families with young (6-11) fans through:
  - Comic Shop Saturday Events
  - Online
  - Partnerships and grassroots efforts



# PR/PUBLICITY OUTREACH (ADULTS 12+)

Marvel will position **Marvel's Avengers Assemble** as the next major iteration of the world-dominating Avengers franchise. By leveraging the now-universal fandom for these characters, this series should generate more publicity than any previous Marvel Television series.

## Launch: May/June/July

- Premiere event (Venue TBD)
  - Generate press, local prize giveaways for Radio Disney, other local radio stations, Twitter
  - Key executives, Affiliates
- Press kit (to top 100 media outlets)
  - Access to watermarked assets from MAA 101-102
  - Key character/talent profile info guide
  - Avengers ID Card
- Exclusive clips, BTS, trailers to key press
- Interviews with series creators and talent
- Press calls
- Coordinated push with Disney XD Press team



# PR/PUBLICITY OUTREACH (ADULTS 12+)

## Sustain

- Weekly “Exclusive” clip releases
- BTS videos distributed via MediaNet, Marvel press for select episodes
- Embargoed interviews with writer(s) paired with new episode stills.
- Marvel Universe Q&A
  - Every Monday, after a new Marvel Universe episode airs, a Q&A with Cort and another creative (Radomski, MoA, Dini, etc.) will run on a site that gets the exclusive scoop for each show.
    - CBR spotlights HAS
    - Marvel.com spotlights MAA
    - IGN spotlights USM
- Coordinated support for key episodes, conventions with DXD Press



# PUBLISHING

## Kids 6-11

### Launch: May

- Free Comic Book Day: May 4
  - HAS/MAA book on shelves (AR extension)
  - MAA mini-poster in store (AR extension)
  - Post cards (FCBD/MAA)
  - Distributor website email/package
    - Trailer/promo for in-store play
    - Printable signage
- Exploring Radio Disney Participation



# PUBLISHING

## Adults 12+ Share Your Universe

### Launch: May/June/July

- “Share Your Universe” messaging across
  - Cover banners on all Marvel Comics two weeks before tease
  - In-book editorial mentions
  - House ads in key issues (AR extension)
  - July catalog featured page

### Sustain

- Monthly house ads – AR enabled
- In-store “Share Your Universe” viewing parties
  - Viewing Party Kits
    - Masks, activity sheets, prizing
    - Bonus (TBD) for stores that host and post pics
    - Tune-in messaging
- Post pics on FB, Instagram, Twitter with established hashtag





# DIGITAL/ONLINE

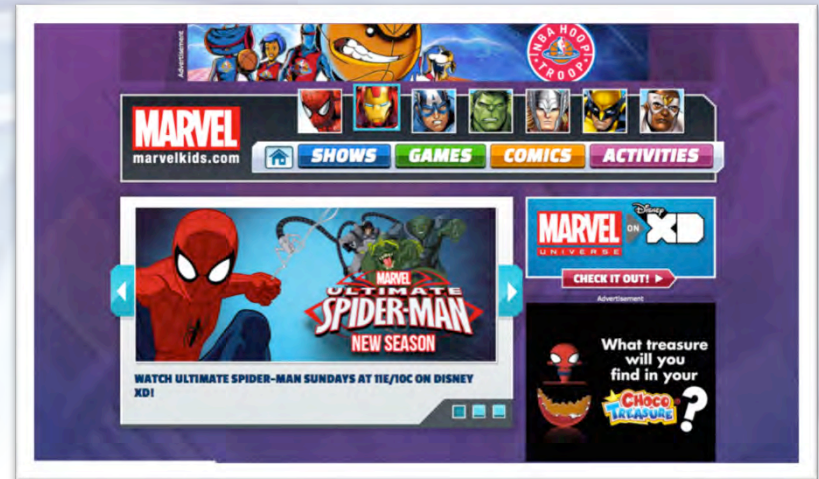
## Kids 6-11 & Families

### Launch: May/June/July

- MarvelKids.com
  - MAA page launch (4/12)
  - Homepage promotion
  - Marvel Universe landing page updates
  - “Share Your Universe” page
- Outside promotion
  - Babble.com – family entertainment blog posts
  - Disney Create – interactive assets and challenges
  - Disney Watch App

### Sustain

- MarvelKids.com
  - Page updates
    - New activities
    - New graphics
    - New videos
- Outside Promotion
  - Babble.com
  - Disney Create – update assets and challenges
  - Disney Watch App



# DIGITAL/ONLINE (CONT'D)

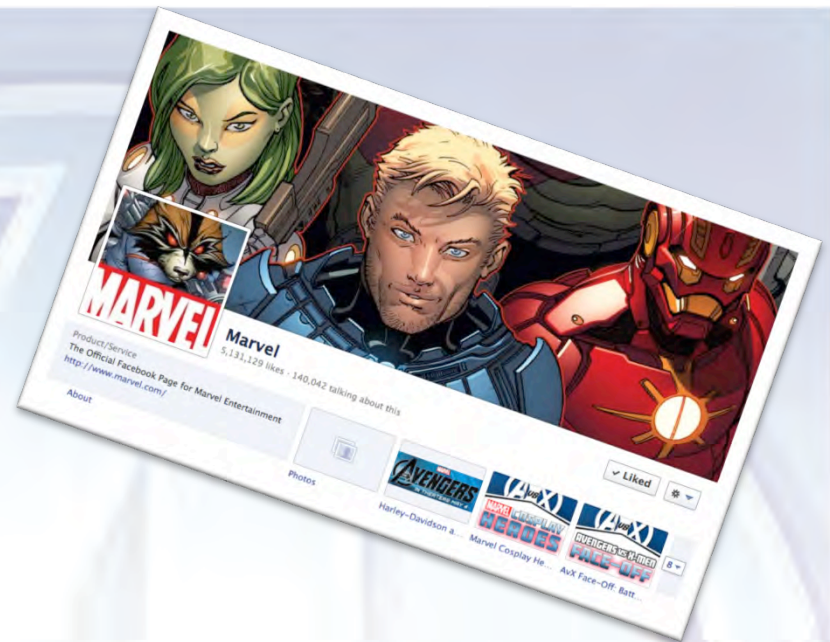
## Adults 12+

### Launch: May/June/July

- Marvel.com/Social Media
  - Week-long roll-outs - May 26 tease and July 7 launch
  - Weekly content to maintain buzz between tease and launch
  - Online house ads: banner and flash pre-roll ad support
  - Newsletter
  - Podcast
- Ad/skin buys on key geek press sites
- Shared calendar/assets with DXD, Radio Disney

### Sustain

- Marvel.com/Social Media
  - Weekly posts:
    - Episode preview
    - Screen grabs
    - Marvel Universe: Your Countdown
    - Monday Marvel MAA Spotlight: Recap/interview with creators
  - House Ads for awareness, updated for events
  - Ongoing AR engagement



# PARTNERSHIPS (K6-11)

## Club Penguin, April 25-May 8

Penguin 'costumes' create pre-awareness for series characters

- Captain America, Black Widow, Hawkeye, Hulk, Thor
- On-Air Promotion
  - Disney Channel/Disney XD to run "Game-On" spot highlighting tie to characters with tease tune-in (April 25)
- Online Promotion (Begins March 29)
  - Club Penguin to call out series via:
    - ClubPenguin.com blog
    - YouTube
    - Facebook
    - Twitter
  - Co-promotion on MarvelKids.com series page
  - Marvel.com/Social media targeting parents
    - Side-by-side character comparisons
    - Game On spot
    - Wallpapers
- Coordinated press promotion



# PARTNERSHIPS (FAMILIES)

**Toys'R'Us:** Marvel Madness - Assemble what YOU need for Back-to-School (July)

- USM/MAA co-promotion for product lines
  - New series/product page launch on ToysRUs.com
  - In-store activities (TBD)
    - Couponing/giveaways (premiums, posters, etc.)
    - In-store video loops/special episode screenings?
    - Potential for larger events at NY and LA stores
    - Press/Marvel.com support

TOYS R US



# SYNERGY PARTNERSHIPS (K6-11)

- Radio Disney Support
  - On-air
    - In-studio appearances by series talent
    - To include winner meet & greet/press ops
    - Hulk takeover: Fred guest DJs as the Hulk!
    - Local street team giveaways (comics, premiums)
  - Online
    - Support for Radio Disney Facebook
  - Local Market
    - FCBD Support in key markets
      - Considering van wraps, street team presence



# SYNERGY PARTNERSHIP (K6-11)

- Disney Stores
  - Activity toolkit roll-out July 1
  - 180 stores nationwide
  - Marvel Universe-themed activities
    - Marvel character masks for parade activity (IM, Hulk)
    - Reading Activity (USM) with bookmark giveaway (tied to Disney Publishing)
    - How-to-Draw (MAA) – kids draw and color Cap's shield
    - Marvel Universe Trivia (HAS) with comic prizing
  - Marvel Universe content on in-store loops and interactive entertainment screens (via Synergy)
    - Show clips
    - Trailers
    - Interstitial series

Disney STORE



# CONVENTIONS (ADULTS 12+)

- C2E2 (April 26-28)
  - 12'x 15' banner
  - Postcards and posters (AR enabled)
- SDCC (July 18-21)
  - Marvel Universe Panel – episode premiere TBD
    - Feature “Share Your Universe” messaging
  - Post-panel press room (TBD)
  - Premium items (masks, posters and/or licensee-provided toy)
    - AR enabled with long-term update capabilities
  - Marvel booth talent signings (voices and series creators)
  - Booth loop videos
  - Press promotion – teases, exclusive interviews, pre-panel press release
  - On-stage costume contest at Marvel booth
  - Special Kids Day contests and giveaways at Marvel Booth (Sunday)
- NYCC (October 10-13)



# MAA PROMOTIONAL CALENDAR

	April	May	June	July	August	Sept	Oct	Nov
<b>MU Key Dates</b>		1-hour tease May 26		Series Premiere July 7	HAS Premiere Aug 11			
<b>PR/ Publicity</b>	Club Penguin Press	Press Kit Send Launch Press: Interviews, Trailer and Clip releases, Press Calls	Weekly Sustain Press: MU Q&A, Interviews, Weekly Clips, BTS Event and Partnership Press Support					
<b>Publishing</b>		FCBD Comic & In-Store Activities 5/4 Posters/Postcard Cover Slugs	House Ads, Catalog feature	In-Store Viewing Parties	Monthly House Ads, In-store posters/postcards			
<b>Digital</b>	MarvelKids.com launch	Club Penguin Support	Family Outreach Page	Marvel.com/Social Media Launch Support	Marvel.com/Social Media Weekly Sustain			
<b>Marvel Events</b>	C2E2 4/26	World Premiere Event TBD IM 3 5/3		SDCC 7/18-21			NYCC 10/10-13	Thor 2 5/3
<b>Partners</b>	Club Penguin Promotion	TBD Local Grassroots Efforts						
<b>Synergy</b>			Radio Disney MAA Takeover	Disney Stores In-Store Tool Kit Activities				
			Radio Disney Facebook Support					
			RD Street Team Giveaways & Activities					

