Marvel's *Avengers: Doomsday* Campaign

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I. Background

Marvel Studios, originally emerging from Marvel Entertainment's attempts to regain creative and financial control over its characters, began its modern cinematic legacy with the release of *Iron Man* in 2008. Produced independently and distributed by Paramount Pictures, *Iron Man* marked the formation of the Marvel Cinematic Universe (MCU) – a bold experiment in long-form, interconnected storytelling that no studio had attempted at scale. Its success launched phase One of the MCU, introducing foundational heroes such as Thor, Captain America, Black Widow, and the Hulk. This era culminated in *The Avengers* (2012), the franchise's first major crossover event, which broke box office records and established Marvel as a dominant force in blockbuster filmmaking (The Numbers, n.d.).

Seeing the MCU's enormous potential, The Walt Disney Company acquired Marvel Entertainment in 2009 for approximately $4 billion (Barnes & Cieply, 2009). Under Disney's leadership, Marvel Studios expanded rapidly, benefiting from greater resources, global marketing power, and a long-term strategic roadmap that emphasized serialized storytelling across multiple films. Between 2012 and 1019, Marvel released a series of critically acclaimed and commercially successful projects, ranging from *Guardians of the Galaxy* to *Black Panther*, that further broadened the universe and diversified its creative tone. This era culminated in the Infinity Saga, concluding with *Avengers: Infinity War* (2018) and *Avengers: Endgame* (2019), both of which became cultural landmarks and two of the highest-grossing films of all time. By the end of the 2010s, Marvel had reinvented how Hollywood thought about franchise storytelling, establishing itself as one of the most reliable box-office engines in the industry.

However, the post-*Endgame* era (2021-2024) marked a turning point. Without the clear narrative arc and tightly curated slate that define the Infinity Saga, Marvel expanded aggressively across film, Disney+, animation, and special presentations. The release cadence increased dramatically, introducing a wave of new characters and stories that lacked the cohesion, thematic clarity, or cultural momentum of earlier phases. While the strategy delivered short-term content volume for Disney+, it led to an oversaturated market, narrative fragmentation, heightened audience fatigue and ultimately a $619 million loss (Reid, 2025). Production challenges, including visual effects strain, creative turnover, and inconsistent tone across projects, further contributed to declining critical reception and diminishing box-office returns. Films such as *Eternals*, *Ant-Man*

and the Wasp: Quantumania, and *The Marvels* underperformed relative to expectations, reinforcing the perception that the MCU had become stretched thin.

As audience trust weakened, Marvel's once–unshakeable reputation for delivering event–level experiences began to erode. What had previously felt like a carefully orchestrated, universe-spanning saga increasingly appeared unfocused and difficult to follow, especially for casual viewers. The competitive landscape also shifted, with major franchises and original blockbusters reclaiming cultural territory that Marvel once dominated. Today, Marvel stands at a crucial moment of reassessment. The studio still possesses unparalleled brand recognition, a deep roster of beloved characters, and a global fanbase eager for a return to form. With *Avengers: Doomsday* (2026) positioned as the next major ensemble film, Marvel has an opportunity to reestablish narrative clarity, restore consumer confidence, and reignite the sense of cultural anticipation that defined its earlier success.

II. Mission Statement

- To restore cinematic excitement and emotional resonance through unified, high-quality storytelling anchored in Marvel's legacy
- To reaffirm Marvel Studios as a global leader in event-level blockbuster entertainment that feels focused, culturally relevant, and worth the theatrical experience

III. Brand Positioning

- **TO** global blockbuster audiences seeking emotionally resonant, high-stakes entertainment that feels cohesive, culturally relevant, and worth the theatrical experience
- **MARVEL IS THE** premier cinematic superhero universe that defined modern event filmmaking and now aims to blend over 15 years of legacy storytelling with a renewed, focused and elevated creative identity
- **THAT** delivers a unified and visually stunning narrative experience that reconnects fans to the characters they love while introducing new heroes with meaningful purpose and depth
- **AMONG ALL** major superhero franchises and reboots competing for audience attention in an oversaturated entertainment landscape

- **BECAUSE** Marvel uniquely combines proven character legacy, a global fanbase, and a commitment to storytelling

IV. Statement of Opportunity

By the mid-2020s, Marvel Studios found itself facing an identity crisis. Once the undisputed leader of modern blockbuster entertainment, the studio had expanded rapidly across theatrical film and streaming, flooding the market with multiple releases each year. While this strategy maximized short-term visibility and platform growth for Disney+, it ultimately diluted the long-term equity of the Marvel brand. Audiences, particularly Gen Z and Millennial viewers who grew up with the Infinity Saga, began associating Marvel not with event-level storytelling, but with oversaturation, confusing continuity, and a decline in quality (Levandoski, 2023). Post-*Endgame*, the introduction of numerous new characters without clear narrative grounding left many fans feeling disconnected from the emotional core of the franchise. Meanwhile, competitors such as DC's incoming reboot under non-superhero stories like *Avatar*, *Top Gun*, and *Dune* were capturing cultural momentum by offering fresher, more focused cinematic experiences (Hill, 2025). Marvel's legacy as the gold standard of interconnected storytelling was overshadowed by the perception that the studio had become creatively scattered, overextended, and out of touch with audience expectations.

Marvel's challenge is not that consumers have lost interest in superheroes, but that the brand perception no longer aligned with what audiences valued in blockbuster storytelling. In an era where viewers increasingly prioritize coherence, emotional stakes, and cinematic craftsmanship, the MCU's rapid output made it difficult to maintain the depth and quality that built its reputation. The result was weakened trust and a shift from "every Marvel movie is an event" to "I'll wait for streaming." Without thoughtful course correction, Marvel risked further erosion of cultural relevance and continued box-office underperformance as younger audiences gravitated toward franchises that felt more intentional and creativity confident.

Marvel's opportunity lies in the franchise's inherent strengths: its unmatched legacy of character-driven storytelling, its roster of iconic and beloved heroes, and its ability to create global cultural moments. *Avengers: Doomsday*, expected to release in December 2026, represents a pivotal chance to reintroduce this legacy with renewed clarity and purpose. Marvel can strategically blend familiar elements, such as the Avengers brand and returning heroes, with bold,

elevated storytelling centered on a unifying and formidable threat. The Doomsday narrative naturally lends itself to high stakes, emotional weight, and cultural relevance, making the film an ideal vehicle to signal a creative reset. In tandem with quality-first messaging and a streamlined narrative, Marvel can transition away from the perception of oversaturation and toward a brand identity rooted in premium, event-level cinema.

With the rise of fandom-driven platforms, nostalgia cycles, and digital-first storytelling, Marvel has a unique opportunity to reengage audiences where cultural momentum now lives. Marvel can rebuild anticipation and relevancy through legacy character reveals, meaningful behind-the-scenes transparency, and social-first fan engagement. The enduring power of iconic heroes, combined with a storyline positioned as a true franchise turning point, gives *Avengers Doomsday* the potential to reassemble not only the team on-screen but the Marvel brand itself. This moment highlights how quickly Marvel can re-enter the cultural conversation with the right story and strategy ultimately positioning *Doomsday* as the catalyst for a revitalized MCU era.

V. Research

Research Goals

- To design an integrated campaign that revitalizes Marvel's brand ahead of *Avengers: Doomsday* (2026), it is essential to gather insight into current consumer perceptions, franchise fatigue, content preferences, and broader entertainment trends.
- Identify how target audiences currently perceive Marvel compared to entertainment competitors, such as DC's cinematic reboots *Avatar* and *Dune*.
- Determine narrative themes, character types, and cinematic experiences most resonate with these audiences in the post-*Endgame* era.
- Evaluate elements of the MCU's earlier success, such as legacy characters, emotional stakes, interconnected arcs, etc., still hold value.
- Identify which recent elements, such as Disney+ expansion and new character introductions, have weakened trust.
- Identify factors that contribute most to "event-level" excitement, and determine what do audiences believe makes a theatrical film worth seeing on opening weekend.

- Test how effective Marvel's current digital-first activations, including trailers, behind-the-scenes content, fandom engagement, and influencer partnerships, are at driving anticipation and intent to watch.

Research Methodology

- Primary
    - Qualitative Research: Focus Groups
        - Locations:
            - 3 groups in the U.S. (Los Angeles & New York)
            - 1 group internationally (London or Seoul – global hubs for fandom & film culture)
        - Group Size: 10-12 participants
        - Demographics: Group 1
            - Gen Z: ages 16–28.
            - Digital consumers.
            - Active on TikTok, Instagram, YouTube, and Twitch.
            - Deeply aware of the MCU and active on online discourse
            - Mixture of Marvel superfans and casual digital fandom participants
        - Demographics: Group 2
            - Millennials: Ages 29–40
            - Grew up with the MCU's Infinity Saga
            - Distanced from the franchise since Multiverse Saga
            - Consumers YouTube, streaming, TikTok, traditional media
        - Demographics: Group 3
            - Gen X: 42–60
            - Not heavy MCU followers, but grew up on comics
            - Prefer straightforward, emotionally engaging movies
            - Higher interest in premium movie experiences (IMAX, Dolby)
            - Less active in fandom online discourses
        - Goals:
            - Explore perceptions of the MCU's decline.

- Identify which characters, themes, and storytelling formats audiences trust and want more of.
- Understand what drives excitement for superhero films today versus 5-10 years ago.
- Evaluate reactions to brand elements like trailers, title treatments, teasers, and narrative positioning

- Qualitative Research: In-Depth Ethnographic Interviews
  - Participants: 10-12 interviewees
    - Pop culture influencers
    - Film/TV content creators
    - Entertainment journalists and critics
    - Superfans / moderators of fandom communities
  - Goals: Identify cultural and cinematic trends shaping audience expectations.
  - Explore perceptions of MCU oversaturation and where fans see "gaps" in the current superhero landscape.
  - Understand what would make *Doomsday* feel truly new, emotionally engaging, and culturally significant.
- Quantitative Research: Online Survey
  - Sample Size: about 1,200 respondents
  - Key markets: United States, United Kingdom, Canada, Mexico, and South Korea.
  - Measure overall perceptions of the MCU today, including interest, emotional connection, and trust in Marvel's current direction.
  - Test reactions to the "reset storyline" and core elements of *Avengers: Doomsday*
  - Identify what drives people to see the movie in theaters across Gen Z, Millennials, and Gen X.

- Secondary Research
  - Review industry and box office reports to understand superhero genre performance and audience interest

        - Statista, Comscore, MPAA annual reports and Variety box office analyses.
    - Monitor media coverage of Marvel, the MCU, *Avengers* franchise and recent superhero releases to identify common narratives
        - Variety, Vulture, Forbes, The New York Times, The Hollywood Reporter and Deadline
    - Use social listening tools to track online discourse about Marvel, "superhero fatigue" and fan excitement.
        - Social Media: TikTok, X, Instagram, Reddit and YouTube
        - Tools: Sprout Social, Meta Analytics, Hootsuite
    - Analyze fan behavior, search trends, and movie streams to understand audience's interest, drop-off points, and triggers.
        - Google Trends, Disney+ performance data and YouTube Studio Analytics
    - Study competitor franchise strategies to identify best and worst practices
        - DC/Warner Bros., Sony's *Spider-Man* universe, *Star Wars, Dune* and *Avatar*'s case studies.

VI. Situation Analysis (SWOT)

Internal

- Strengths
    - Disney operates across film, streaming, parks, licensing, and consumer products, helping with Marvel's scale and reach (Gale Business, 2025).
    - High-profile returning cast in *Avengers: Doomsday.* Marvel confirmed the return of multiple fan-favourite cast which boosts brand strength (Marvel, 2025).
    - Disney's strong financial results and financial stability behind Marvel Studios (The Walt Disney Company, 2025).
- Weaknesses
    - Marvel engagement comes primarily from movies, limiting other brand touchpoints (Lu et al., 2022).
    - Marvel's audience is heavily young, with nearly 68% between ages 11–20 (Lu et al., 2022).
    - Brand confusion with competitors, mainly Warner Bros.' *DC* (Lu et al., 2022).

External

- Opportunities
    - *Doomsday* being framed as a major reset event.
    - The industry's strong decline in superhero films creates an opportunity for Marvel to redefine quality standards (Richter, 2025).
- Threats
    - Recent major superhero releases underperformed which can be attributed to broad audience fatigue (Richter, 2025).
    - Competitors like Warner Bros. and Paramount compete with Disney's film performance, especially on Marvel's genre (Gale Business, 2025).
    - Fragmented audience media consumption habits which risk inconsistent message penetration (Lu et al., 2022).

VII. Strategic Insights

- Industry data shows a sharp decline in comic-book movie market share which indicates audience fatigue of superhero movies and an increased demand for more coherent, higher-quality storytelling (Richter, 2025). Marvel's battles with brand confusion between Marvel and DC, which weakens the MCU's narrative and long-term brand strength (Lu et al., 2022). This creates an opportunity for *Avengers: Doomsday* to become the unified storyline that resets and refocuses the franchise.
- Marvel's mainstream followers interact with the brand almost exclusively through movies, however competitors like Warner Bros. and Paramount diversify across streaming, licensing, and TV, increasing market pressure (Gale Business, 2025). Expanding Marvel's messaging and reach toward older, distanced, and multi-platform audiences is key for a global campaign.
- Marvel's official *Doomsday* announcement reveals the return of high-profile, fan-favourite cast, including Chris Hemsworth, Anthony Mackie, Letitia Wright, and especially Robert Downey Jr. returning in a new role, and the Russo Brothers' comeback as directors (Marvel, 2025). This fan excitement, paired with Marvel's internal creative assets, positions *Doomsday* as a reset capable of re-introducing the MCU's brand and restoring emotional credibility and connection.

- Disney's 2024 financial results show financial strength that can support major investments on movies and big projects (The Walt Disney Company, 2025). The competitive media landscape and the interest decrease in new superhero movies demand a high-quality, differentiated product (Richter, 2025). Marvel can leverage Disney's resources to deliver a world-class integrated campaign that stands out in a saturated market.

VIII. Communication Goals

- Position *Avengers: Doomsday* as a symbolic reset that restores the MCU's narrative focus and quality.
    - By emphasizing the film's unified storyline, character returns, and the Russo Brothers' direction, Marvel can reposition *Doomsday as* the long-awaited project that unites the recent flopped storylines to the franchise.
- Reignite audience excitement and rebuild emotional connection in the MCU through *Avengers: Doomsday*.
    - With a major cast including Robert Downey Jr. returning in a new role, *Doomsday* offers a rare opportunity to reconnect with distanced fans, older demographics, and longtime MCU loyalists.

IX. Communication Objectives

- Increase positive brand sentiment toward Marvel by 25% across key social platforms by opening weekend.
    - This reflects the campaign's goal of distinguishing *Doomsday* from recent franchise fatigue and restoring trust (Reid, 2025).
- Achieve no less than 45% Share of Voice (SOV) in the superhero entertainment category during the campaign window.
    - A dominant SOV will demonstrate message penetration and validate Marvel's repositioning as the leading cinematic universe (Vogel, 2020).
- Drive a 15% increase in advance ticket presales compared to the previous MCU release.
    - Presales serve as a concrete behavioral indicator of renewed audience confidence and improved brand anticipation (Franchisefilming, 2024).

X. Target Audiences

- Marvel Loyalists (Core Audience)
    - Adults ages 25–45, gender-balanced, located primarily in major U.S., UK, and Canadian urban markets such as Los Angeles, New York City, London, and Toronto.
    - This group grew up with and heavily invested in the Infinity Saga, but disengaged during the Multiverse era due to rising narrative complexity, fatigue, and perceived declines in overall quality (Richter, 2025; Reid, 2025). Research also indicates that Marvel's current core audience skews much younger—68% between ages 11–20—highlighting the absence of older adult engagement (Lu et al., 2022).
    - YouTube trailers, TikTok, Instagram Reels, Disney+, ESPN, and industry publications such as Variety and The Hollywood Reporter.
    - Adults 25–45 historically drove Marvel's event-level box office performance and premium cinema attendance (Vogel, 2020). Re-engaging them is essential to restoring Marvel's cultural dominance and financial reliability.
- Active Teen & Young Adult Fans
    - Younger Marvel fans ages 13–24 who consume high-volume, short-form digital content. This group includes the 68% of fans aged 11–20 identified as Marvel's most active and reachable demographic segment (Lu et al., 2022).
    - Highly interactive, fandom-centered, and motivated by spectacle, humor, and character-driven content. They respond strongly to nostalgic cues, emotional payoff, and participatory content formats (SocialArchive, 2023).
    - Daily engagement with TikTok, Instagram Reels, Twitch, Reddit, and YouTube. Consumption habits align with IAB's findings on digital-first media behavior and creator-driven engagement patterns (IAB, 2025).
    - This audience fuels virality, creator amplification, and meme-driven cultural visibility. Their participation determines whether a campaign becomes an online cultural event (FranchiseFilming, 2024).
- Mainstream Moviegoers

- Adults 18–54 who enjoy large-scale entertainment but do not consistently follow MCU plotlines or lore.
- Prefer straightforward, emotionally engaging, easy-to-follow narratives. Many disconnected from Marvel due to storyline complexity and declining clarity in recent releases (Richter, 2025).
- Streaming platforms, network television, OTT ads, in-theater trailers, Instagram, and mainstream entertainment news sources.
- Mainstream moviegoers remain essential to box-office success because they determine a film's total accessible audience and revenue ceiling (Vogel, 2020). Their broad entertainment preferences align with Disney's multi-platform reach strategy (The Walt Disney Company, 2025) and are critical for positioning *Avengers: Doomsday* as a standalone, accessible cinematic event.

XI. Current Audience Brand Perception

- Currently, the Marvel brand is perceived as oversaturated, fragmented and creatively inconsistent. Both declining emotional impact and confusing storylines have resulted in the audience increasingly view the brand as less essential and fatigued than during the peak Infinity Saga era from 2008-2020.

XII. Desired Audience Brand Perception

- Perceived as a story-led, creative and revitalized studio, Marvel must demonstrate to their desired audience they are capable of restoring trust through cohesive, clear, emotional storytelling. Anchored by premium filmmaking, *Avengers: Doomsday* positions the MCU as both modern and nostalgic, honoring legacy characters while creating an accessible, welcoming re-entry point for new and lapsed audiences. Overall, Marvel should strive to be a fan-centered, focused cultural icon that has elevated quality, corrected course and reassembled the franchise into a unified cinematic universe.

XIII. Key Message Mapping

Single-minded message

- *Avengers: Doomsday* is the formal start of a new chapter in the Marvel Cinematic Universe. It brings together the storylines that had been broken up, brings back the emotional impact, and rebuilds trust in the series (Reid, 2025; Lapreziosa, 2025).

Audience-specific messages

- Marvel Loyalists
    - *Doomsday* goes back to the emotional weight, character-driven plots, and high stakes that fans think of when they think of Marvel's best time
    - One reason for the drop in box office sales is because the emotional stakes are lower and the character development is less important (Reid, 2025)
    - The movie is structured like Infinity War and Endgame, which are both high-impact, emotionally compelling stories that audiences want to see more of.
    - Themes of sacrifice, coming back together, and leaving a legacy bring back memories and make people more interested in the story.
- Active Teen & Young Adult Fans
    - "*Doomsday* brings the MCU back to one story that everyone can easily follow"
    - Many people have said bad things about the MCU's recent Multiverse Saga since it reused plot points and made the story hard to follow (Lapreziosa, 2025)
    - Putting characters and plotlines together makes the story more coherent and helps with long-term franchise development.
    - The mix of old heroes and new characters makes the story more relevant and accessible to people of all ages.
- Mainstream Moviegoers
    - "*Doomsday* creates a new MCU era accessible to both long-time fans and first-time viewers."
    - A single storyline makes it easier for casual fans to get into the show and brings back the clarity that was a hallmark of Marvel's earlier phases
    - A reset storyline lets new people join the MCU without having to know a lot about it first.
    - Simplifying the story is a direct response to fans who have complained about the convoluted and repetitious multiverse storyline structures (Lapreziosa, 2025).

XIV. Creative Platform

- Audience
    - Audiences want an MCU that brings together characters from the past, present, and future in a way that is emotionally powerful and reminds people why they loved Marvel in the first place. They respond to themes of sacrifice, reconnecting, and leaving a legacy, and they feel nostalgic when iconic Avengers themes come back on screen. They are drawn to emotional impact, high stakes, and storytelling that feels united and coherent, which is a break from the fragmented storytelling of the recent multiverse era. Nostalgia makes people more interested and emotionally sensitive, strengthens brand loyalty, and gets those who haven't been active in a while back into the fold.
- Brand
    - *Avengers: Doomsday* is positioned as the emotional and narrative reset moment of the MCU. The film rebuilds coherence, elevates stakes, and re-centers the Avengers legacy, delivering a cinematic experience grounded in nostalgia, character depth, and heroic reunification. The creative tone and voice bring back the Marvel Cinematic Universe as a franchise with strong emotional impact, high stakes, and a cohesive story. The tone is epic and dramatic, stressing the size, immediacy, and seriousness of a universe that is about to fall apart, while the voice is emotional and character-driven, bringing up themes that fans associate with Marvel's best phase.
- Concept: "Reassemble The Legacy"
    - *Avengers: Doomsday* is a symbolic and narrative reconstruction of the MCU that visually and thematically brings together fragments to form a repaired symbol or timeline. The visual world shows disintegration, reconnection, and revival, reinforcing that the MCU is being rebuilt from the bits of its past. The campaign blends nostalgia and renewal on purpose, commemorating past heroes and shared memories while providing a new path that is open to both new and returning audiences.
    - Tagline
        - Avengers Reassemble, Together Again.

XV. Strategies

- Rebuild the MCU's story coherence
    - Bring back a single, easy-to-follow story that brings together the several plotlines from the Multiverse Saga and puts the Avengers story back at the center of the MCU. This plan directly addresses viewer fatigue caused by stories that are too similar and don't fit together, and it places *Doomsday* in the role of resetting the franchise's structure. Marvel brings back clarity and consistency by making the story structure simpler and making sure that things stay the same. These are two important factors in keeping fans interested in the franchise over time (FranchiseFilming, 2024).
- Use legacy-driven storytelling to bring back emotional resonance
    - Use high-stakes, character-driven stories that focus on sacrifice, solidarity, and shared history. These are things that have been shown to connect people closer to the brand. Emotional narrative is important for repairing attachment, especially in a business when trust and engagement are falling. Using nostalgia and legacy moments to get people excited about the movie again and bring back old fans fits with the movie's themes of reconnecting and rebuilding (Reid, 2025; Social Archive, 2023).
- Reposition Marvel for both loyal fans and new audiences
    - Make Doomsday a simple way to get into the MCU by making it less complicated and easier to get to. This means making trailers, messages, and other content that make the movie look like a new start instead of a continuation of confusing multiverse arcs. A simpler story, along with legacy touchpoints and fresh hero introductions, makes the story more relevant and reaches a wider range of people. This dual-target framing makes Marvel more appealing to modern audiences and makes sure the franchise will last for a long time.
- Use a multi-phase tentpole marketing plan that lasts for a year.
    - Run a long-lead campaign during the Pre-Launch, Launch, and Sustain stages to generate excitement, get the word out, and make Avengers a cultural event again. This method is similar to tried-and-true best practices in the industry for tentpole

films, which use long, high-impact storytelling cycles to keep the momentum going and make money at the box office. Each phase carefully adds story clues, emotional hooks, and character disclosures to keep people interested and make the story relevant over time (Vogel, 2020).

XVI. Tactics

Paid

- Hero Trailer Placement (YouTube Masthead + Connected TV)
    - A 24-hour global YouTube Masthead and Disney+ homepage takeover highlights the "Reassemble the Legacy" message, using IAB-standard high-impact formats to maximize trailer completion and awareness—critical metrics for tentpole film launches (IAB, 2025; Vogel, 2020).
- 30-Second Trailer Variants for Older/Lapsed Fans
    - Versioned spots on ESPN, Hulu, and ABC specifically target adults 25–45, emphasizing emotional stakes and legacy cast—an audience segment shown to have disengaged due to narrative fatigue but still essential for event-film success (Lu et al., 2022; Richter, 2025).
- TikTok / IG Reels Micro-Trailers (6–10 seconds)
    - Short-form paid units optimized for mobile, leveraging fast-paced digital consumption patterns validated by IAB data and the viewing preferences of younger MCU viewers (IAB, 2025; SocialArchive, 2023).
- Character "Legacy Cards" (Static + Video Ads)
    - Paid social pieces featuring returning and new Avengers forming "broken pieces → unified emblem" visuals reinforce emotional resonance and narrative reconstruction—a proven driver of engagement in nostalgia-led campaigns (SocialArchive, 2023; FranchiseFilming, 2024).
- OOH Legacy Wall (NYC, LA, London)
    - Large-scale outdoor boards that gradually reveal the Avengers team reflect entertainment-industry best practices for generating recurring touchpoints and building anticipation around tentpole reveals (Vogel, 2020).

- Disney+ Pre-Roll Reset Messaging
    - Paid placements before MCU catalog titles introduce the narrative-reset positioning, capitalizing on Disney's multi-platform ecosystem and strong cross-promotional infrastructure (The Walt Disney Company, 2025).
- In-Park Digital Screens & Nighttime Spectacle Inserts
    - Paid activations inside Disney Parks visually "repair" the Avengers "A," tapping into nostalgia and high-engagement physical environments consistent with Disney's experiential marketing strengths (Gale Business, 2025).
- Premium Theatrical Placement (IMAX + Dolby)
    - Premium-format countdowns frame *Doomsday* as the next major cultural cinematic event, aligning with Vogel's (2020) findings on how IMAX/Dolby placements elevate perceived film quality.
- Interactive Mall/Transit Displays
    - Gesture-based digital OOH kiosks that allow users to "pull fragments together" align with IAB experiential advertising guidelines and reinforce the campaign's reconstruction visual metaphor (IAB, 2025).

Earned

- High-Profile Cast Reunion Feature (Vanity Fair / Variety)
    - A feature spotlighting legacy actors and Russo Brothers' direction builds Tier-1 media sentiment and establishes *Doomsday* as a return to character-driven stakes—an emotional driver identified as critical to MCU re-engagement (Reid, 2025; SocialArchive, 2023).
- Legacy Hero Sit-Down Interviews (GMA, Fallon, BBC)
    - Talk-show appearances reinforce the "reset moment" narrative and deliver widespread earned reach consistent with AMEC's recommendations for message penetration (AMEC, 2021).
- Exclusive Set Visits for Top Press Outlets
    - Inviting journalists to document Marvel's rebuilt narrative pipeline increases transparency and supports credibility—a best practice for addressing franchise fatigue (Richter, 2025; AMEC, 2021).
- Director + Writers Roundtable (Deadline / THR)

    - An earned-media panel discussing simplified story structures frames Doomsday as a corrective pivot, aligning with research on clarity as a driver of audience re-engagement (Lu et al., 2022; FranchiseFilming, 2024).
- Global "Avengers Reassemble Day" Fan Event
    - A coordinated global fan event maximizes Share of Voice, echoing AMEC's guidance on high-impact earned activations for cultural moments (AMEC, 2021).
- Creator Junkets With Legacy Props
    - Inviting top creators to interact with iconic props taps into nostalgia—an engagement amplifier identified by SocialArchive (2023).
- Disney Leadership Commentary (CNBC / WSJ)
    - Comments from Bob Iger and Marvel executives reinforce the "quality over quantity" narrative, supported by industry reporting on Marvel's strategic adjustments (Reid, 2025; Gale, 2025).
- Industry Whitepaper Release
    - A Marvel-authored report summarizing audience feedback and the brand's narrative reset aligns with AMEC frameworks for credibility and message reinforcement (AMEC, 2021).

Shared

- #AvengersReassemble TikTok Challenge
    - Creators rebuild iconic scenes using transitions, leveraging youth engagement patterns and nostalgia-based viral sharing (Lu et al., 2022; SocialArchive, 2023).
- Legacy Scene Duet Challenge
    - TikTok duets with iconic moments ("I am Iron Man") leverage participatory culture and digital fandom behaviors (FranchiseFilming, 2024; IAB, 2025).
- Instagram "Fragment to Unity" Story Series
    - Weekly Story drops mirror industry practices for serialized social storytelling, providing clear narrative breadcrumbs that restore coherence (FranchiseFilming, 2024).
- Character Memory Threads (Twitter/X)
    - Threads highlighting emotional arcs capitalize on nostalgia, a proven driver of re-engagement (SocialArchive, 2023).

- Fan Art Reconstruction Campaign
    - Marvel resharing fan art that reimagines fractured heroes aligns with shared-media best practices and fandom participation trends (IAB, 2025).
- Reddit AMAs With Writers, VFX Leads, and Legacy Cast
    - Transparent Q&As reinforce credibility—an AMEC-aligned earned objective—and reduce narrative confusion (AMEC, 2021; Lu et al., 2022).
- "Where We Left Them" 30–Second Recap Reels
    - Short emotional recaps help lapsed fans re-enter the MCU, consistent with research showing that emotional storytelling strengthens brand attachment (Fog et al., 2004; SocialArchive, 2023).
- Marvel Memory Week
    - Amplifying user-submitted nostalgic memories explicitly follows nostalgia-driven engagement research (SocialArchive, 2023).

Owned

- Interactive *Avengers: Doomsday* Landing Page
    - A centralized digital hub delivers narrative clarity and brand-owned storytelling, aligning with Vogel's (2020) emphasis on owned media in franchise economics.
- Fragment-to-Unity Homepage Animation
    - Scroll-triggered reconstructions reinforce the campaign's core visual metaphor and support consistency across paid, earned, and shared channels (FranchiseFilming, 2024).
- Curated Marvel Playlist for Casual Viewers
    - A simplified 6–8 film playlist addresses audience fatigue and confusion highlighted by Lu et al. (2022) and Richter (2025).
- Short "Reset Primer" Featurette
    - Owned content explaining Marvel's simplified approach follows AMEC guidance on transparency and message reinforcement (AMEC, 2021).
- "Legacy Letters" Email Series
    - Narrative-driven email storytelling enhances emotional connection, supported by Fog et al.'s (2004) findings on brand storytelling effectiveness.
- Trailer Drop Priority Access for Subscribers

    - Subscriber-first content aligns with industry best practices for owned-media engagement and retention (IAB, 2025).
- Weekly “Story Threads Explained” Articles
    - Owned explainers reduce confusion and support narrative comprehension—addressing documented fragmentation in recent MCU storytelling (Lapreziosa, 2025; Lu et al., 2022).
- Creator Essays Featuring Russo Brothers
    - Short editorial reflections on character, unity, and legacy reinforce emotional depth and thematic clarity—both identified as critical to regaining audience trust (Reid, 2025; Fog et al., 2004).

XVII. KPIs

We will use the Interactive Advertising Bureau (IAB) and the AMEC Integrated Evaluation Framework for earned media impact (IAB, 2022; AMEC, 2021) to set our KPIs for the *Avengers: Doomsday* integrated communications strategy. The campaign's strategic aims are to reconstruct narrative coherence, restore emotional involvement, and make Marvel a cultural event again. Our KPIs are in line with these goals:

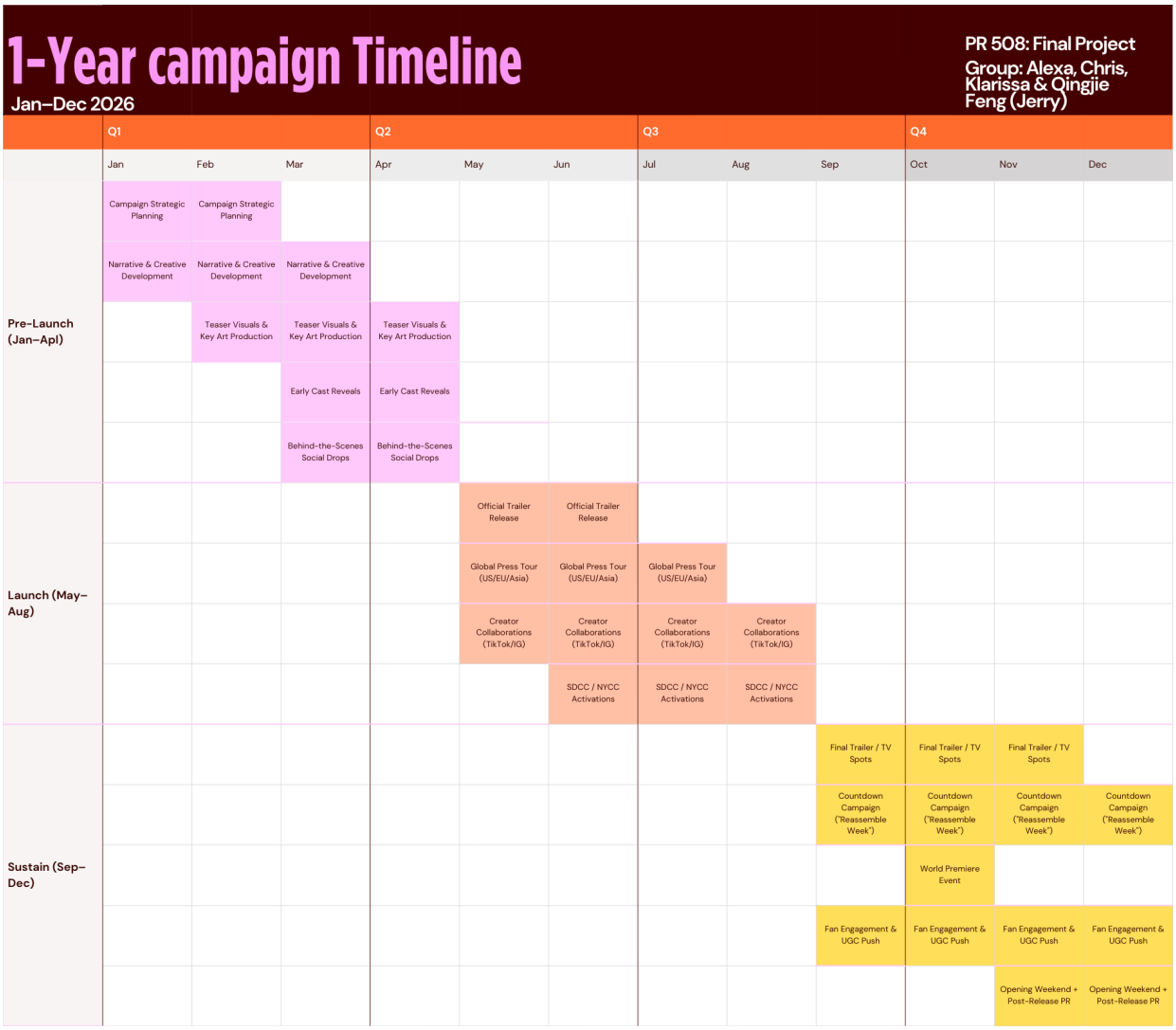
- Paid Media
    - Paid media KPIs use metrics set by the IAB that are used in the industry to measure things like how people interact with ads, how well trailers do, and how well people know about a brand.
    - These measurements show how well paid placements get people's attention and make them do something that can be measured.
    - The goal of the campaign is to make Marvel's brand relevant again, so paid KPIs look at how well the content resonates and how people react to it.
    - These numbers show if *Doomsday's* story and creative platform are interesting enough to bring a lot of people back to the story.
        - CTR must be at least 4%
        - The trailer completion rate must be at least 40%
        - Pre-sale conversion up 15%.
- Earned Media

    - SOV, attitude, and Tier-1 coverage are important markers of message penetration and brand credibility, according to AMEC's Integrated Evaluation Framework.
    - *Doomsday* is a strategic reset for the MCU, and earned KPIs track whether significant media voices are recognizing and adopting the new position.
        - Sentiment ≥ 65% positive
        - 100+ Tier-1 placements
        - SOV ≥ 45%

- Shared Media
    - Since Marvel relies a lot on fandom culture and nostalgic activation, engagement metrics are the main way to tell if the creative platform is working emotionally and culturally.
    - The IAB says that engagement, creator interactions, and platform-specific reach are the most important measures for measuring social effect.
    - These KPIs show if the campaign successfully brings fans back together and gets things going viral.
        - Engagement Rate ≥ 10% across IG/TikTok
        - #AvengersReassemble Views (TikTok) ≥ 2B views
        - SOV ≥ 45%

- Owned Media
    - KPIs for owned media assess how interested and engaged Marvel's channels are with their audiences over time. These metrics check to see if people are actively looking for additional information, spending time with campaign content, and re-entering Marvel's ecosystem.
    - These are all signs that the brand is becoming relevant again. Website activity, bounce rate, and email list growth are all good ways to assess narrative curiosity and retention. They let you measure things beyond just the first hoopla.
        - *Doomsday* Landing Page Sessions ≥ 3M
        - Email Subscriber Growth + 25%

XVIII. Timeline



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